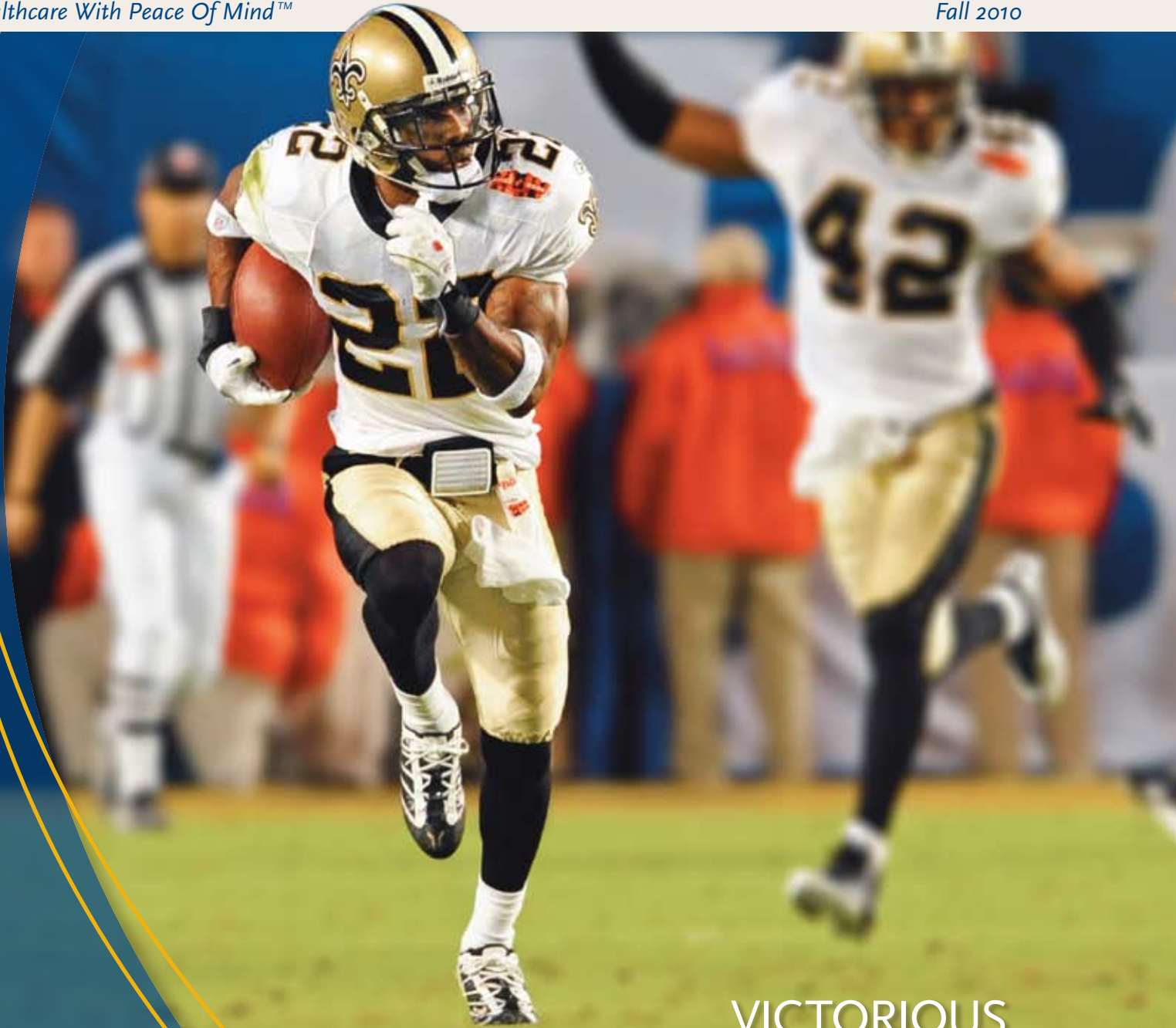


Outreach

Healthcare With Peace Of Mind™

Fall 2010



VICTORIOUS

Tracy Porter is back in the game thanks to the Ochsner Sports Medicine Institute

- ▶▶ Picture of Resilience p4
- ▶▶ Smart Cookies p7
- ▶▶ The Impossible Dream p8

we're not waiting



DEAR OCHSNER FRIENDS AND FAMILY,

At Ochsner, we're not waiting for healthcare reform. We want to bring you better healthcare now. A big part of that solution lies in coordination of care, a concept we have been improving on for years. More than a decade ago, we adopted an electronic medical record (EMR) to give your doctors immediate access to your health information, including test results, medical history, and medications. This electronic record ties into eight hospitals and 38 health centers.

And recently, we've developed an online tool to allow you to take more control of your healthcare online. Using MyOchsner, our patient portal, gives you 24/7 access to your health information, test results, prescription refills, and appointment reminders.

But while we are ahead of the curve in this area, we know that coordination of care isn't just about the technology that connects people, it's about personal relationships. This emphasis on care helps us in our Mission to Serve, Heal, Lead, Educate, and Innovate.

So whether you enter a small primary care office or Ochsner Medical Center in New Orleans on Jefferson Highway, you can know you are getting the best of care that comes with the expertise of every member of our team, more than 13,000 members strong.

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

OCHSNER DOES IT AGAIN

Ochsner is one of the "50 Best Hospitals In America" again this year, according to *U.S. News and World Report*. Improving in two categories and joining the ranks of the best in five additional specialties, Ochsner Medical Center's recognitions include:

- # 23 Heart and Heart Surgery
- # 31 Gastroenterology
- # 39 Gynecology
- # 28 Ear, Nose, and Throat
- # 36 Orthopedics
- # 41 Geriatrics
- # 36 Pulmonology

"This marks the first time in Ochsner's history that we have been recognized for excellence in so many categories on this prestigious list," says Mike Hulefeld, CEO of Ochsner Medical Center. "Our success in these areas reinforces that we have the right model and the right plan for the future. Ochsner patients can rest assured knowing that nationally recognized care is close to home."

GIVING SPIRIT

To learn how you can support cancer patients in our area through The Gayle and Tom Benson Cancer Center at Ochsner or participate in fundraising events, visit ochsner.org/pink.



GIFTED

\$5 million gift expands Cancer Services at Ochsner

In June, the Gayle and Tom Benson Charitable Foundation pledged \$5 million for cancer care at Ochsner Medical Center. Thanks to the Bensons' leadership gift, Ochsner's oncology clinic patient space will double, creating a more comfortable atmosphere for more than 2,200 new cancer patients seen at Ochsner each year.

The Center offers sweeping views of the Mississippi River and will feature healing imagery and artwork.

The new Center will offer a comprehensive approach to cancer care for all cancer types, with an expanded research program featuring clinical trials. Focused multidisciplinary care will be provided by

VICTORIOUS

The Ochsner Sports Medicine Institute helped ensure the Saints' big win

The Saints' 2010 Super Bowl win lifted the whole city, delivering redemption to Saints fans eager to rejoice in a victory. Players and coaches shared in the well-deserved title. But there's more to a win than meets the eye. Often unacknowledged behind the scenes are the doctors and medical staff working to maintain the team's health. Ochsner is proud to be the Official and Exclusive Healthcare Sponsor of the New Orleans Saints.

As team physician and Section Head of Sports Medicine and Cartilage Restoration at Ochsner Medical Center, Deryk Jones, M.D., runs an injury clinic with trainers to evaluate the team's needs, performs team physicals, and gives insight to coaches on pre-draft risk evaluations based on each player's health. In a contact sport like NFL football, Dr. Jones and the Ochsner team see quite a few injuries while in attendance at every game.

"Some of the most common lower-level injuries include cartilage injuries in the knee, hamstring strains, groin strains and tears, sports hernias, and ankle sprains," Dr. Jones explains. "Higher-level injuries might include ligament tears of the knees

and dislocated shoulders — these are usually season-ending."

Stakes were high when Saints cornerback, Tracy Porter, suffered a major collateral leg injury last season, tearing a ligament completely. Nervous fans waited while Dr. Jones and the Ochsner team worked to treat the injury.

"That kind of injury usually takes eight to 10 weeks to recover from," Dr. Jones explains. "But we all worked really hard to rehabilitate the injury, and we got him back on the field within four or five weeks. Ochsner is highly specialized to take care of the athletic population, and our goal is to fully rehabilitate individuals back to their pre-injury activity levels. So, we intervene at the injury level and we try to speed the process up safely."

It worked — Porter's quick recovery enabled his clutch performance during the Super Bowl game against the Indianapolis Colts, securing New Orleans' first title. And at the start of a new season this fall, Ochsner is proud to continue to maintain the health of the Saints for future victories.

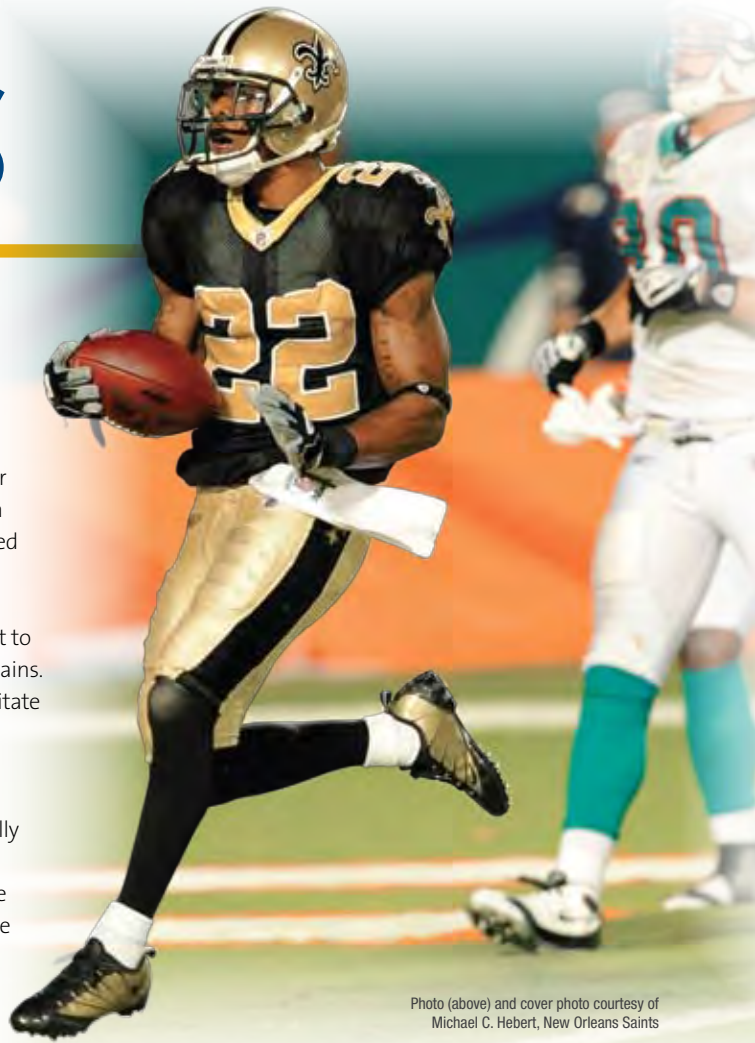


Photo (above) and cover photo courtesy of Michael C. Hebert, New Orleans Saints

PEAK CONDITION

Ochsner Health System includes an intricate web of sports medicine specialists positioned throughout the community in local, high school, collegiate, and professional level sports. For more information, visit ochsner.org/sportsmed.

specialty-trained physicians in tune with new research through weekly conferences.

Patrick Quinlan, M.D., CEO of Ochsner Health System, says the generous donation "will help position The Gayle and Tom Benson Cancer Center as the region's only comprehensive cancer center with both strong clinical care and medical research."

The \$20 million cancer center expansion project began earlier this year and will open in phases, with a new chemotherapy infusion unit already welcoming patients.



A PICTURE OF RE



Ochsner and the New Orleans Saints are "going pink" during the month of October to support breast cancer awareness and to benefit The Gayle and Tom Benson Cancer Center. Visit ochsner.org/pink to purchase your "go pink" merchandise and to learn more about The Gayle and Tom Benson Cancer Center.



Greg Bizette, M.D.

Sandra Martin-Boeckl, R.N.

Debbie Rice

SILENCE



Susan Woodruff, L.P.N.

Compassionate care close to home

Debbie Rice, 62, loves meeting and talking with people, and adores home design. She found a way to merge her two passions into a career by becoming a real estate agent, where she figured she would get to meet new people and see how they design their homes. In 2004, Debbie had just earned her real estate license and was beginning her new career when she was dealt the blow of a stage IV breast cancer diagnosis.

Not long after Debbie began treatment at a cancer center near her home, Hurricane Katrina came and washed away her medical records. Her Slidell house flooded, too, and when she and her husband were finally able to return home, they moved into a FEMA trailer and began the work of rebuilding. Debbie was looking for a fresh start in her cancer treatment, so her daughter researched cancer care facilities, and the family decided on Ochsner Health Center in nearby Covington.

Greg Bizette, M.D., an oncologist at Ochsner Health Center – Covington, calls Debbie Rice “one of our stars here.” Both he and Debbie describe the Covington Health Center as a safe haven for healthcare with a family atmosphere. Debbie brings her love for meeting new people to her treatment sessions, where she gets to know the nurses and fellow

patients. The 17 chairs in the infusion center are close to each other, giving patients plenty of opportunity during their treatments to interact with each other if they wish.

Dr. Bizette handpicked the staff at Covington to create a tight-knit group that nurtures personal relationships. “I think this trickles down to the patient. I think they sense the friendliness. We’re a little smaller, somewhat less formal and intimidating, and I think it’s easier for patients to lose some of their barriers and start to feel a little more comfortable with us.”

Dr. Bizette believes that cancer patients come to treatment at an important time, when they need someone to help them with what may be the greatest challenge of their lives. “As care providers,” he says, “it’s a huge opportunity for us to use our skills in what is potentially a very trying and bad situation, make it into something more tolerable, and maybe something positive will come out of it.”

COMPREHENSIVE CARE

A multidisciplinary approach to breast cancer care is a commitment that can be found throughout Ochsner’s family of Cancer Centers, especially at the Ochsner Lieselotte Tansey Breast Center in

“When I was diagnosed, I was told that it was treatable, but not curable, so I decided that I was going to beat it.”

DEBBIE RICE
Breast Cancer Patient

PATIENT-FOCUSED CARE

Q & A



MEET THE DOCTOR

RALPH L. CORSETTI, M.D., FACS

Medical Director, Lieselotte Tansley Breast Center
Department of Surgery
Ochsner Health System

Q *What does the recent Tansley Breast Center's accreditation award mean for patients?*

A *The Tansley Breast Center was granted a three-year/full accreditation by the National Accreditation Program for Breast Centers (NAPBC), a program administered by the American College of Surgeons. Accreditation is granted to centers that comply with at least 24 of 27 specified criteria in outstanding care. The Tansley Breast Center complies with*

all 27 criteria for full accreditation from the NAPBC. The Tansley Breast Center is the first center to be accredited in New Orleans and the second in Louisiana, and joins just over 100 such accredited centers nationwide.

The designation means that patients can be assured they are getting patient-focused care and the latest tools and techniques, along with the Breast Center's unique, multidisciplinary approach. Patients can have a mammogram or ultrasound, undergo a biopsy or further tests, see a genetic counselor or follow up with a surgical, medical, or radiation oncologist all under one roof and within a much shorter time frame. In addition, there are constant checks and balances by way of multidisciplinary conferences — such as weekly review of all cases, and review of needle biopsies to be sure they correlate with mammogram results.

New Orleans. At the Tansley Breast Center, a team of dedicated radiologists, surgeons, oncologists, and nurse specialists provide diagnosis, treatment, education, support, genetic counseling, and everything in between. Nurse Practitioner, Lynette Mauterer, says that what makes the Center special is its truly comprehensive approach. With surgery, oncology, and breast imaging departments all in the same building, there is immediate collaboration between the disciplines, allowing quicker turnaround time for diagnosis.

Ralph Corsetti, M.D., FACS, surgical oncologist and Medical Director of the Ochsner Tansley Breast Center, adds that the center is on the cutting edge of technology, with the latest in advanced radiation therapy techniques. It is one of the first centers to offer MRI-guided

biopsies, which provide a better view of lesions than can be seen with digital mammography or ultrasound imaging.

Debbie's cancer has been responding favorably to treatment. Her continuing treatment includes weekly chemotherapy sessions and bi-monthly scans, which she hopes will keep her tumors at bay and allow her to continue enjoying her grandchildren and her life. She embraces what she sees as the positives that have come from her cancer, and the conversations she has struck up with other patients have given her strength, hope, and even laughter.

"Nobody asks for cancer, but it has been a nice experience here," she says. "The staff understands, and they're always giving of their free time. I'm not just a patient here, I'm part of the family."



FABULOUS AT 40

The American Cancer Society recommends annual mammograms for women 40 and over. Call the Ochsner mammography facility nearest you to schedule an appointment.

Ochsner Lieselotte Tansley Breast Center.....	504-842-6406
Ochsner Health Center – Metairie	504-836-9820
Ochsner Health Center – Marrero.....	504-371-9355
Ochsner Medical Center.....	504-842-6406
Ochsner Baptist Imaging Center.....	504-894-2800
Ochsner Medical Center – West Bank Campus.....	504-391-5150
Ochsner Kenner Outpatient Diagnostic & Therapy Center.....	504-712-2800
Ochsner Health Center – Slidell.....	985-639-3715
Ochsner Health Center – Covington.....	985-875-2828
Ochsner Health Center – Hammond	985-543-3616
Ochsner Medical Center – North Shore	985-646-5454
Ochsner St. Anne General Hospital	985-537-3211
Ochsner Health Center – Baton Rouge (Summa)	225-761-5200
Ochsner Medical Center – Baton Rouge.....	225-755-4949

SMART COOKIES

Ochsner and Rouses help shoppers make healthy food choices



MEET THE DIETITIAN

MOLLY KIMBALL, RD, CSSD

Registered Dietitian
Ochsner's Elmwood
Fitness Center



MEET THE DIETITIAN

ELESHA KELLEHER, MPH, RD

Registered Dietitian
Ochsner's Elmwood
Fitness Center

If you're like most Americans, there's a little battle going on inside your head when you're at the grocery store: Will you give in to temptation and snag that bag of chips or make a better choice with a bunch of grapes? Luckily, help is available for that daunting decision. Ochsner Health System and Rouses Markets have teamed up to give area residents the Choose Healthy program, a handy system to help everyone pick foods that are low in saturated and trans fats, high in fiber, and full of nutrients.

Elesha Kelleher, MPH, RD, and Molly Kimball, RD, CSSD, registered dietitians with Ochsner, helped handpick which foods would get the Choose Healthy tags. Now, when shoppers cruise the aisles in Rouses, they just have to look for the Choose Healthy tags (below) to make the best food selections for a healthy, balanced diet.

MUCH EASIER THAN PIE

Choose Healthy is all about ease and taking some of the guesswork out of grocery shopping. A good place to start is with the Choose Healthy website, choose-healthy.org. There, shoppers can find the entire list of Choose Healthy-approved foods and print out shopping lists.

There are also recipes available, so cooks can prepare healthier versions of old favorites or try something new.

For those who need to get a meal on the table as quickly as possible, there are convenience foods that made the Choose Healthy cut, such as Rouses' rotisserie turkey, prepared sandwiches, deli selections, and some frozen entrees that are high in protein.

TAILOR-MADE FOR EVERYONE

The Choose Healthy program is helpful for people who want to lose weight or who have diabetes; there is even a shopping list online that has heart-healthy items pre-selected. But the program has enough variety and ease that everyone can use it, from families to singles to elders. "This program is for absolutely everyone—it's not geared only to weight loss or low cholesterol," says Kelleher. "Everyone can use it."



HOW TO CHOOSE HEALTHY

Keep an eye out for the Choose Healthy tags when you are in Rouses—specific items and brands have been selected as having the best nutritional values. If you need to pick something up quickly, choose items like those listed below.

BREADS: Look for "whole wheat" or "whole grain" as the first ingredient and 2–3g fiber per serving.

CEREALS: Look for a whole grain as the first ingredient and at least 3–5g fiber per serving; and as little sugar as possible.

MEATS AND FISH: Look for the leanest cuts of beef, pork, chicken, and turkey; all fish and shellfish (as long as it is not breaded or fried) is good.

VEGETABLE-BASED

PROTEINS: All beans, whether dried or canned, are good choices, as well as peanut

butter, tofu, almonds, and other roasted nuts. (Just use care with the serving size.)

DAIRY AND DAIRY SUBSTITUTES: Look for items that have less than 3g of saturated fat per serving; labels should say "nonfat," "low fat," or "reduced fat."

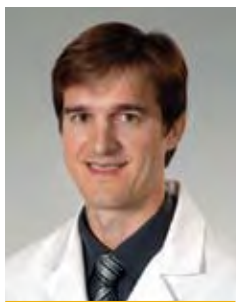
FRUITS AND VEGETABLES: All fresh fruits and veggies are fantastic!

PLUS: Check choose-healthy.org for the complete Choose Healthy list, including great choices for snacks, beverages, frozen treats, oils, and baking products.





THE IMPOSSIBLE DREAM



MEET THE DOCTOR

STUART BUSBY, M.D.
Medical Director
The Ochsner Sleep Center

A good night's sleep can be a reality with help from the Ochsner Sleep Center

For years, Howard Streiffer, 67, woke up in the morning feeling terrible, tired, and worn out. He had to “eat to keep going” and drink multiple cups of coffee just to make it through the day. Hesitant to be involved in a sleep lab study at first, Howard eventually gave in. He checked into The Ochsner Sleep Center in New Orleans, persuaded by his encouraging wife, who was concerned about the terrible noises he was making in his sleep. The results were shocking.

During the night, Howard stopped breathing an average of 43 times per hour, the longest bout lasting a whole 37 seconds and contributing to a very low blood oxygen level. Howard had severe obstructive sleep apnea, or OSA.

A dangerous condition if left untreated, sleep apnea affects some 18 million Americans, though experts estimate about 10 million more Americans likely have the condition, but are not diagnosed. Symptoms for sleep apnea can vary depending on severity, but may include excessive daytime sleepiness, loud snoring, observed moments of breathing

cessation during sleep, awakening from sleep abruptly with shortness of breath, panic attacks, insomnia, or waking up routinely with a headache.

There are two main types of sleep apnea. Central sleep apnea is attributed to the brain's inability to send signals to the breathing muscles, while obstructive sleep apnea is caused by an obstructed upper airway. A recent study shows that people with severe OSA have an increased risk of death compared to those without the breathing condition.

THE PRESSURE IS ON

After the Ochsner sleep lab study, Howard returned for a follow-up consultation and a second all-nighter to try out a continuous positive airway pressure (CPAP) machine. A common treatment for sleep apnea patients, CPAP involves sleeping while wearing a mask that is attached to a small pump that supplies pressurized air. The air holds open the upper airway, preventing it from closing during sleep.

"It took a few minutes to learn to breathe comfortably. It was a little disconcerting, but I was amazed. I really woke up from that test having had one of the best nights of sleep in many, many years," Howard says.

The Ochsner Sleep Centers, with locations in New Orleans, Baton Rouge, and Covington, diagnose and treat patients with sleep apnea or other sleep disorders. Ochsner's physicians are trained in sleep disorders and perform clinical evaluations on site to investigate each patient's individual symptoms. Physicians monitor the sleeping patient's breathing pattern, heart rate, oxygen levels, muscle tone, and brain waves through a series of wire connections. This information is used to diagnose and treat the patient through behavioral modifications or medication.

The wires, CPAP machines, and masks at the sleep lab can be a bit intimidating, but they do not keep patients from falling asleep during sleep studies. "It's always surprising to me how fast people fall asleep when they do come in," says Stuart Busby, M.D., Medical Director of the Ochsner Sleep Center in New Orleans. "I think it surprises them, too. We're not necessarily looking for the best night of sleep of their lives. We're just trying to capture a snapshot of their sleep — at minimum two to three hours."

To lessen patients' common apprehension of the test conditions, Ochsner strives to create a home-like environment in the Sleep Centers. The sleeping rooms are not hospital rooms; the state-of-the-art facilities feature private bedrooms with bathrooms, night tables, and televisions. Patients are asked to arrive for the study in the evening to be prepped by the sleep technologist. They are then free to go about their normal nightly routine — to read, work, or watch TV — until lights out around 10 p.m. If sleep apnea is detected early during observation, a technician may interrupt the study and ask the patient to try sleeping the rest of the night with a CPAP mask on.

SWEET DREAMS

Howard highly recommends the study to anyone with sleeping difficulties and encourages patients with the option to use CPAP to do so.

"It's non-invasive, non-surgical, non-drug-related, immediate and impactful. It's the single best and safest thing you can do for yourself if you have this condition," he stresses. "You'll think better, be more productive, get more enjoyment from life, live longer, live better ... and get your life back," he says.

Dr. Busby agrees that CPAP is the best current treatment plan for obstructive sleep apnea patients, but mentions there are a few other options as well. He stresses that being overweight greatly increases your risk of sleep apnea, and that for overweight patients, losing 10 percent of their total body weight can often reduce sleep apnea symptoms by cutting out extra fatty tissue adding to the neck's circumference. Surgery is another option, but not highly recommended up front. Dr. Busby warns there's still no guarantee that surgery results will be successful. For a select group of patients, however, it still is a suitable option.

"Unfortunately, like hypertension, diabetes, and heart disease — sleep apnea can be managed, but not necessarily cured. CPAP doesn't cure sleep apnea. Sometimes weight loss can cure it, but the muscles in the throat are involuntary muscles," Dr. Busby explains. "In the year 2010, CPAP is still the most effective treatment. I always tell people it's worth trying. If you use your resources and talk to your doctors, a lot of times we can find solutions that make a huge difference and work successfully."



SLEEP IS IN STORE

Opening in the fall of 2010, the Ochsner Health Store will offer 2,500-square feet of retail products to patients and medical staff at Ochsner Medical Center on Jefferson Highway in New Orleans.

"The store will provide more accessibility to respiratory therapists and a larger selection of products in-house for Ochsner physicians and patients," says Angela Nichols, Marketing and Sales Manager of Durable Medical Equipment (DME) at Ochsner. "It will allow us to work closely with the physicians to make sure we have the right product for the patient, and that they're using it properly."

The large, custom-built showroom will be located just feet from the Ochsner Sleep Center, allowing patients to choose from a large selection of CPAP masks, machines, and other DME, immediately following the receipt of a prescription from a physician. Respiratory therapists will be available on site to fit the masks. Both the new store and the online store allow sleep apnea customers a 30-day trial period for CPAP equipment. If they are not satisfied, they can switch out the mask for another, at no additional fee.

The new store will also improve patient file sharing and tracking. Ochsner uses clinical workstation computer software to send and receive orders, and smart cards track compliance on purchased CPAP machines. This system facilitates insurance claims and provides instant access to physicians for patient tracking.

"We follow all of our patients — we have over 400 of them — personally," Nichols continues. "We call them to let them know that their refills and supplies are available. We make sure they're using the unit as directed, and we also make sure that the mask they have now is comfortable. If a new mask comes out, we notify them, and give them an option to come try it for 30 days to see if they like it more."

CATCH SOME Zs

A sleep study requires a referral from your primary care physician or sleep physician. To schedule a sleep study, call 504-842-4910 (South Shore), 985-875-2818 (North Shore), or 225-761-5563 (Baton Rouge).



CHECK OUT
Ochsner's Online Store
at ochsnerstore.com.

TRIATHLON TRIUMPHS



Participants in the 2010 Ochsner Ironman 70.3 New Orleans swim, bike, and run their way to success

In April, New Orleans hosted the second annual Ochsner Ironman 70.3, a combined 1.2-mile swim followed by a 56-mile biking leg, and, finally, a 13.1-mile run.

This year's race, a qualifier for the Foster Grant Ironman World Championship 70.3, drew a mix of both professional and amateur competitors, including a number of Ochsner and Elmwood Fitness Center employees. Peter Blessey, M.D., an Ochsner orthopedic surgeon, was one of many Ochsner employees who competed, and was part of a relay team that came in second place overall.

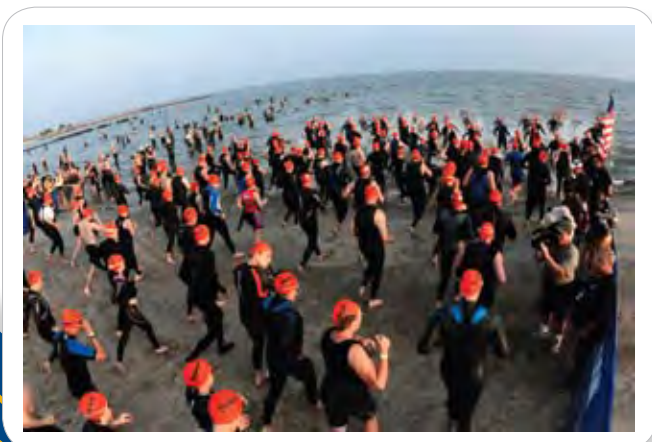
Ochsner physicians and nurses helped staff the first aid tent during the race, while other employees volunteered at race packet pick-up stations and water stops.

"Ochsner and Elmwood Fitness Center are committed to helping people in New Orleans and the surrounding area adopt a

healthy lifestyle. One of the big ways that we're doing that is by getting our whole organization behind this local Ironman event," says Ben Elder, one of two certified USA Triathlon Level II coaches with Elmwood Fitness Center.

Elder, a 17-year multisport veteran who leads Ochsner and Elmwood Fitness Center's triathlon team, Team Rising Sun, sees participating in triathlons as a great way to maintain an active, healthy lifestyle.

"For many people who give up on other workouts, doing multisport activities — triathlons, duathlons, adventure races — keeps them engaged," he says. "Plus, it provides a great social component: In what other sport can you go head to head with someone in your own age group who's competing against you, but also cheering for you to do well?"



TRY IT
For more information about the Ochsner Ironman 70.3 New Orleans triathlon or to register for next year's race on April 17, 2011, go to **ironmanneworleans.com**.

TRAINING TIPS

According to Elmwood Fitness Center's Ben Elder, "Anyone can compete in a triathlon, but the determining factor is how quickly you can complete the triathlon." Here, Elder shares some tips to help prospective first-time triathletes set — and achieve — race-day goals.



MEET THE TRAINER

BEN ELDER
Certified USA Triathlon Level II Coach

1. Schedule a check-up with your doctor before you begin training, especially if you're not used to working out on a regular basis.
2. Once you've consulted your physician, pick a race and set a goal. For many first-timers, just crossing the finish line is a great start.
3. Review your schedule and commitments and determine how much time you can realistically commit to training. To get ready for an Ironman 70.3 Triathlon, Elder recommends a minimum of 16 weeks (about four months).
4. Work with a certified professional triathlon coach. In addition to providing a structured training plan and extra motivation, professional guidance can help you assess your strengths and weaknesses, limit any injuries, and maximize your potential.
5. Most importantly, for both training sessions and race day, stay healthy, have fun, and push yourself.

● TRAINING TIME

To schedule training sessions with Elder, call 504-842-6155 or e-mail belder@ochsner.org.



HEALTHCARE MADE EASY

Introducing MyOchsner, a new, secure Web-based portal for managing your healthcare

Ochsner Health System recently rolled out MyOchsner (myochsner.org), an online tool that allows you to connect with your physicians and care team and directly manage all of your health information — 24 hours a day, seven days a week.

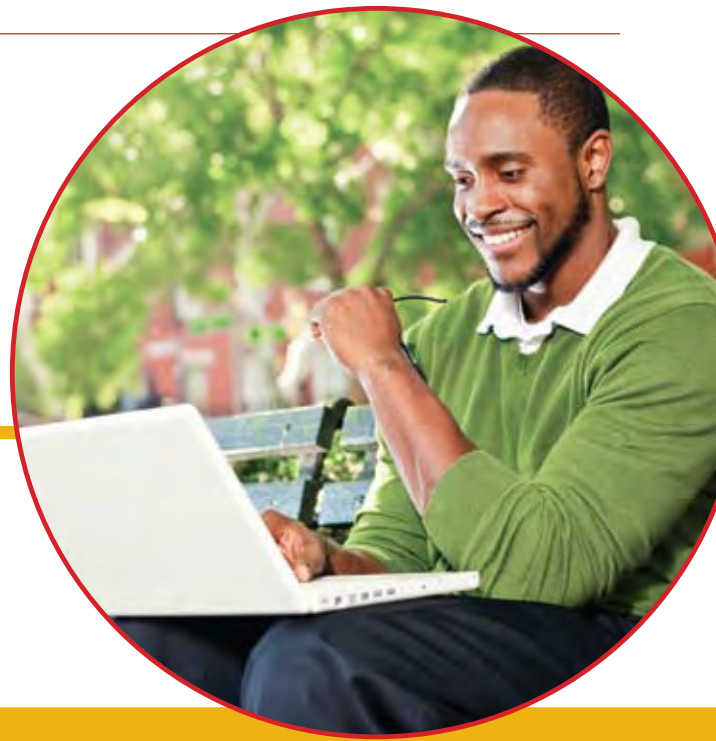
No other hospital in the region offers a service quite like MyOchsner. Similar to how online banking offers a convenient way to manage your finances, MyOchsner is a secure but user-friendly website that empowers you to take control of your healthcare on your own schedule.

With a MyOchsner account, you can view lists of your current medications and refill prescriptions; schedule appointments and receive appointment reminders via a personal message center; and even access your lab results, radiology reports, and other procedural information. And, coming soon, you will be able to pay your medical bills online. All of your personal and medical information remains confidential and secure at all times.

MyOchsner also allows you to communicate directly with your physicians and other care providers within the Ochsner network. Further strengthening the doctor/patient relationship, Ochsner providers in turn can use MyOchsner to access a comprehensive overview of your medical history.

To join the more than 11,500 Ochsner patients who've already taken their healthcare into their own hands, register for a MyOchsner account at your Ochsner physician's office today. All you need is an e-mail address and Internet access to get started.

- **MAKE IT YOURS**
Ask your physician about enrolling in MyOchsner. Once your Ochsner physician is enrolled and you've registered for an account, visit myochsner.org to begin managing your healthcare.



MORE OCHSNER ONLINE

In addition to MyOchsner, Ochsner Health System offers a number of other great online resources.

Accessible through ochsner.org, the URAC-accredited A.D.A.M. medical encyclopedia is perfect for researching medical terms and learning more about specific conditions and treatment plans. As a multimedia tool, A.D.A.M. offers a mix of text, video, and images for most entries. Access the A.D.A.M. medical encyclopedia at ochsner.org/healthinformation.

Ochsner Health Check, an online resource focused on personal, preventive healthcare, helps users determine which physical examinations, tests, and screenings they should seek based on their age, gender, and how long it's been since their most recent doctor visit. Just plug in the appropriate information, and Health Check will provide a list of recommendations. Health Check is available at ochsner.org/health_check.

If social media is your thing, then Ochsner has you covered. You can become an Ochsner fan on Facebook, follow us on Twitter, view our videos on YouTube, and much more. Just visit ochsner.org/online_community to explore our various social networking initiatives.





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

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HEALTH SYSTEM

8 hospitals and **38** health centers
providing Healthcare With Peace Of Mind™

OHS-009

▶▶ Inside Ochsner



MEET THE DIRECTOR

CARL THOLEN
Director of Undergraduate
Medical Education
Ochsner Health System

A CAREER IN EDUCATION

Carl Tholen came to Ochsner as a student in 1993. When he graduated in 1995, he joined Ochsner as a CT technologist, quickly moving into academics and then management. Today, as Director of Undergraduate Medical Education, he oversees the clinical education of approximately 950 future doctors and allied health professionals who are studying across the System at any given time. This includes administration of the Ochsner Clinical School in partnership with the University of Queensland.

"I want to give back to all the people who invested in me, and ensuring academic excellence is a huge part of that," Tholen says.

"Ochsner is an outstanding organization with a national reputation for delivering the highest quality patient care, services, and educational opportunities in a wonderful team environment. This institution has offered me so much, and has guided me along the way. Anyone who wants to advance in their career can do so at Ochsner."

JOIN US

Learn why Ochsner is a "Best Place to Work" and explore a new career at ochsner.org/careers. Or, email Human Resources at careers@ochsner.org. EOE.



INTERNATIONAL FLAVOR



Ochsner will soon graduate 120 more new doctors each year, thanks to an innovative partnership with a top-ranked Australian medical school. The University of Queensland (UQ) School of Medicine Clinical School at Ochsner trains American first- and second-year medical students in Brisbane, Australia. The students then return

to Louisiana to complete their third- and fourth-year clinical rotations at Ochsner. In addition, an average of 12–15 traditional UQ medical students choose to participate in each eight-week clinical rotation at Ochsner.

Although the program recruits students nationally, it is focused on students from the Southeast so that graduates will be more likely stay in the area to complete residencies and continue their careers. The first two classes of American students have begun their studies in Brisbane, and traditional students are currently performing clinical rotations.

Medical education in Australia is very similar to that of the United States, with one key difference. William W. Pinsky, M.D., Executive Vice President and Chief Academic Officer at Ochsner Health System, says, "They emphasize primary care, which we see as an advantage. We are in desperate need of primary care physicians in Louisiana."