



LSU
 HEALTH CARE SERVICES DIVISION
 LOUISIANA'S HOSPITAL SYSTEM

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 EARL K. LONG MEDICAL CENTER-BATON ROUGE
 HUEY P. LONG MEDICAL CENTER-ALEXANDRIA
 LALLIE KEMP REGIONAL MEDICAL CENTER-INDEPENDENCE
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***** MEDIA ADVISORY *****

FOR IMMEDIATE RELEASE
March 7, 2007

LSU Health Care Services Division Breaks Ground On University Hospital North Baton Rouge Clinic

Governor Kathleen Babineaux Blanco Serves as Keynote Speaker

- What:** The LSU Health Care Services Division will hold the groundbreaking ceremony for its University Hospital North Baton Rouge Clinic.
- When:** Wednesday, March 7, 2007, at 2 PM.
- Where:** 5445 Airline Highway in Baton Rouge.

For more information, contact Marvin McGraw, Director of Communications and Media Relations, LSU Health Care Services Division, at 225.922.1424 or mmcgra@lsuhsc.edu

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FOR IMMEDIATE RELEASE

March 7, 2007

LSU Health Care Services Division Breaks Ground on University Hospital North Baton Rouge Clinic

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Baton Rouge (March 7, 2007) -- The LSU Health Care Services Division will hold its groundbreaking ceremony for its University Hospital North Baton Rouge Clinic Wednesday, March 7, 2007, at 2 PM, at 5445 Airline Highway in Baton Rouge.

Governor Kathleen Babineaux Blanco will deliver the keynote address at the ceremony to mark construction of a comprehensive health care clinic for north Baton Rouge.

Encompassing 42,000 square feet and two floors, the new University Hospital North Baton Rouge Clinic will offer North Baton Rouge comprehensive preventive health care and early intervention in this new primary care facility, which will emphasize internal medicine and women's health.

"The clinic represents LSU's vision for the future of health care in Louisiana," said Dr. William Jenkins, president of the LSU System. "A modern facility such as this will bring diagnosis, treatment and disease management much closer to the people we serve."

The clinic will be the umbrella facility for specialty clinics now housed at Earl K. Long Medical Center, such as OB/Gyn and primary care medicine. Features include the following:

- twenty-four internal medicine exam rooms,
- nine women's primary health care services exam rooms,
- a community meeting room,
- a diagnostics laboratory,
- a pharmacy,
- radiology services.

The Women's Clinic and the Internal Medicine Clinic will provide comprehensive obstetrics and gynecological services. The Internal Medicine Clinic and its Diabetes Program will offer patient education to prevent the many complications that can arise from diabetes.

The ready availability of these health care providers in a state-of-the-art facility will encourage people to receive preventive health and disease treatment by scheduled appointment.

"Prevention is the key to good health, and the clinic will have health-care providers for the prevention of disease and early intervention for Baton Rouge citizens," said Mr. Donald Smithburg, CEO of LSU Health Care Services Division.

The pharmacy will fill approximately 70,000 prescriptions annually, including Medicaid, Medicare Part D, and prescriptions for those who can afford to pay and for those who cannot.

Also, a 24-hour urgent care clinic will provide round-the-clock availability to address unexpected medical needs. The \$12.5 million facility will exemplify the best in health care and will accommodate the region's rapidly growing population.

For more information, contact Marvin McGraw, Director of Communications and Media Relations, at 225.922.1424 or mmcgra@lsuhsc.edu.

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LSU HCSD University Hospital North Baton Rouge Clinic Illustration

LSU HEALTH CARE SERVICES DIVISION



UNIVERSITY HOSPITAL NORTH BATON ROUGE CLINIC - 5445 AIRLINE HWY

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