

# Outreach

Healthcare With Peace Of Mind™

Fall 2009



## FRIENDS FOREVER

*Best friends Ashley Massey and Jasman Benjamin met on the transplant unit while waiting for liver transplants*

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where it begins



DEAR OCHSNER FRIENDS AND FAMILY,

Here at Ochsner, we like the quote, "Good health doesn't begin at the doctor's office — it starts where we live, work, learn and play." This philosophy drives our commitment to community service. Because of our size and capabilities, we have the ability to affect the future of our region, using these principles to guide us:

- 1 Participate or lead in those areas where our presence matters.
- 2 Concentrate on areas that play to our strengths.
- 3 Focus on the correction of root causes of problems rather than on the symptoms.
- 4 When possible, partner with others so that we can both succeed.

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**DID YOU KNOW?** Ochsner Medical Center is the only Louisiana hospital to be ranked as one of the "Best Hospitals in America" in *U.S. News & World Report's* 2009-10 publication. Ochsner appears on the Heart & Heart Surgery, Urology, and Ear, Nose and Throat (ENT) lists.

NOW ONLINE

GET MORE

Visit *Outreach* magazine's new companion Web site at [ochsner.org/outreach](http://ochsner.org/outreach) for Web exclusives and more information about the stories in this issue, including:

- ➔ **GIVE THE GIFT Transplants** Learn more about organ donation and sign up to be an organ donor.
- ➔ **SEE THE PICS Surgical Weight Loss** See before and after photos, get tips and recipes for living well with gastric bypass, and find out if you are a candidate for surgical weight loss.
- ➔ **JOIN THE TEAM Careers at Ochsner** Post your resumé on Ochsner's MATCH system and find out about career opportunities.

CUTTING

First robotic transplant procedure in Louisiana

One of the first robotic-assisted transplants in the nation was performed at Ochsner Medical Center in July. Ochsner transplant surgeons used the da Vinci® surgical robot to remove a kidney from a living donor. "This is the next level of technology," says Dr. Ari J. Cohen, FRCS, FACS, Surgical Director of the Kidney Transplant Program. "Moving forward, we anticipate procuring all living-donor kidneys with the help of robotics."

Robotic surgery benefits the donor because it uses smaller incisions, which result in less pain and a faster recovery than traditional open or laparoscopic techniques.

"Donating an organ is an important decision, and the



MEET THE DOCTOR

**ARI J. COHEN, M.D., FRCS, FACS**  
Surgical Director,  
Kidney Transplant Program



These principles have led us to tackle issues such as the cost and availability of healthcare, the obesity epidemic and the shortage of healthcare professionals. Our goals are ambitious, as they should be. You can't change a region with only one effort; we must orchestrate many to achieve our goals. Join us as we work together to create the healthy and hopeful future that we deserve.

Read more about our community service initiatives on the new *Outreach Online* at [ochsner.org/outreach](http://ochsner.org/outreach).



**PATRICK QUINLAN, M.D.**  
Chief Executive Officer, Ochsner Health System

## OPEN WIDE

### Surgery done from inside

**A surgery without incisions?** Ochsner Medical Center – Baton Rouge is now offering a transoral incisionless fundoplication procedure called EsophyX TIF for treating gastroesophageal reflux disease (GERD).

“It’s a very exciting technology, and it presents much less risk for patients than open or laparoscopic surgery,” says surgeon Dr. Louis Jeansonne, IV. Using a long, thin tube inserted through the mouth, surgeons direct a miniature surgical instrument to place stitches between the stomach and the esophagus, creating a barrier that blocks acid reflux.

#### DID YOU KNOW?

About 10 to 15 percent of people suffer from acid reflux.



#### GET BETTER

To learn more about GERD and find out if you could benefit from treatment, call **1-866-979-4783** or visit [ochsner.org/outreach](http://ochsner.org/outreach).

# EDGE

daVinci enables us to make the procedure more comfortable for an individual who’s chosen to save a life,” says Dr. Cohen.

Robotic surgery also benefits the recipient because it enables the surgeon to remove the organ with increased precision and dexterity, resulting in a higher-quality kidney for transplant.

According to the United Network for Organ Sharing (UNOS), more than 1,600 people in Louisiana and 80,000 nationwide are on kidney transplant waiting lists. “Hopefully, this advancement, with the reduced impact it has on donors and improved transplant precision, will encourage more people to consider living-related kidney donations,” remarks Dr. Cohen.

#### THE KINDEST CUT

For more information, call Ochsner’s 24-hour Transplant Hotline at **1-866-979-7132** or visit [ochsner.org/outreach](http://ochsner.org/outreach).



## IN TREATMENT

### Finding cancer cures for AIDS patients

**Dr. Joseph Phillips remembers when hospitals had AIDS units.** Today, the disease is often treated in outpatient clinics with advanced drugs, but the prolonged lifespan of AIDS patients has led to increased incidences of cancer, which requires treatment methods that often don’t agree with AIDS medications.

To help resolve this treatment conundrum, Ochsner joined the AIDS Malignancy Consortium, a worldwide group of doctors and institutions researching treatments for this subset of cancer patients. Now, Ochsner HIV/AIDS patients will be able to participate in clinical trials for new cancer treatments.

“There was a reluctance for a long time among physicians to treat patients with HIV/AIDS-associated malignancies. They would sometimes be treated with scaled-back regimens or not at all. Through the efforts of the consortium, these patients are now being successfully treated,” says Dr. Phillips. “There’s a huge, underserved population here.” **For more information, visit [ochsner.org/outreach](http://ochsner.org/outreach) or call the Ochsner Cancer Institute at 1-866-979-7009.**

#### DID YOU KNOW?

New Orleans has the second-highest rate of new AIDS cases among all large metropolitan areas in the United States. Baton Rouge is third.



“Patients always want to hear about the latest technology, the cutting edge.”

**AUGUSTO OCHOA, M.D.**  
*Director of the Stanley S. Scott Cancer Center  
at the LSU Health Sciences Center*



# BEST OF BOTH



**DID YOU KNOW?**  
Ochsner has enrolled more than 2,200 patients in clinical trials over the last decade. The American Society of Clinical Oncology recently recognized Ochsner for its efforts.

## *Ochsner and LSUHSC join forces*

The new Ochsner Health System and Louisiana State University (LSU) partnership for cancer research brings together a talented team of doctors and researchers to create a local powerhouse for the study and treatment of malignancies. According to Dr. Augusto Ochoa, Director of the Stanley S. Scott Cancer Center at the LSU Health Sciences Center (LSUHSC), it will move research from the laboratory into the clinic and will create opportunities to study and develop new techniques and treatments, helping them reach cancer patients in Louisiana faster.

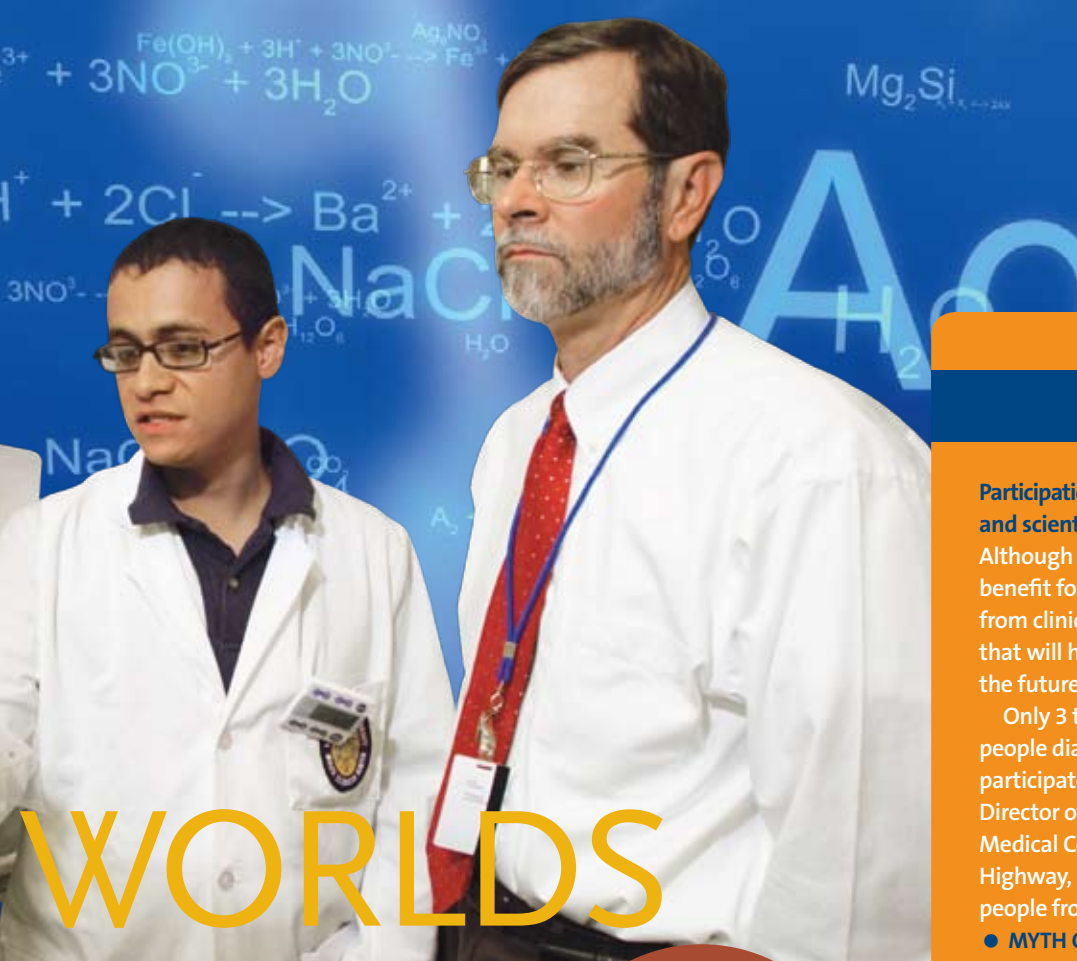
“Patients always want to hear about the latest technology, the cutting edge,” says Dr. Ochoa. “Cancer treatment is a rapidly evolving field, and it is extremely difficult for any one person to be an expert in all the new developments. Therefore, there needs to be a very close association between clinicians treating patients and investigators doing pioneering research. It is very rare in today’s world that any one individual can be both. Instead, we have developed teams that combine their expertise to create excellence in different types of cancers.”

## **CRITICAL MASS OF EXPERTISE**

This new partnership will advance treatment options and provide better access to care, as well as build teams of excellence to study certain types of tumors. Patients will benefit immediately from having a larger and more complete system of clinicians and researchers working on their immediate problems, and they will have enhanced access to clinical trials through the institutions’ community clinical oncology programs (CCOP), including the Minority-Based CCOP at LSUHSC.

“It is a unique partnership in terms of bringing a university and non-university program together,” says Dr. John Cole, head of Hematology and Oncology at Ochsner. “We each bring our own unique and complementary strengths to the partnership. Our goal is to create a critical mass of expertise in cancer research and treatment that will accelerate scientific discovery and improve patient care.”

Over the long term, the pooling of data, testing and research between the two institutions will move clinical care forward. Teams are already collaborating and



**COMPLEMENTARY STRENGTHS**  
Dr. Ochoa (left) and Dr. Cole (right), shown with LSUHSC researcher Paulo Rodriguez, Ph.D. (center), are leading the joint cancer research and treatment partnership.

# WORLDS

researching melanoma, leukemia, breast cancer and lung cancer, among many others, bridging the divide between the hospital and the lab and facilitating quicker, more valuable interaction.

## TOMORROW'S TREATMENTS TODAY

"We hope this partnership will be able to develop and offer new diagnostics and treatments for patients in Louisiana," says Dr. Ochoa. "I think testing new treatments, like cancer vaccines and genetic diagnostics, is probably not very far away with these teams of investigators."

In addition to the research partnership, Ochsner and LSUHSC will start a bone marrow transplant program later this year. Patients will be able to receive top-quality care without traveling. Drs. Cole and Ochoa both hope that, as this program grows, it will begin to attract more talent, starting a chain reaction that can lead to even more advanced research in New Orleans.

"The more talented and smart people we have in the community, the better it is for the community," says Dr. Cole.

**TEAM APPROACH**  
To learn more about cancer treatment at Ochsner, call the Ochsner Cancer Institute at **1-866-979-4810**. To inquire about cancer trials at LSUHSC, call **1-866-979-9208**.



## BE A HERO

Participation in a clinical trial can provide physicians and scientists with important information.

Although there may be some added treatment benefit for patients, the most important gain from clinical trials is the knowledge acquired that will help prevent or better treat disease in the future.

Only 3 to 5 percent of the roughly 1.3 million people diagnosed with cancer this year will participate in a clinical trial. Dr. Jyotsna Fuloria, Director of Clinical Oncology Research at Ochsner Medical Center in New Orleans on Jefferson Highway, debunks a few myths that may keep people from participating in clinical trials.

- **MYTH ONE: CLINICAL TRIALS ARE A LAST RESORT TREATMENT** Clinical trials cover the entire spectrum of disease, from cancer prevention to treatment for very advanced forms of the disease. Some cancer trials are provided only after other treatments are offered. Your doctor will decide if a clinical trial may be right for you based on the stage of your disease and other treatments available.
- **MYTH TWO: YOU MIGHT GET A PLACEBO** Some clinical trials do involve the use of a placebo (e.g., a sugar pill); however, the placebo is usually in combination with the current standard of care you would receive if you were not in the trial. Rarely is a placebo given alone in a clinical trial that is for the treatment of disease.
- **MYTH THREE: IF YOU REFUSE TO PARTICIPATE, YOU WON'T BE TREATED** Before you can be enrolled in a clinical trial, you'll be told exactly what will be involved and what will be required of you. This decision is up to you. If you decide not to participate, you will receive the current standard of treatment. If you agree to participate in a clinical trial you may withdraw at any point.
- **To find out more about clinical cancer trials at Ochsner, call 1-866-979-6783 or visit [ochsner.org/outreach](http://ochsner.org/outreach).**

# FRIENDS FOREVER

## Young women become friends on the transplant unit

When Ashley Massey lines up, smiling and wearing a bridesmaid dress, next to her friend Jasman Benjamin at Jasman's upcoming wedding, it will be the culmination of a friendship that started two winters ago at Ochsner Medical Center in New Orleans on Jefferson Highway. Being there for the bride will come naturally for Ashley. The two former liver transplant patients supported each other throughout their tough hospital stays.

"They'd motivate each other and visit each other in the ICU," says Tere Crouchet, Clinical Coordinator for Abdominal Transplants at Ochsner. "They were their own support system. It was like they were sisters."

### CLINICAL GIRL TALK

Jasman, a 21-year-old from Baton Rouge, was fighting pneumonia in November 2007 and had such severe breathing problems doctors needed to induce a coma. When she awoke in December in a recovery room, she learned she had a collapsed lung, required physical therapy and needed a transplant due to sudden liver failure. She was shocked.

But she found comfort in the Ochsner staff and her next-door neighbor in the transplant unit, Ashley, a 19-year-old from New Orleans. Nobody knew the realities of the situation better than Ashley, who suffered from recurring autoimmune hepatitis and had undergone three liver transplants since the age of 13 (she was waiting for her fourth when the girls met). Ashley offered encouragement and perspective, and according to Jasman, they "just vibed."

"The nurses sent Ashley to cheer me up," says Jasman. "From that point on, she'd come every day. She was part of my family."

Soon the girls ran the floor, according to doctors and nursing staff. They walked around in pajamas all day, talked to the nurses and played board games like Monopoly. If one friend was sick or couldn't leave her room, the other came by to hang out. The staff was

touched by the girls' behavior during their difficult recovery, according to Crouchet, and one nurse even brought them tiaras. According to George Loss, Jr., FACS, M.D., Ph.D., Chief of the Multi-Organ Transplant Unit, the girls were entertaining and would tease him and the other surgeons all the time.

"Ashley was very charming and friendly, but also very independent, and what struck me most about Jasman was her smile," he says. "Even if she was sad, she'd smile at you."

Ashley and Jasman were only together in the hospital for a short time; Jasman got her transplant on Christmas, 2007, and then spent a few weeks recovering, while Ashley received her new liver on May 9, 2008. Both are currently healthy.

### TEAM PLAYERS

Ochsner's transplant center, a Center of Excellence, is successful because it involves all aspects of the hospital, according to Dr. Loss. It's a team that acts like a hospital-within-a-hospital. For example, dedicated anesthesia teams mean that transplant operations don't get bumped and the hospital achieves quicker response times, which translates into better results.

Ochsner's success with transplants is measured and compared to other programs by many criteria. For example, donated livers are on ice for less than five hours before operation about 35 percent of the time in hospitals nationwide. At Ochsner, livers are transplanted within five hours 90 percent of the time.

"When I first met Dr. Loss, I thought he was mean," says Ashley. "He was on everyone about taking medicine. But he's strict because he cares. He's my heart. I love him so much for all the times he saved me."

The girls' stays left strong impressions. Jasman says Ochsner was "the best." They took a liking to the nurses, social workers and surgeons they encountered, and both have plans to pursue related careers. Ashley wants to be a nurse, and Jasman wants to be a social worker, good paths for two amicable, strong-willed survivors.

### DID YOU KNOW?

The Ochsner Multi-Organ Transplant Institute has performed more than 2,700 liver, kidney, pancreas, heart and lung transplants since 1984 — making it the Gulf South's leading transplant center.



**SAVE A LIFE**  
Become an organ donor. Fill out the form in the center of this magazine, register at [ochsner.org/outreach](http://ochsner.org/outreach), call **1-866-979-7158** or go to any Louisiana DMV.

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MEET THE DOCTOR

**GEORGE LOSS, JR., FACS, M.D., Ph.D.**  
Chief, Multi-Organ Transplant Institute

“Dr. Loss is strict because he cares. He’s my heart. I love him so much for all the times he saved me.”

**ASHLEY MASSEY**  
*Four-time Liver Transplant Patient*



**CLOSE TIES**

Jasman (left) and Ashley (right) are looking forward to a long friendship, including sharing special events such as Jasman’s wedding.

## SEE THE NEW YOU

Surgical Weight Loss Support Groups are held monthly from 5:30 to 6:30 p.m. in the Brent House Conference Center at Ochsner Medical Center on Jefferson Highway in New Orleans. Upcoming dates are October 20, November 17 and December 15. **● Please call 1-866-979-6311 to RSVP or for more information.**



# LESS IS MORE

### *Gastric bypass gave Helen Roussel a new start*

It was just a hug, but to Helen Roussel, it was an “ah ha” moment. Last year, her teenage son Marcus wrapped his arms around her torso and swung her around their living room, underscoring the immense changes of the last year.

Just two years ago, Helen was 148 pounds heavier and restricted because of her obesity. She had to give up her season ticket to Saints games because she couldn't fit in her seat. Marcus had always said he wanted to give her a real hug, but as he got older, she got bigger. Everything changed when Helen decided to undergo gastric bypass surgery at Ochsner's Surgical Weight Loss Program in New Orleans.

Spooked when reading the obituary section on New Year's Day 2007, Helen decided to make a healthy change.

Coincidentally, she was a secretary who worked on the same floor as Dr. William Richardson, a bariatric surgery specialist. She contacted him and soon began preparing for surgery. Like other Ochsner patients, she saw a therapist to prepare for the big life change and went on a liquid protein diet a few weeks before the operation. Post-surgery, she started exercising and saw a dietitian.

### **CENTER OF EXCELLENCE**

Helen's procedure — a laparoscopic gastric bypass, in which Dr. Richardson made a small stomach pouch and rerouted her intestines to restrict what she could eat and how much she absorbed from what she consumed — was one of hundreds of minimally invasive bariatric surgeries performed at Ochsner last year.

Named a Center of Excellence for Bariatric Surgery

### **PULLING HER WEIGHT**

Helen now has the energy to keep up with her teenage children, daughter Marion and son Marcus.



# Q&A

**WEIGHTY DECISION** To see Helen's "before" photo and learn if you qualify for bariatric surgery, visit [ochsner.org/outreach](http://ochsner.org/outreach) or call 1-866-979-7613.



**Q Can I cut back on preventive care to save money?**

**A** You can't afford not to get preventive care. At a bare minimum, you need to keep up with checkups and immunizations.

If you catch something early, you might be able to control the disease process with only lifestyle modifications or just one medication. You can prevent comorbidities that require more extensive care. The cost of a preventive doctor's visit and labs or screenings is a lot less than the cost of these services plus additional tests, care and possible hospitalizations.

Plus, don't use bad judgement, such as poor eating habits or not following up with chronic conditions, in order to deal with the stress of the economic downturn. Saving money on the front end will cost you more on the back end. We can't afford to take our health for granted.



MEET THE DOCTOR

**BRANDON HIDER, M.D.**  
Family Practitioner at Ochsner Health Center – Kenner (Driftwood Blvd.)

by the American Society for Bariatric Surgery, Ochsner utilizes a multidisciplinary approach and pre-operative education to prepare patients for these transformative operations. LAP-BAND® and sleeve gastrectomy procedures are also available.

Dr. Richardson, who began the program five years ago, says talented staff, including dedicated nurses, have also helped make the program a success. "I don't know how to express how wonderful a thing this is for people who are having a hard time with life," he says.

**THE NEW NORMAL**

More dynamic and energetic at work and at home, Helen now goes for walks with her daughter and has dropped from a size 28 to a size 2. One thing that has not changed is her love of cooking. "There are lots of wonderful recipes I have found so that I am able to enjoy the foods here in New Orleans," she says. For example, she will make spaghetti and meatballs for her family, but will skip the pasta and eat the meatballs and sauce.

Today, Helen is helping others who are weighing the same decision. Last June, she began working as Dr. Richardson's Administrative Assistant. "She's an asset to the program," he says. "She is able to counsel potential patients and answer questions at Ochsner's monthly educational seminars and support groups."

"A lot of what surgeons do is to make patients feel better. We try and bring them back to normal," says Dr. Richardson. "But with bariatric surgery, we're changing what people's normal setting is."

## INVESTMENT ADVICE

### Get a flu shot and save \$300 or more

You could invest in a flu shot this year for about \$30. Or, says Dr. Hider, you could spend a lot more to "catch the flu, have a doctor visit, get the test to confirm the flu and fill two prescriptions." Add in missed work, possible complications and the other members of your household who get sick, and you've lost a lot of money. Compare the costs\* of a simple case of the flu:

OFFICE VISIT	\$99.00
FLU TEST	\$94.00
ANTIVIRAL: TAMIFLU, FIVE-DAY TREATMENT	\$90.00
PRESCRIPTION COUGH SYRUP	\$15.00
DECONGESTANT: SUDAFED PE, 36 CT.	\$7.99
PAIN RELIEVER/FEVER REDUCER: ADVIL TABLETS, 100 CT.	\$9.49
TISSUES: KLEENEX, 180 CT.	\$2.39
DISINFECTANT: LYSOL SANITIZING WIPES, 36 CT.	\$3.99
CHICKEN SOUP: CAMPBELL'S CHICKEN NOODLE SOUP, 10.7 OZ.	\$1.49
<b>TOTAL</b>	<b>\$323.35</b>

\*actual out-of-pocket costs will vary by insurance plan

Keep up-to-date on the latest H1N1 and seasonal flu information at [ochsner.org/outreach](http://ochsner.org/outreach).



GET MORE! Visit **Outreach Online** at [ochsner.org/outreach](http://ochsner.org/outreach)

# FRESH START

*Kicking off the holiday season healthfully*

Halloween is just the first in a long line of happy eating holidays. Start the holiday season off right with festive recipes that emphasize fresh, seasonal foods. Try this menu for entertaining friends or family on Halloween or any time this fall. All recipes serve 8–10 people.



## AN ENTERTAINING MENU

**CRANBERRIES** are not just for Thanksgiving. These fall fruits are packed with proanthocyanidins, which may help remove harmful bacteria from your body, and antioxidants, which support healthy aging. Try this fresh cranberry sauce over grilled or roasted pork tenderloin or boneless, skinless chicken thighs seasoned with salt, pepper and ground sage.

### INGREDIENTS

1/2 cup brown sugar  
1 cup apple juice  
2 tablespoons honey  
1 cinnamon stick  
12-ounce package fresh cranberries  
**Combine all ingredients in a saucepan. Bring to a boil. Reduce heat and simmer for 15 minutes or until mixture is slightly thickened. Discard cinnamon stick. Cool before serving.**

**SWEET POTATOES** are high in fiber and vitamins A and C. Karen Keiser, LDN, Registered Dietitian at Ochsner St. Anne General Hospital, recommends this sweet potato soufflé as a healthy and tasty replacement for a sweet potato pie.

### INGREDIENTS

2 cups mashed cooked sweet potatoes  
1 can evaporated skim milk  
2 eggs, lightly beaten  
24 packets Equal  
1 tablespoon margarine  
1 tablespoon all purpose flour  
1 teaspoon vanilla extract  
1 teaspoon ground cinnamon  
1/2 teaspoon ground nutmeg  
1/2 teaspoon salt  
**Combine all ingredients until smooth. Pour into a baking pan coated in cooking spray. Bake at 400° for 15 minutes. Reduce heat to 325° and bake 30 minutes or until a toothpick comes out clean.**



# Q&A



**Q What can parents do to keep their kids out of the Emergency Room this Halloween?**

**A** We see a lot of injuries on Halloween due to inappropriate costumes. Kids fall because they can't see well, or they trip over a costume that is too long. And sadly, there are kids who run out in front of cars. To keep kids in costume safe, make sure others can see the kids easily at dusk and at night. Second, make sure costumes fit appropriately so kids don't trip. And third, make sure any masks provide a good visual field so they can see their environment. Finally, but just as importantly, make sure costumes are fire-retardant in case kids get too close to candles or jack-o-lanterns.

In addition, we see a lot of people of all ages who cut themselves making costumes and carving pumpkins. Eye injuries from makeup and glitter and allergic reactions to makeup are also common. You need to be aware of the toxicity of the products used at Halloween because they are often not of the same quality as everyday products.

**Emergency rooms are busier than usual on Halloween. When it falls on the weekend, as it does this year, the wait can be even longer. Before you head to an Ochsner ER, check [ochsner.org/time](http://ochsner.org/time) to see how long the wait is. Wait times are updated in real time.**



MEET THE DOCTOR

**JOHN PHILLIPS, M.D.**  
 Director of Emergency Services  
 at Ochsner Medical Center –  
 West Bank Campus

**BRUSSELS SPROUTS** get sweeter in the fall, when the crops cool off. And they have only 30 calories per half-cup serving. For a delicious, simple preparation, remove the stem ends and slice in half lengthwise. Lightly coat a cookie sheet with olive oil. Place the sprouts, cut side down, on the cookie sheet and sprinkle with salt and pepper. Roast in the oven for 15 minutes or until tender at 450°.



## A TRICK FOR TREATS

While it's OK to eat Halloween candy in moderation, that's easier said than done. Karen Keiser, R.D., LDN, recommends this trick for turning treats into a fiber-filled, antioxidant-rich snack.

### CHOCOLATE-DIPPED APPLES

- 1 Slice one Granny Smith apple into wedges, leaving skin on.
- 2 Unwrap four plain mini dark chocolate bars and place in a small glass bowl.
- 3 Microwave the chocolate until melted, approximately 30 seconds.
- 4 Add 10 chopped peanuts or 2 chopped walnuts to the melted chocolate for added antioxidant benefits.
- 5 Dip apple slices into melted chocolate and enjoy!

Serves two kids or one adult.

MEET THE REGISTERED DIETITIAN

**KAREN KEISER, R.D., LDN**  
 Registered Dietitian at Ochsner  
 St. Anne General Hospital



“We’re really glad that Ochsner has stepped up to the plate to be a full partner for everyone.”

**ANGIE RUIZ**

*Director of School Based Health Centers at  
Jefferson Parish Public School System*

# ALL ACCESS

**DID YOU KNOW?**

Many students consume up to 80 percent of their daily calories at school.

## *Ochsner’s first school partnership launched*

Fran Rush has a simple philosophy when it comes to keeping the students at Alfred Bonnabel High School in class: “If they’re not here, we can’t teach them.” That’s why Fran, Assistant Principal at Bonnabel for the 2008–09 school year, is so pleased with the new partnership between Jefferson Parish School System and Ochsner Health System, which provides comprehensive health and wellness services at the school.

The cornerstone of the partnership is a four-exam-room clinic that provides preventive care to keep kids healthy and takes care of students’ health problems, whether they’re emergent problems such as colds, headaches, sports injuries or sore throats or chronic problems such as diabetes and mental illness. The site is staffed full-time by Ochsner Nurse Practitioner Nancy Tigert and a social worker provided by Jefferson Parish schools. Ochsner pediatrician Dr. Samira Brown is on site one half-day per week.

Clinic services are offered at no charge to the students or their families. The center treats all students whose parents have consented for them to be treated at the clinic regardless of their insurance status.

“The reason this works is about accessibility,” says Angie Ruiz, Director of School Based Health Centers at Jefferson Parish Public School System. “Ochsner is committed to finding the care and resources we need.” Because students can visit the center during the school day, health needs can be taken care of without the student needing to miss school or a parent needing to miss work. If a student’s needs go beyond what the clinic can provide, the right care is arranged through Ochsner Medical Center – Kenner or other community providers.

Ochsner’s commitment to Bonnabel goes well beyond the walls of the clinic to focus on the overall health and fitness of the students, staff and parents of the school. “We treat the whole child,” says Angie. “And Ochsner is also adopting the whole school.” Current school-wide initiatives include anti-obesity programs for students and staff and integration with existing physical education and culinary vocation classes.

**THERE’S MORE**

Find out about other components of the partnership in a Web exclusive at [ochsner.org/outreach](http://ochsner.org/outreach).





### TURN THE PAGE

Drop off new and gently used books for the Reach Out and Read Program at the Medical Library on the first floor of Ochsner Medical Center or Ochsner for Children on Jefferson Highway.



## BOOK SMARTS

### *Reach Out and Read at Ochsner*

**Your young child's library can grow as he or she does.** Through the national Reach Out and Read program, children from 6 months to 5 years will receive a book at each well child visit at some Ochsner Children's Health Centers, totaling nine books in all.

"Reading aloud is the single best intervention to ensure your child's school success," says Dr. Michelle Payette, who was instrumental in bringing the program to Ochsner. "Through this literacy program, physicians can also diagnose and treat possible developmental delays earlier."

**CELEBRATE** To celebrate the kickoff of the Reach Out and Read Program on May 29, 2009, Louisiana's First Lady Supriya Jindal read stories to pediatric patients at Ochsner for Children.

## REACHING FOR THE STARS

Twelve academically talented local high school students attended Ochsner's 2009 Science Technology Academics and Research (STAR) program. STAR is a free summer camp that provides qualified high school students with a unique opportunity to:

- **CONDUCT CUTTING-EDGE, inquiry-based scientific experiments.**
- **ACQUIRE HANDS-ON EXPERIENCE with sophisticated medical technologies.**
- **LEARN ABOUT the latest advancements in medicine and healthcare.**
- **DEVELOP SKILLS such as resumé writing, effective presentation, networking and leadership.**

Students also learned stress management, obtained CPR certification and participated in debates on current social issues affected by science and medicine.

"STAR's mission is to inspire, educate and prepare students for the future," says Allison Fischtziur, Senior Administrator/Project Coordinator of Academic Community Outreach at Ochsner's Center for Knowledge Management.

"The knowledge and skills acquired in the program will provide students with a solid foundation on which to build an advanced education and a successful career in science, medicine or healthcare." ● **Applications for the 2010 STAR program will become available in November 2009 and are due February 2010. To learn more, see [ochsner.org/outreach](http://ochsner.org/outreach) or call 1-866-979-7584.**

### STAR 2009 STUDENTS

**Sarah Bienes**

*Cabrini High School*

**Alton Denson**

*Capdau Early College High School*

**Elizabeth Holzenthal**

*St. Scholastica Academy*

**Piper Jacocks**

*Lusher Charter School*

**Shahed Mahmud**

*Patrick F. Taylor Science &*

*Technology Academy*

**Andrew Mauroner**

*St. Paul's School*

**Emily Moskau**

*John Curtis Christian School*

**Rachel Mudge**

*Mt. Carmel Academy*

**Amnah Rahman**

*St. Scholastica Academy*

**Crystal Rathore**

*Academy of Our Lady*

**Tamara Soublet**

*Cabrini High School*

**Taylor Wyble**

*Destrehan High School*



*Also shown: Senior Team Leader Caroline Reed and Junior Team Leader Feyi Aworunse*

MEET THE CHIEF NURSING OFFICER

**SYLIVA HARTMANN, MSN, RN**  
*Vice President/Chief Nursing Officer  
at Ochsner Medical Center – Kenner*



When Sylvia Hartmann, MSN, RN, first started working at Ochsner 25 years ago, she was a staff nurse in the post-anesthesia care unit at Ochsner Medical Center in New Orleans on Jefferson Highway. Because of Ochsner's commitment to employee development and the many opportunities available at Ochsner, she is now Vice President/Chief Nursing Officer of Ochsner Medical Center – Kenner. Read her story below.

# ONWARD & UPWARD

**JOIN US** Learn why Ochsner is a "Best Place to Work" and explore a new career at [ochsner.org/outreach](http://ochsner.org/outreach). Contact Human Resources at **1-866-979-7816** for more information. EOE.

## *How Sylvia Hartmann found her path to success at Ochsner*

"I've had a lot of different roles at Ochsner—nurse, director, coordinator. From the beginning, my involvement in different organization-wide committees for performance or quality improvement whetted my appetite for continuously wanting to improve. I just wanted to keep learning and working with different people, growing as a professional.

Ochsner offers a tremendous number of development opportunities, both in the classroom and online, and through coaching and mentoring with experts in various fields. Ochsner is dedicated to the professional development of all employees. When I returned to school to complete my Master's degree, they were very supportive and flexible with my schedule, making it

possible for me to get the degree.

Ochsner has several affiliations with nursing schools that help staff stay current. There is a tuition reimbursement program and incentives to help pay for specialty certification. In addition, there is a nursing education fund that sponsors nurses to attend conferences.

I tell new hires to be open to any learning opportunity that might come their way, and to get involved. You get so much more out of it than what you put in. So the more you participate, the more satisfied you'll be as an employee and the more difference you'll make in improving patient care. That's really what it's all about."

### **NEED SUPPORT?**

Find out about cancer, weight-loss and other support groups at [ochsner.org/outreach](http://ochsner.org/outreach).



# OCHSNER'S NEW PHYSICIANS

Siby G. Ayalloore, M.D. *Cardiology*  
 Brian B. Borg, M.D. *Hepatology*  
 Debra L. Burris, M.D. *Neurology – Baptist*  
 Bernard J. Canzoneri, M.D. *Maternal Fetal Medicine*  
 Jared F. Collins, M.D. *Hospital Medicine – Baptist*  
 W. Charles Conway, II, M.D. *Surgical Oncology*  
 Lawrence H. Cresswell, III, D.O. *Emergency – Baptist*  
 E. Merritt Cullum, M.D. *Cardiology*  
 Mahmoud Daftary, M.D. *Urology – Slidell*  
 Anirudha Dasgupta, M.D. *Hematology/Oncology – North Shore*  
 Alicia C. DePaula, M.D. *Pediatrics – Destrehan*  
 Anabelen R. DeRosales, M.D. *Hospital Medicine – West Bank Campus*  
 Neil M. DiGiovanni, M.D. *Anesthesiology*  
 Bobby J. Dupre, M.D. *Rheumatology – Baton Rouge*  
 Patrick W. Fisher, D.O., Ph.D. *Heart Failure/Cardiac Transplant*  
 Carmen R. Fuentes, M.D. *Neurology*  
 Syed A. R. Gilani, M.D. *Cardiology*  
 Susan H. Gunn, M.D. *Pulmonary/Critical Care*  
 Brandon K. Hider, M.D. *Family Medicine – Kenner*  
 Travis W. Hill, M.D. *Emergency – West Bank Campus*  
 Kimone M. James, M.D. *Hospital Medicine*  
 John M. Kennedy, M.D. *Hematology/Oncology*  
 Georgia S. Lea, M.D. *Neurology*  
 Chantal B. Lorio, D.P.M. *Podiatry*  
 Stacy A. Mandras, M.D. *Heart Failure/Cardiac Transplant*  
 Marc R. Matrana, M.D. *Hospital Medicine*  
 D. Anthony Mazzulla, M.D. *Ophthalmology*  
 Robert H. McLaren, M.D. *Urology – Kenner*  
 Kendra L. Michael, M.D. *Pediatrics – Baton Rouge*

Margaret S. Miklic, M.D. *OB/GYN – Raceland/St. Anne*  
 Arthur Molina, III, M.D. *Hematology/Oncology*  
 Brian A. Moore, M.D. *Otolaryngology*  
 Candace C. Moore, M.D. *OB/GYN*  
 R. Clifton Moore, M.D. *Maternal Fetal Medicine*  
 Joshua D. Parks, M.D. *Surgery – West Bank Campus*  
 Samir N. Patel, M.D. *Cardiology*  
 Marjorie N. Person, M.D. *Psychiatry – Raceland/St. Anne*  
 Meredith Portalatin, M.D. *Hospital Medicine – West Bank Campus*  
 Jeryl L. Reiser-Parmenter, D.O. *Family Medicine – Covington*  
 Adam I. Riker, M.D. *Surgical Oncology*  
 Esteban O. Romano, M.D. *Urology – Slidell*  
 Kurosh A. Safavi, M.D. *Radiology – West Bank Campus*  
 Armin Schubert, M.D. *Anesthesiology*  
 W. Bruce Shingleton, M.D. *Urology – Baton Rouge*  
 Sumathi Siva-Smith, M.D. *Hematology/Oncology – North Shore*  
 David L. Smith, M.D. *Radiology*  
 Taletha B. Smith, M.D. *Radiology*  
 Ariane M. Stevens, M.D. *Emergency – West Bank Campus*  
 Srikanth Tamma, M.D. *Hematology/Oncology*  
 Austin C. Thomas, M.D. *Gastroenterology*  
 Stanley N. Thornton, M.D. *Cardiology*  
 Gabriel A. Vidal, M.D. *Neurology*  
 Richard A. Vinroot, Jr., M.D. *Emergency*  
 Vu A. Vuong, M.D. *OB/GYN – West Bank*  
 Adam C. Wells, M.D. *Radiology*  
 James B. Wooldridge, Jr., M.D. *Bariatric Surgery*



**NEED A DOCTOR?**  
 Services are available through a network of Ochsner Health Centers and seven regional Medical Centers. To find a physician near you, please visit [ochsner.org/outreach](http://ochsner.org/outreach) or call 1-866-979-6175.

*These providers joined Ochsner between February 26 and August 17, 2009. All providers practice at Ochsner Medical Center in New Orleans on Jefferson Highway unless otherwise indicated.*

## ALSO JOINING

The following Physician Assistants and Nurse Practitioners have also joined Ochsner's staff.

Lisa Alleman, PA *Rheumatology – Baton Rouge*  
 Mary Allen, CNS *Nursing Services*  
 Angela Angelle, PA *Orthopedics – Baton Rouge*  
 Michael Benoit, PA *Cardiology*  
 Sheri Berger, NP *Pediatrics – North Shore/Lakeview*  
 Monique Cerise, NNP *Neonatology*  
 Rosanna Dooley, PA-C *Hematology/Oncology*  
 Suzanne Guercio, PA *Gastroenterology – Baton Rouge*  
 Melissa Hubbs, NP *Diabetes Support – Baton Rouge*  
 Jennifer Johnson, CNM *OB/GYN – Baton Rouge*  
 Richard Kuylen, NP *Hospital Medicine*  
 Nanette LeBlanc, NP *Internal Medicine*  
 Sharon LeBoeuf, NNP *Neonatology – Kenner*  
 Ann Ledet, NP *Adult Primary Care – Luling*  
 Deena Lilley, NP *Cardiovascular Surgery*  
 Roxane Minet, NP *Neurosurgery*  
 Erin Morgan, CRNA *Anesthesiology*  
 Melinda Orellana, NNP *Neonatology*  
 Amanda Rudolph, NP *Pediatrics – Metairie*  
 Karen Skific, NNP *Neonatology*  
 Angelique Torres, NP *Internal Medicine – Lockport*





Ochsner Health System  
1514 Jefferson Hwy.  
New Orleans, LA 70121

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OHS-006

## ▶▶ Inside Ochsner

### WHAT'S NEW

#### OCHSNER ST. ANNE GENERAL HOSPITAL

Two new OB/GYNs are now seeing patients at the Ochsner St. Anne Women's Health Centers in Cut Off and Raceland. Dr. Margaret Miklic and Dr. Simone Pitre join Ochsner St. Anne as the only female OB/GYNs in the area.

**1-866-979-7826**

Additional specialties are now represented at the Ochsner St. Anne Multi-Specialty Clinic. New adult specialties are colon and rectal surgery, pulmonology and vascular surgery. New pediatric specialties — exclusive to the region — are cardiology, endocrinology, medical genetics, nephrology and pulmonology.

**1-866-979-6166**

#### OCHSNER BAPTIST MEDICAL CENTER

The Pain Management procedural area has moved to the 6th floor of the Clara Wing at Ochsner Baptist Medical Center. This additional space includes two procedure rooms, eight private patient rooms and state-of-the-art equipment.

**1-866-979-6095**

#### OCHSNER MEDICAL CENTER – BATON ROUGE

Urology services are now available at Ochsner Health Center – Summa and Ochsner Health Center – O'Neal Lane. Urologist Dr. William Shingleton is board certified by the American Board of Urology.

**1-866-979-5549**

#### OCHSNER MEDICAL CENTER – KENNER

The OB/GYN department has relocated from the third floor of the hospital to a newly renovated office in the Medical Office Building, Suite 501.

**1-866-979-6518**

Additional specialties are now represented at Ochsner Kenner. Gastroenterologist Dr. Aderonke Akingbola, cardiologist Dr. Stephen Jenkins and urologist Dr. Robert McLaren are now seeing patients in the Medical Office Building.

Gastroenterology **1-866-979-5364**

Cardiology **1-866-979-5547**

Urology **1-866-979-6645**



**UP LATE?** You can call around the clock to make an appointment at any Ochsner Health Center on the South Shore. Call **1-866-OCHSNER** for 24/7 scheduling.

## IT'S PRIMARY

Ochsner continues to expand its network of primary care sites to bring services closer to home. With more than 35 health center locations, it's easy for every member of the family to find a doctor with a convenient office. Recently opened, expanded and moved health centers include:

#### NEW

#### OCHSNER ST. ANNE WOMEN'S HEALTH CENTER

OB/GYN

186 West 134th Street in Cut Off

**1-866-979-5272**

#### NEW

#### OCHSNER HEALTH CENTER – LAKEVIEW

FAMILY PRACTICE, OB/GYN, LAB, RADIOLOGY

101 W. Robert E. Lee Boulevard in New Orleans

**1-866-979-6079**

#### EXPANDED

#### OCHSNER HEALTH CENTER – CITY OF CENTRAL NEUROLOGY, CARDIOLOGY AND INTERNAL MEDICINE

Central Park Professional Plaza, 11424 Sullivan Road in Central

**1-866-979-5171**

#### RELOCATED

#### OCHSNER – WEST BANK

The OB/GYN offices have moved from 3712 McArthur Blvd. in Algiers to 120 Meadowcrest Street, Suites 220 and 460, in Gretna

**1-866-979-4520**