



Mayor's Healthy City Initiative

Our Mission is to Communicate, Coordinate and collaborate
To Make Baton Rouge a Healthier Place for ALL!

This week, Mayor Broome issued an executive order requiring all commercial and nonprofit entities in the City-Parish providing goods or services directly to the public, to require employees and customers to wear masks. We strongly support the Mayor's decision and courageous action to help reduce the community spread of the COVID-19 virus. The healthcare community has also been requiring masks to be worn inside all of our buildings and we welcome this additional support as an entire city-parish. We will continue to work with the Mayor and local officials as we all care for the health and future of our community.

Through Mayor Broome's Healthy City Initiative, the East Baton Rouge Parish Medical community has been convening and monitoring the ongoing transmission of COVID-19 in our community since March 10th, 2020. In response to the recent increase in COVID-19 cases and hospitalizations, we want to reassure the public that we are able to care for the community and this pandemic is not exceeding our capacity or capabilities. Our hospitals have the ICU capacity, staff and supplies to meet the critical healthcare needs of our community regardless of diagnosis, illness, or injury.

As healthcare leaders, we can attest to the devotion and compassion of our teams that are caring for those with COVID-19 and those who come to our hospitals seeking care for other urgent medical needs. We stand together ready to serve the community and will do so in the safest ways possible. Through enhanced testing efforts, strict screenings procedures to identify potentially infectious patients and promptly implementing isolation protocols, hospital care is safe, ready and available for those who need it.

As this pandemic continues to affect our community, the public plays an essential role in helping preserve hospital capacity. It is critically important to wear a mask or face covering anytime you leave your home, to practice appropriate physical distancing by avoiding large crowds and gatherings, to wash your hands frequently for at least 20 seconds, and to avoid touching your face.

The Baton Rouge Clinic

Edgar Silvey, CEO
Shunn Philips CFO
Dr. Joel Silverberg, President
Dr. Michael Rolfsen, Medical Director
Dr. Venkat Banda, Medical Director
Dr. Mark Hodges, Medical Director
Dr. Shelly Martin, Medical Director
Dr. Richard Lieux, Medical Director

Baton Rouge General

Edgardo Tenreiro, CEO*
Dr. Louis Minsky, Chief of Staff

Blue Cross Blue Shield

Dr. Thomas Diller, VP Population Health*

Baton Rouge Area Chamber

Adam Knapp, CEO*

Capital Area United Way

George Bell, CEO*

Louisiana Primary Care Association

Gerrelde Davis *

Louisiana Department of Health

Dr. Jimmy Guidry, Medical Director and LA State Health Officer *

Ochsner Baton Rouge

Eric McMillen, CEO*
Dr. Aldo Russo, Regional Medical Director
Dr. Ralph Dauterive, VP of Medical Affairs

Our Lady of the Lake

Scott Wester, CEO*
Coletta Barrett, VP of Mission *
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Dr. Phillip Allen, Associate Chief Medical Officer
Dr. Jimmy Craven, President, Lake Physician Group

Dr. John Fraiche, Medical Director

Dr. Chris Thomas, Medical Director

Dr. Mohammad Pirzadah, Medical Director

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