

# Inside DMA

Diagnostic Management Affiliates PPO, LLC

Fall 2008

## Hurricanes Gustav, Ike Descend Upon Louisiana

As the month of September was approaching, millions of people in Louisiana and along the Gulf coast watched with apprehension as tropical disturbances loomed about the Gulf of Mexico. Memories of Hurricane Katrina began to surface as Louisianans were told that they could be facing the worst hurricane in Louisiana's history. Nearly two million residents were forced out of their homes as mandatory evacuations were called for throughout much of Southern Louisiana.

On September 1st, Gustav made landfall about 70 miles Southwest of New Orleans as a Category 2 Hurricane. For the ensuing days, Gustav ravaged through the state bringing forth disaster and devastation. Louisiana state officials have estimated the total costs of Gustav's damages to be between \$4.5 billion and \$10 billion, a damage level second only to Hurricane Katrina. Early estimates showed that approximately 1.4 million residents in Louisiana lost power during the storm. Louis Cataldie, the Chief Medical Official for the State of Louisiana, has listed the official death toll from Hurricane Gustav at 44.

Not long after Hurricane Gustav struck, Louisianans were still facing the hardships of recovery when a second onslaught arose in Hurricane Ike. Sixty-thousand Louisiana residents were still without power when the brute of Ike's 13.5 foot storm surge and 110-mph winds bore down directly upon the Texas coast. Although the Louisiana coast was spared a second direct hit, the waters from Ike's storm surge brought severe flooding

in southern Louisiana. Estimates show that Ike's storm surge was responsible for killing 4 people, and brought flood damages to as many as 26,000 Louisiana homes. The estimates of Ike's damages in Louisiana range from \$ 3.5 billion to \$10 billion.

New Orleans was spared the devastation that was seen during Hurricane Katrina; facing mainly power outages, flooding, wind damage, and a week of economic shutdown. Residents of Houma-Terrebonne areas, however, were not as lucky. Reports claim that Gustav brought the greatest wind damage ever seen in the area, followed by the worst flooding in the area's history during Hurricane Ike. The images of destruction we see in the media can only begin to touch the surface of how these residents' lives were affected through the course of Gustav and Ike.

We have all heard the saying that "Every cloud has a silver lining." In no time does this seem more applicable than in the wake of disaster. As we recover from the destruction and devastation of this past month, the resiliency of our community will once again come to surface. Neighbors will be neighbors as we once again work together to rebuild our communities. The tragedy and devastation that we have experienced will soon yield a refreshed sense of that Cajun attitude and Louisiana pride which pervades the citizens of this great state. We will once again move into the future knowing that, while hurricanes may be able to uproot our trees, they will never uproot our Cajun culture.



### Giving Back for Hurricane Victims

DMA takes great pride in being a part of the Louisiana Community. In order to do our part, we will be running a charity promotion through November 30, 2008. For every diagnostic test and surgery procedure that is ordered, we will be donating a percentage of our profits to the Louisiana Disaster Recovery Foundation. We hope that everyone will join us in this effort to bring relief to the victims of the recent hurricanes.

# What is Pain Management?

Everyone experiences pain. It is one of the most basic tenants of the human experience. Pain can have a negative impact on a person's quality of life and inhibit their ability to recovery from injury or illness. Unrelieved pain can become a syndrome in its own right, affecting a person's overall health and outlook. Managing pain properly facilitates recovery, prevents additional health complications, and improves an individual's quality of life.

For thousands of years, doctors have been developing and utilizing a variety of medications and treatments to relieve pain. As modern medicine continues to become more specialized, a new subset of doctors has emerged as specialists in this field. They are focused on managing all types of pain - studying its causes, reactions of the body, the effects of medications, and other treatments that can be used to relieve pain.

One may define the field of pain management as a branch of medicine which seeks to apply scientific and medicinal knowledge for the purpose of pain reduction and alleviation. The concept behind most interventional pain management techniques is that there are nerves within a specific structure of the body which are acting to generate pain. Pain management seeks to identify the sources of these problems and determine the optimal modes of treatment. This can require a wide variety of skills and techniques. In many cases, the course of treatment will utilize multi-modal approaches. These programs can incorporate many different techniques such as pharmacological intervention, exercise, lifestyle changes, or invasive procedures.

Pain management is an important field of modern health care, as pain can involve many aspects of daily life. Due to its subjective nature, the manner in which individuals feel pain and its effects on a person's physical and emotional states can differ. As a result, the inherent emotional qualities associated with pain can cause its effects to venture far

beyond physical affliction. Studies have shown that patients forced to remain in severe pain often become agitated and depressed, leading to poorer treatment outcomes.

By seeking out a structured, physician-directed pain management program, individuals can free their daily lives from the physical and emotional afflictions of pain. For some patients pain management can be a helpful tool in escaping daily affliction. Others may find that a structured pain management program can be used to facilitate recovery and improve a patient's overall condition following

surgery. In any case, when a person is suffering from the physical and emotional afflictions of pain, these physicians will work with patients to reduce pain symptoms and improve their quality of life.

DMA's provider list features a group of elite Pain Management physicians. These providers understand the importance of purposeful, accurate evaluations regarding sources of discomfort. They will work with your clients to minimize discomfort and alleviate symptoms so that your client can go about their life without facing the hardships associated with pain.



## DMA Pain Management Providers

### Baton Rouge

Advanced Surgical Concepts

Bayou Diagnostics

*Barrow, Gray W., M.D.*

*Clark, John, M.D.*

*Elis, Walter W., M.D.*

Bluebonnet Pain Clinic dba/  
Interventional Pain Mgmt Center

*Braswell, John J., M.D.*

*Burdine, J. Michael, M.D.*

*Jiha, Jihad George, M.D.*

*Turnipseed, Joseph W., M.D.*

Comprehensive Pain Management Services

*Cairns, Kevin Douglas, M.D.*

*Grove, J. Julian, M.D.*

*Weitz, Sandra R., M.D.*

Louisiana Orthopedic Institute

*Johnston, F. Allen M.D.*

### Baton Rouge (continued)

Louisiana Spine & Sports Medicine Institute

*Barrow, Gray W., M.D.*

*Clark, John, M.D.*

*Elis, Walter W., M.D.*

The Spine Dignostic & Treatment Center

*Braswell, John J., M.D.*

*Burdine, J. Michael, M.D.*

*Jiha, Jihad George, M.D.*

*Turnipseed, Joseph W., M.D.*

The Louisiana Institute of Physical Medicine  
& Family Practice

*Ward, Gregory, M.D.*

### Kenner

Aprill, Charles, M.D.

### New Orleans

Avenue Surgical Suites

### Houma

Pain Specialty Center, A.P. M. C.

*Haydel, Michael S., M.D.*

Southern LA Rheumatology & Pain Clinic

*McCain, John D., M.D.*

### Lacombe

The North Institute

*Dietze, Donald D., Jr., M.D.*

*Logan, John B., M.D.*

### Covington

Northshore Interventional Pain Management Center

### Slidell

The Interventional Pain Center

*Waring, Antonio J., M.D.*

# Houma Medical Imaging, LLC

DMA has a new imaging facility available to you in the Houma area. Houma Medical Imaging, LLC, is a 3,200 square foot outpatient diagnostic imaging center located at 316 Civic Center Dr., Houma, La. Opened in 2007, HMI's services include Open MRI's and Multi-slice CT scanning.

Providing quality medical imaging at a convenient location; this facility places a strong emphasis on bringing quality, compassion, and convenience to their patients. HMI embraces these standards to ensure a pleasant experience that will provide the most accurate results possible for your client's MRI or CT scan.

Their Open MRI is considered one of the most "open" scanners available. This is a significant advantage for claustrophobic and larger patients. Houma Medical Imaging also offers multi-slice CT scanning. This fast and painless procedure provides patients with high quality images of the entire body.

HMI is proud to work with Houma Radiology Associates. This local group of board certified radiologists represents some of the most respected and qualified radiologists in the area, and has been serving Terrebonne Parish for decades.

They are committed to providing patients with accurate results in a timely fashion.

For the convenience of their patients, HMI also offers same or next day appointment scheduling. Through a high speed secure internet connection, referring physicians will be able to access their patients' images and radiology reports from their own offices, usually within hours of the exam.

Houma Medical Imaging's facility is located behind the Houma Courier and across the street from Houma-Terrebonne Civic Center. The hours of operation are Monday through Friday, 8 a.m. to 5 p.m., with extended hours available upon request.



## *Letter from the Marketing Manager*

In May, I moved to New Orleans to join the DMA team. So far, it has been a great experience for me and I have really enjoyed getting to know all of DMA's attorneys. Those of you I have had the pleasure of meeting have been wonderful. I am still very much looking forward to getting to know those of you I have not yet had the chance to meet.

The past couple months have been very exciting here at DMA. On the advertising front, you can find DMA's newest ad circulation in the *Louisiana Advocates Journal*, the newspaper publication of the Louisiana Association for Justice. Coming in December, you will also be able to find our advertisements in the *Louisiana Bar Journal* magazine and *Bar Briefs* newspaper publications of the Louisiana State Bar Association.

I look forward to continue working with all of DMA's fine attorneys. My purpose at DMA is to make sure that we are doing everything we can to satisfy your needs. I am always available to address your questions, feedback, suggestions, and requests. I hope you will not hesitate to contact me regarding anything DMA can do to better service you and your firm.

Sincerely,

*Stuart Schmidt*

## **EMGs and Nerve Conduction Studies through Performance Medical, Inc.**

DMA can now provide your clients with mobile diagnostic testing through Performance Medical Inc., the premiere mobile diagnostic group in Southern Louisiana. Specializing in Nerve Conduction Studies and EMG's, this mobile diagnostic group affords you the most advanced, state-of-the-art testing equipment without sacrificing convenience and accessibility for your client.

Performance Medical offers diagnostic testing at over 200 physician sites throughout Southern Louisiana and Mississippi. This allows for your client's nerve testing to be performed by EMG/ NC study specialists at a facility near their home.

Since 1995, this local company has provided efficient, accurate, and timely service to its customers. "When clients are referred to Performance Medical, they will receive priority status and will be scheduled at the client's earliest convenience," explains Julie April, Director of Marketing. Because their services focus on EMG and NC studies, your nerve tests will take full precedence with Performance Medical, Inc. The tests are scheduled at a time and place of your client's convenience, with results produced in 3 working days or less.

For the past thirteen years, Performance Medical has provided high quality Nerve Conduction Studies and EMGs, embracing a comprehensive care philosophy centered upon patient convenience and client satisfaction.

# Metairie Imaging

DMA is pleased to spread the word about our newest imaging facility in the New Orleans and Metairie area. Metairie Imaging is a privately held company that has been locally owned and operated in the Greater New Orleans area since 1991. In May of 2008, Metairie Imaging was awarded ACR Certification for quality and safety by the American College of Radiology. They proudly stand as one of the only privately held facilities that hold this accreditation.

Metairie Imaging works to provide a comfortable, patient-oriented setting. With a full 4 ½ feet of breathing space, their Open MRI system is designed with the freedom of patients in mind. This helps to comfort patients who may be claustrophobic and can accommodate individuals up to 450 pounds.

For pediatric or apprehensive patients, the facilities also provide a POST (Patient Offset Swing Table) Table, which allows for clinicians and/or parents to stay by the patient's side during their examination. If desired, the patient is allowed to hold a call

button throughout the exam or listen to their favorite music.

Along with their emphasis on patient comfort, Metairie Imaging does not forget to provide quality image processing. Metairie Imaging will provide high quality images with reduced scan times and a guaranteed twenty-four hour turnaround to the patient's referring physician. Their staff includes board certified Radiologists on-site, as well as a neuro-radiologist which allows for emergency or stat reports upon request by the referring physician.

Metairie Imaging works closely with General Electric to maintain the most up-to-date imaging technology on the market. As Eddie Asaro of Metairie Imaging explains, "Our relationship with General Electric allows us priority to any new software that becomes available. The software can quickly and easily be integrated into our system. This gives Metairie Imaging even more imaging advantages in the future to accommodate the ever changing advances in medicine."

Inside DMA is a quarterly newsletter published by Diagnostic Management Affiliates PPO LLC. DMA does not prescribe medical advice. *Comments are welcome.* For additional information, call or write us as follows: DMA, Attention: Stuart Schmidt, Marketing Manager, 3532 Canal Street, Suite 6, New Orleans, Louisiana 70119, (504) 484-7077 or (888) 663-7077.