

Baton Rouge General Named Louisiana's First Accredited Comprehensive Breast Center

FOR IMMEDIATE RELEASE

June 19, 2009

BATON ROUGE – Baton Rouge General's Pennington Cancer Center has been named Louisiana's first accredited Breast Center by the National Accreditation Program for Breast Centers (NAPBC), administered by the American College of Surgeons. Accreditation by the NAPBC is only given to those centers that have voluntarily committed to provide the highest level of quality breast care and that undergo a rigorous evaluation process and review of their performance. Baton Rouge General earned a perfect score, achieving all 27 standards outlined for the treatment of women who are diagnosed with the full spectrum of breast disease. These standards include proficiency in Center Leadership, Clinical Management, Research, Community Outreach, Professional Education and Quality Improvement.

"Being named an accredited breast center, the first in Louisiana, is testament to the dedication of our physicians and the hospital's supporting multidisciplinary team in providing leading-edge breast care," comments Dr. Richard Burroughs, Medical Director of Pennington Cancer Center at Baton Rouge General. "Whether it's cancer prevention, detection, diagnosis or treatment, women in our community have access to state-of-the-art, comprehensive breast care close to home." Currently, NAPBC Breast Centers nearest Baton Rouge General Pennington Cancer are located in Memphis, Tennessee and San Antonio, Texas. For other US NAPBC centers, visit www.accreditedbreastcenters.org.

The American Cancer Society estimates that there will be 192,370 patients diagnosed with invasive breast cancer in the United States in 2009. In addition, hundreds of thousands of women who deal with benign breast disease this year will require medical evaluation for treatment options.

"Our goal at Pennington Cancer Center is to promote lifelong breast health through multidisciplinary care," said Dr. William Russell, Medical Director of Radiation Oncology at Baton Rouge General's Pennington Cancer Center.

About Baton Rouge General

Baton Rouge General Medical Center was approved by the American College of Surgeons Commission on Cancer as a Community Hospital Comprehensive Cancer Program in 1989 and was the first cancer program in the region to attain approval. The program has maintained continuous approval subsequently. Baton Rouge General's Pennington Cancer Center was most recently re-approved in March 2008 and again achieved full three-year approval with commendations. www.BRGeneral.org

About NAPBC

The NAPBC is a consortium of professional organizations dedicated to the improvement of the quality of care and monitoring of outcomes of patients with diseases of the breast. This mission is pursued through standard-setting, scientific validation, and patient and professional education. Its board membership includes professionals from 15 national organizations that reflect the full spectrum of breast care. www.accreditedbreastcenters.org

###