THE CAPITAL REGION has long been one of the Gulf South’s health care meccas. It is home to the world-renowned Pennington Biomedical Research Center and a wide range of full-service and specialty hospitals that serve every corner of the region.

As the number of surgical and specialty hospitals has grown in recent years, the range of options, expertise and quality care in the region has continued to increase. In addition, the care families experience in the Baton Rouge area is enhanced by the presence of three major cancer centers and an affiliate clinic of Memphis’ St. Jude Children’s Research Hospital. The St. Jude cancer clinic, located on the campus of Our Lady of the Lake Regional Medical Center, is one of only four St. Jude affiliate programs in the country.

The Capital Region is home to dedicated health care professionals, cutting-edge research and technology, and hospitals that consistently win awards at both state and national levels. Visit the Web sites listed below for details.

**BATON ROUGE HOSPITALS**

**Baton Rouge General Medical Center/Mid City**
3600 Florida Blvd.
387-7000
www.brgeneral.org

**Baton Rouge General/Bluebonnet**
8585 Picardy Ave.
763-4000
www.brgeneral.org

**Earl K. Long Medical Center**
5825 Airline Hwy.
358-1000
www.lsuhospitals.org

**Greater Baton Rouge Surgical Hospital**
7855 Howell Blvd.
358-4900
www.gbrsh.com

**Lane Regional Medical Center**
Zachary
6300 Main
658-4000
www.lanermc.org

**Ochsner Medical Center**
17000 Medical Center Dr.
752-2470
www.ochsner.org

**Our Lady of the Lake Regional Medical Center**
5000 Hennessy Blvd.
765-6565
www.ololrmc.com

**Promise Specialty Hospital**
17000 Medical Center Dr., 3rd Floor
236-5440
www.promise-batonrouge.com

**Promise Specialty Hospital**
3600 Florida Blvd., 4th Floor
387-7770
www.promise-batonrouge.com

**Promise Specialty Hospital**
5130 Mancuso Lane
490-9600
www.promise-batonrouge.com

**The NeuroMedical Center**
10101 Park Rowe
769-2200
www.theneuromedicalcenter.com

**Surgical Specialty Center**
8080 Bluebonnet Blvd.
408-8080
www.sscbr.com

**Vista Surgical Hospital**
9032 Perkins Rd.
819-4100
www.vshbr.com

**Vital Source Specialty Hospital**
8225 Summa Ave., Suite A
766-5001
www.womans.org

**North Oaks Medical Center**
Hammond
15790 Paul Vega Dr.
(985) 345-2700
www.northernk.org

**Pointe Coupee General Hospital**
New Roads
2202 False River Dr.
638-6331
www.pcgh.org

**Prevost Memorial Hospital**
Donaldsonville
301 Memorial Dr.
473-7931
www.prevosthospital.com

**Promise Specialty Hospital of Ascension**
Gonzales
615 E. Worthey St.
621-1200
www.promise-ascension.com

**River West Medical Center**
Praqueune
59355 River West Dr.
687-9222
www.riverwestmc.com

**St. Elizabeth Hospital**
Gonzales
1125 W. Hwy. 30
647-5000
www.steh.com

**St. Helena Parish Hospital**
Greensburg
16874 Hwy. 43
222-6111
www.sthelena parishhospital.com

**Gulf States LTAC of Denham Springs**
8375 Florida Blvd.
665-2664
www.gulfstateshss.com

**Gulf States LTAC of Feliciana**
Clinton
9725 Grace Ln., 683-1600

**Hospitals listed in red have 24-hour emergency rooms.**
Whether it’s a weekend warrior’s simple sprain or coughs and colds with the little ones, Ochsner Health System is right around the corner to help everyone feel better faster. Scheduling annual checkups and establishing a relationship with one of Ochsner’s primary care physicians are the best ways to prevent long-term healthcare issues. If a serious emergency does arise, it’s nice to know Ochsner is there for you and your family with 24-hour ER care.

We provide primary care and a range of additional services at our five health centers and our 200-bed Ochsner Medical Center off I-12 and O’Neal Lane.

<table>
<thead>
<tr>
<th>Ochsner Health Center</th>
<th>Address Description</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ochsner Health Center</td>
<td>16260 Airline Hwy., Ste. A, Prairieville, LA</td>
<td>225-744-1111</td>
</tr>
<tr>
<td>Ochsner Health Center</td>
<td>30819 Hwy. 16, Denham Springs, LA</td>
<td>225-664-2029</td>
</tr>
<tr>
<td>Ochsner Health Center</td>
<td>9001 Summa Ave., Baton Rouge, LA</td>
<td>225-761-5200</td>
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<tr>
<td>Ochsner Health Center</td>
<td>3401 North Blvd., Ste. 200, Baton Rouge, LA</td>
<td>225-336-3100</td>
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<tr>
<td>Ochsner Health Center</td>
<td>16777 Medical Center Dr., Baton Rouge, LA</td>
<td>225-754-3278</td>
</tr>
<tr>
<td>Ochsner Medical Center</td>
<td>17000 Medical Center Dr., Baton Rouge, LA</td>
<td>225-752-2470</td>
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</tbody>
</table>
FINDING A DOCTOR

Under normal circumstances, the most valuable resource you can have for finding a new doctor is the advice and recommendations of people you trust. Unfortunately, that’s not always possible when you move to a new community.

Still, there are a few steps you can take. First, be sure you check with your health plan; some of them restrict you to certain doctors and some have excellent tools for locating doctors within their network. Another excellent online resource is DoctorFinder on the American Medical Association Web site at www.ama-assn.org, which has basic professional information on virtually every licensed physician in the United States.

You can also learn a lot from the local Yellow Pages about which doctors are close to where you live and which ones offer any specialties you need. And always find out as much as you can over the phone before setting up your initial visit.

These Web sites can provide valuable information and contacts as you make critical decisions about your family’s health care needs in Louisiana:

- Baton Rouge Clinic
  www.brclinic.com
- Cancer Services of Baton Rouge
  www.cancerservices.org
- Louisiana Department of Health and Hospitals
  www.dhh.state.la.us
- Louisiana Nursing Home Association
  www.lnha.org
- Louisiana senior pharmaceutical aid programs
  www.louisianaseniorrx.org
- Louisiana State Autism Chapter
  www.lastateautism.org
- Mental Health America of Louisiana
  www.mhal.org
- Ochsner Biomedical Research Center
  www.pbrc.edu
- Ochsner Health System
  www.ochsner.org
Welcome

Since 1946, The Baton Rouge Clinic has been a proud member of our community, dedicated to serving the needs of our neighbors and friends. We welcome you to this community and look forward to serving your healthcare needs in the future.

**Medical Specialties and Services**

<table>
<thead>
<tr>
<th>Allergy, Asthma, Immunology</th>
<th>ENT (Otolaryngology)</th>
<th>Pediatric Psychology</th>
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<tbody>
<tr>
<td>Audiology</td>
<td>Gastroenterology</td>
<td>Pulmonology</td>
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<tr>
<td>Aviation Medical Exams</td>
<td>Geriatric Medicine</td>
<td>Radiology</td>
</tr>
<tr>
<td>Cardiovascular Center of Excellence</td>
<td>Industrial Medicine</td>
<td>Rheumatology</td>
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<td>Certified Laboratory</td>
<td>Infusion Services</td>
<td>Sleep Medicine</td>
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<tr>
<td>Cosmetic Services</td>
<td>Internal Medicine</td>
<td>Sports Medicine</td>
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<tr>
<td>Coumadin Clinic</td>
<td>Neurology</td>
<td>Surgery</td>
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<tr>
<td>Critical Care</td>
<td>Nutritional Counseling</td>
<td>Travel Medicine</td>
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<tr>
<td>Dermatology</td>
<td>Occupational Medicine</td>
<td>Urology</td>
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<tr>
<td>Diabetic Education</td>
<td>Pediatric Neurology</td>
<td>Vascular Surgery</td>
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<tr>
<td>Endocrinology</td>
<td>Pediatrics</td>
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7373 PERKINS ROAD, BATON ROUGE, LA 70808 (225) 769-4044
Visit our website @ BatonRougeClinic.com
Baton Rouge pioneers telemedicine network

TWO HIGH-TECH computers, one ambulance, eight Baton Rouge paramedics and a few emergency room physicians are revolutionizing how medicine and emergency response works.

In March, an East Baton Rouge Emergency Medical Services team took to the streets with a computer that transmits images from a remote scene to a central screen at Our Lady of the Lake Regional Medical Center’s emergency room. Using these images along with diagnostic data allows physicians to examine the patient virtually and direct treatment in the field. The use of telemedicine to treat acute patients is expected to ultimately improve patient survival and reduce the length of hospital stays and the cost of treating trauma.

While the Tucson fire department has pioneered the concept on a limited basis, Baton Rouge is the first area to mount an ambitious citywide program. “We need to use technology smartly to our advantage to advance this city,” says Mayor-President Kip Holden. “This technology will catapult Baton Rouge to national prominence. We will begin to see people from other cities, other states and national medical journals coming to see how it works. We will be a training ground for lifesaving.”

“We realize that emergency medicine is always evolving, and when new technology is available to aid in patient care it is our responsibility to evaluate, test and, if appropriate, implement new procedures that can benefit the population we serve,” adds Pam Porter, EMS Administrator.

Emergency medicine is ruled by the golden hour: The patient’s greatest chance for survival lies in definitive treatment of traumatic injury within the first hour of its occurrence.

“Telemedicine extends the ER into the ambulance,” explains EMS Assistant Administrator Chad Guillot. “A doctor can actually see the patient in the vehicle and get a visual on a patient’s condition as it changes. Transmitting data from diagnostic equipment (EKG, stethoscope, etc.) across the network, plus real-time video and voice, helps us achieve a better diagnosis, early intervention and faster treatment.”

The program’s first treatment protocol involves heart attack patients. After a doctor’s virtual evaluation, a patient in critical condition may bypass the emergency room and go to a team waiting in the cath lab. “It reduces the time from their doorstep to definitive treatment. It allows the paramedics to work more closely with doctors and provide better treatment before reaching the hospital,” Guillot says.

Stroke patients in need of clot-busting medications and patients suffering from life-threatening infections requiring big-gun antibiotics may be the next beneficiaries of telemedicine. However, the applications are wide-ranging: Prisoners can be examined on site by a doctor miles away rather than escorted by armed guard to a hospital for evaluation; a portable sonogram may be able to determine a collapsed lung in a victim pinned by a car wreck, so paramedics can provide treatment at the scene.

And the system has other benefits. It will connect all parish hospitals to the city’s limited-access bandwidth; patient privacy can be maintained as the reports and records are transmitted over the network. In case of disaster, the hospitals will have access to videoconferencing with each other and the Office of Emergency Preparedness.

EMS and the city’s information services department invested $50,000 in the computers and software. The backbone of the technology is a fiber-optic network supported by citywide Wi-Fi. The infrastructure has been built over the past two years to improve public safety and provide access by fire, police and emergency medical services. If all goes according to plan, in five years the fiber-optic grid will blanket the entire parish.

Holden says, “We are looking at $800,000 to equip the entire fleet, which we think we will be able to do with the budget surplus and stimulus money.”

While the EMS program undoubtedly has implications worldwide, Holden expounds on the importance of the technology closer to home. “When we talk about quality of life in our city, we are not talking about just adding buildings or roads,” he says. “We are talking about improving the health of our people and giving them better odds at surviving when the chances are slim.”