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Press Release

FOR IMMEDIATE RELEASE

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Health Centers in Schools Celebrated New Health Centers

BATON ROUGE, LA– On its way to expand services to more than 40,000 schoolchildren, Health Centers in Schools officially opened another caring center at an East Baton Rouge Parish public school. Parents and community members attended the opening at Broadmoor High School in Baton Rouge on Thursday, Sept. 3, at 10:00 a.m.

Guest speakers at the grand opening included Jerry Arbour, president of EBR Parish School Board and Dr. Herman Brister, assistant superintendent of East Baton Rouge Parish Schools. Also speaking were Roger Moser, former EBR school board member and a volunteer for Health Centers in Schools.

HCS and the school system have a unique partnership, where the system builds the clinics and HCS staffs and runs them. Businesses and philanthropists have provided startup funds for the clinics, which continue operating with existing funding from government and insurance programs.

Amedisys Inc. has pledged \$150,000 as the corporate partner of the Broadmoor High Health Center. Other partners in the HCS expansion are the Baton Rouge Area Foundation, Blue Cross and Blue Shield of Louisiana, Cajun Constructors/ Boo Grigsby Foundation, Foundation for the MidSouth, Huey J. and Angelina B. Wilson Foundation, Irene W. & C.B. Pennington Foundation, CVS Caremark and Roger and Marcia Moser.

HCS provides a range of services that are conveniently located at the schools. Certified professionals take care of daily maladies and return kids to the classroom. HCS professionals also provide primary care, immunizations, mental health counseling, eye and hearing screening.

HCS operates 11 school-based health care centers at EBR and Recovery District public schools under contract with the State Office of Public Health. Glasgow Middle School is also the site of a new student health center that opened this school year.

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HCS' expansion is being undertaken in partnership with the EBR School Board, Our Lady of the Lake Regional Medical Center and corporate community partners. In keeping with Governor Bobby Jindal's goal of providing affordable, effective primary medical services to Louisiana's children, HCS offers services based on the belief that children who are physically and mentally healthy will have a greater chance to improve academic achievement.

The EBR school system is investing \$3.8 million to add clinics at schools across the parish. HCS is raising \$3 million as a bridge to more permanent funding of operations. When HCS is fully staffed, it will pay for staffing and equipment by billing insurance and other existing services. This service delivery system is unique to Baton Rouge, yet presents a model capable of being replicated throughout Louisiana and the nation.

- HCS currently administers limited health services to 44,000 children on 90 school campuses in East Baton Rouge parish public schools. The expansion will let it provide more services.
- HCS employs over 90 people, including physicians, nurse practitioners, registered nurses, licensed clinical social workers, and support staff.

In conjunction with the opening of the new health centers, Health Centers in Schools, formerly Health Care Centers in Schools is announcing its new name. Adopting a new name provides a great opportunity for the 501(c)3 organization to renew its marketing efforts and continue the expansion efforts positively. The rebrand launch comes complete with a new logo featuring a large red "H" and will soon include an updated look and feel across the website.

Health Centers in Schools also developed a new mission statement to better describe what the organization does.

Health Centers in Schools delivers innovative, quality, cost-effective school-based health services for children in the greater Baton Rouge area.

To achieve our mission, we:

- *Ensure the health of students to enable them to thrive in all academic settings;*
- *Partner with other entities to create and promote healthy sustainable lifestyles for children and their families.*
- *Increase community awareness of health issues that impact children's lives.*

PHOTOS ATTACHED.

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Marcus LeBlanc, HCS marketing & development associate, prepares for the Ribbon Cutting Ceremony for the new health center at Broadmoor High School.



Cutting the ribbon for the new health center are (l-r) William Black, East Baton Rouge parish school board member; Daryl Glueck, Broadmoor High principal; Roger Moser, HCS expansion campaign chairman; Dr. Herman Brister, EBRPSS assistant superintendent; Sue Catchings, HCS CEO; Anne Marie Zima, chair of HCS board of directors; W. T. Winfield, EBR school board; Jill Dyason, EBR school board; and Jerry Arbour, EBR parish school board president.