

EXECUTIVE VP/CEO: DONALD R. SMITHBURG • DEPUTY CEO: ROBERT M. PLAISANCE • MEDICAL DIRECTOR: MICHAEL K. BUTLER, M.D.

Ninth Annual Health Care Effectiveness Forum LSU Health Care Services Division

Reducing Health Disparities: Care and Compassion in the Face of Disaster

For Immediate Release

Baton Rouge, LA (February 16, 2006) – Stories of humanism and heroes in response to the Hurricanes Katrina and Rita disasters will highlight the Ninth Annual Forum on Health Care Effectiveness, sponsored by the LSU Health Care Services Division.

The Forum will be held on Tuesday, February 21, at the Holiday Inn Select Executive Center, 4728 Constitution Avenue, Baton Rouge, LA. The first session starts at 9am, CT.

Eyewitnesses who were at Charity and University Hospitals, and the State Office of Emergency Preparedness during the storms, will reflect on the care decisions, ethical dilemmas, compassion and personal risk they faced in response to one of the worst natural disasters in our nations history. “Lessons learned will be presented, and the progress on the rebuilding of the health system will be reviewed,” says **Dr. Michael Butler**, Program Chair and Chief Medical Officer of LSU Health Care Services Division.

The LSU Health Care Services Division hospital and clinic system is the largest provider of health care in Louisiana, with more than 1.2 million patient visits annually to 350 outpatient clinics, and 46,000 admissions to eight hospitals.

Featured speakers during the afternoon session include **Dr. Dwayne Thomas**, Administrator of the Medical Center of Louisiana at New Orleans, **Dr. Cathi Fontenot**, Medical Director of the Medical Center of Louisiana at New Orleans, and **Donald R. Smithburg**, Executive Vice President and Chief Executive Officer of LSU Health Care Services Division. **Dr. Ben Deboisblanc, Dr. Jim Aiken, Dr. Ruth Berggren, Dr. Peter Deblieux, and others** will also be available and speaking in the afternoon.

The focus of the morning session will be on Disease Management. No longer just a concept, it's a proven approach to improving the health of the citizens of Louisiana with Asthma, Diabetes, Congestive Heart Failure, High Blood Pressure and HIV/AIDS. Nine years ago, leadership of the state's public hospital system set out to prove that these diseases can be successfully managed, health outcomes can be changed for the better, and that a substantial cost-effectiveness can be achieved by educating patients about their treatment, improving provider education, and assisting patients with obtaining their medications. "In that time, much has been accomplished," says Dr. Butler.

Keynote speakers include **Dr. Mark Clanton**, Deputy Director, Office of the Director of the National Cancer Institute, who will be delivering the Mervin L. Trail Lectureship, and **Ronald Horswell, PhD, MBA**, Associate Professor at the Louisiana State University Pennington Biomedical Research Center. Dr. Clanton will address the quality, cost and reimbursement of cancer care, as well as the reduction of cancer health disparities. Dr. Horswell will address health outcome measures and the elimination of disparities in the LSU Public Hospital System.

For more information, contact Marvin McGraw 225.922.1424

The LSU Health Care Services Division hospital and clinic system is the largest provider of health care in Louisiana, with more than 1.2 million patient visits annually to 350 outpatient clinics, and 46,000 admissions to eight hospitals.

LOUISIANA STATE UNIVERSITY · HEALTH CARE SERVICES DIVISION

8550 UNITED PLAZA BLVD. STE. 400 • BATON ROUGE, LOUISIANA 70809 – 2256

PH: 225.922.0488

FX: 225.922.2259

WWW.LSUHSC.EDU/HCS