



PEDIATRIC HEMATOLOGY / ONCOLOGY
INAUGURAL REPORT 2008 and 2009

KIDS SPECIALTY CENTER
WOMEN'S & CHILDREN'S HOSPITAL
LAFAYETTE, LOUISIANA



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Women's & Children's Hospital, a campus of The Regional Medical Center of Acadiana, has been providing specialized healthcare services for women and children throughout the Acadiana area for over 25 years. Since inception, our goal has always been to ensure that the unique healthcare needs of our patients are met not only with a highly trained staff and state-of-the-art equipment but also with compassion and attention to detail.

We pride ourselves on being able to focus exclusively on the care and treatment of women and children — a distinction that has earned us the position as the second largest birthing hospital in the state of Louisiana and the premier pediatric hospital in Acadiana. We also have the only 24-hour dedicated emergency department for children in Acadiana.

Women's & Children's Hospital is excited to expand its services with the recent opening of the Kids Specialty Center. Located on the hospital campus, the Specialty Center is home to an experienced team of specialists from across the country who use their skills and knowledge to provide world-class care to children right here in Acadiana. One of the programs garnering the most attention from both local families and the healthcare professionals across the region is our **Pediatric Hematology/Oncology Program**.

The following pages share stories of struggles that ultimately become triumphs as our physicians and staff have dedicated themselves to turning devastating diagnoses into empowering victories. Thank you for your time and interest in our efforts to treat and cure.

Sincerely,

Kathy Bobbs, CEO



“**C**reating the Pediatric Hematology/Oncology Program was a vision and a passion of mine for many years. Working with hospital administration, I spent nearly a year searching for the right physicians and staff to build a **team skilled in every aspect of pediatric oncology care** and fostering relationships with community partners so our patients and their families can experience complete care for all of the needs that accompany a cancer diagnosis. With our talented team in place, we developed a program that adheres to all **nationally recognized standards** and protocols for the treatment of childhood cancer. Now, in the third year after beginning this venture and two years after opening our doors, our **95% success rate is proving that children in Acadiana are being cured** through our top-notch care.”

— DR. AMMAR MORAD





Big-city care. Small-town hospitality. It's the best of both worlds, and it's a rare combination in healthcare today. That's what the families in our practice cherish.

"Dr. Morad and nurse, Robin, are awesome. We appreciated his explanation about traveling out-of-state versus staying here and how treatments are the same wherever you go. But the big difference here is family support. Without that, it would have been more stressful. I can't thank the whole clinic team and hospital staff enough. Even the people who cleaned our room! They have all been a blessing for C.J." — SHENITA MASON

"I'm a nurse in Lake Charles, so I can tell you that Dr. Morad is really wonderful. He didn't mind breaking down the information and explaining his course of action. And everything is right there — the hospital, the radiation — it's so convenient. Otherwise, we would have had to drive to Houston." — Gara John

"Dr. Morad has been a blessing for the pediatricians and, more importantly, for the children of Acadiana. Almost three

years ago, I referred my first patient to Dr. Morad. He was a five-year-old young man who had received a CT scan of his head following a bit of trauma and several months of vague headaches. Diagnosis ultimately was medulloblastoma that Dr. Morad successfully treated with surgery and chemotherapy. I owe a great deal of thanks to Dr. Morad for curing this patient, as well as many other children I have referred to him." — Dr. Mike Melancon



Parents often comment on how reassuring it is to know that the physician who sees their child is the physician who treats their child. This consistency of care helps to build relationships between our staff and our patient families, and we believe that it has a direct correlation to our program's success rates. And in just two short years, our success is already speaking for itself, with a **95% cure rate**.

"Our decision to stay in Lafayette was because of Dr. Morad. He met us at the hospital the day Kylie was diagnosed and made us feel very comfortable with the treatment she would receive. The whole experience has been like a big extended family. Plus, it's nice to be close to home where Kylie can still spend time with her dad and big brother during treatments. It's warm and welcoming, and they've really put Kylie at ease and have watched her grow with us." – Karen DeVille

Along with consistency of care, our family-centered approach enables us to care for the child diagnosed with cancer as well as the entire family. Our relationships with our Child Life Specialist, home health providers, and many others mean that we can assist parents and family members with their needs so they can focus on their child.

"When there is a need for a specialist, parents ask, "Who would you send your child to?" I wholeheartedly say, "Dr. Morad!" He is always there when I need his

advice. His bedside manner is wonderful. Dr. Morad is an excellent and welcome addition to Women's and Children's Medical Staff!" – Dr. Mia Singleton-Ben

Dr. Morad, Dr. Falterman, Dr. DeLand, and Dr. Dersam treat children ranging in age from birth to 19 years and have had decades of experience and much success in all three disciplines of treatment: chemotherapy, radiation, and surgery. The physicians follow national guidelines for pediatric oncology, so our patients receive the same care they would anywhere else, but with the added benefit of not having to stress about travel.

Dr. Morad and his staff understand that the smallest details can have some of the biggest effects when it comes to curing childhood cancer.

"In the middle of everything they did for us, they even gave Macie a 'No More Chemo' party. It was just one of a lot of little things they did to help make the process less difficult. They're like a part of our extended family." – M. Landry



Janie Eldridge, Child Life Specialist; Courtney, Patient, Age 14; Mary Broussard, Social Services

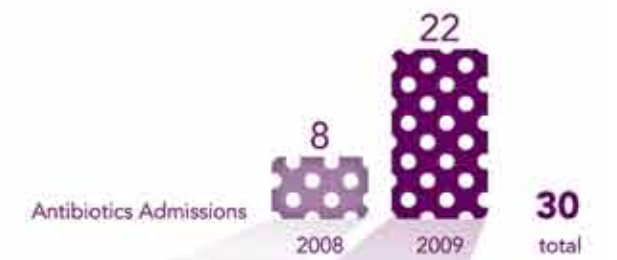
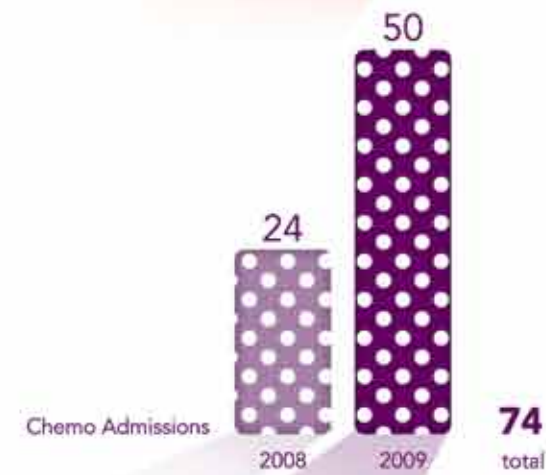
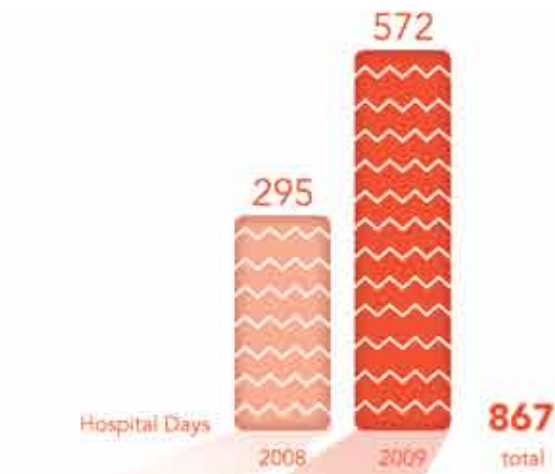
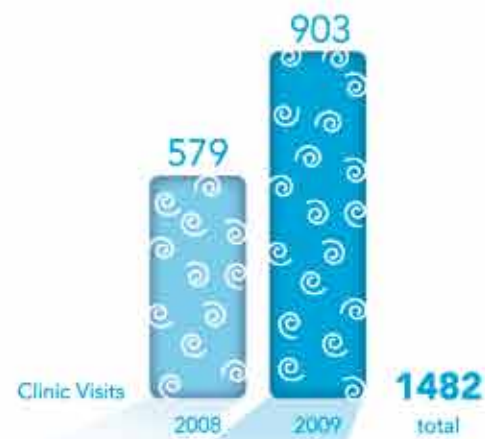
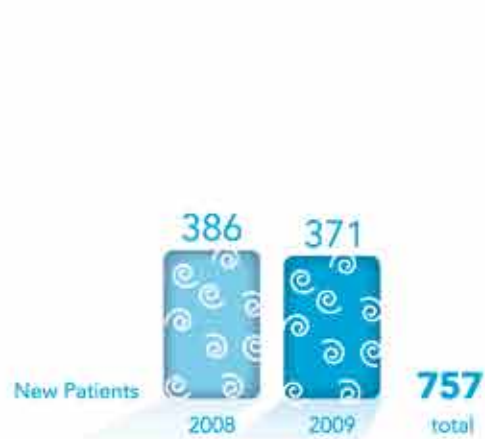
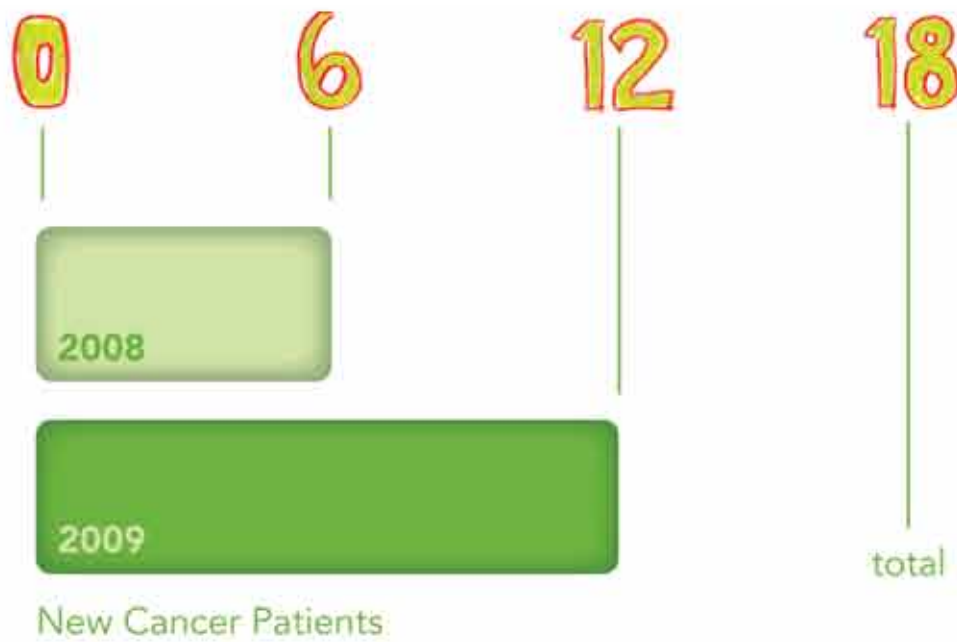


2008 - 2009 PROGRAM STATISTICS

Our clinic utilizes an extensive, multidisciplinary network of physicians, specialists, nurses, social workers, child life specialists, pharmacists, dietitians, and others. Offering world-class, comprehensive care close to home, more and more families are choosing Dr. Morad and his team to care for

their child (and the entire family) when a cancer diagnosis arises.

While these charts indicate dramatic growth, it should be noted that the statistics represent our start-up years. These increases were anticipated as our program developed.



SERVICES

We have assembled a group of **talented**, multidisciplinary physicians, surgeons, nurses, and staff whose priority is to provide **world-class care** right here in our community. Dr. Morad specializes in treating leukemia, lymphoma, and other childhood cancers. Dr. Falterman is widely regarded for his experience in the surgical removal of cancer. Dr. DeLand's expertise in radiation treatments and Dr. Dersam's knowledge in the field of musculo-skeletal tumors complete our **all-encompassing team approach** to treating childhood cancer.

The following are the diagnoses that we treat:

HEMATOLOGY

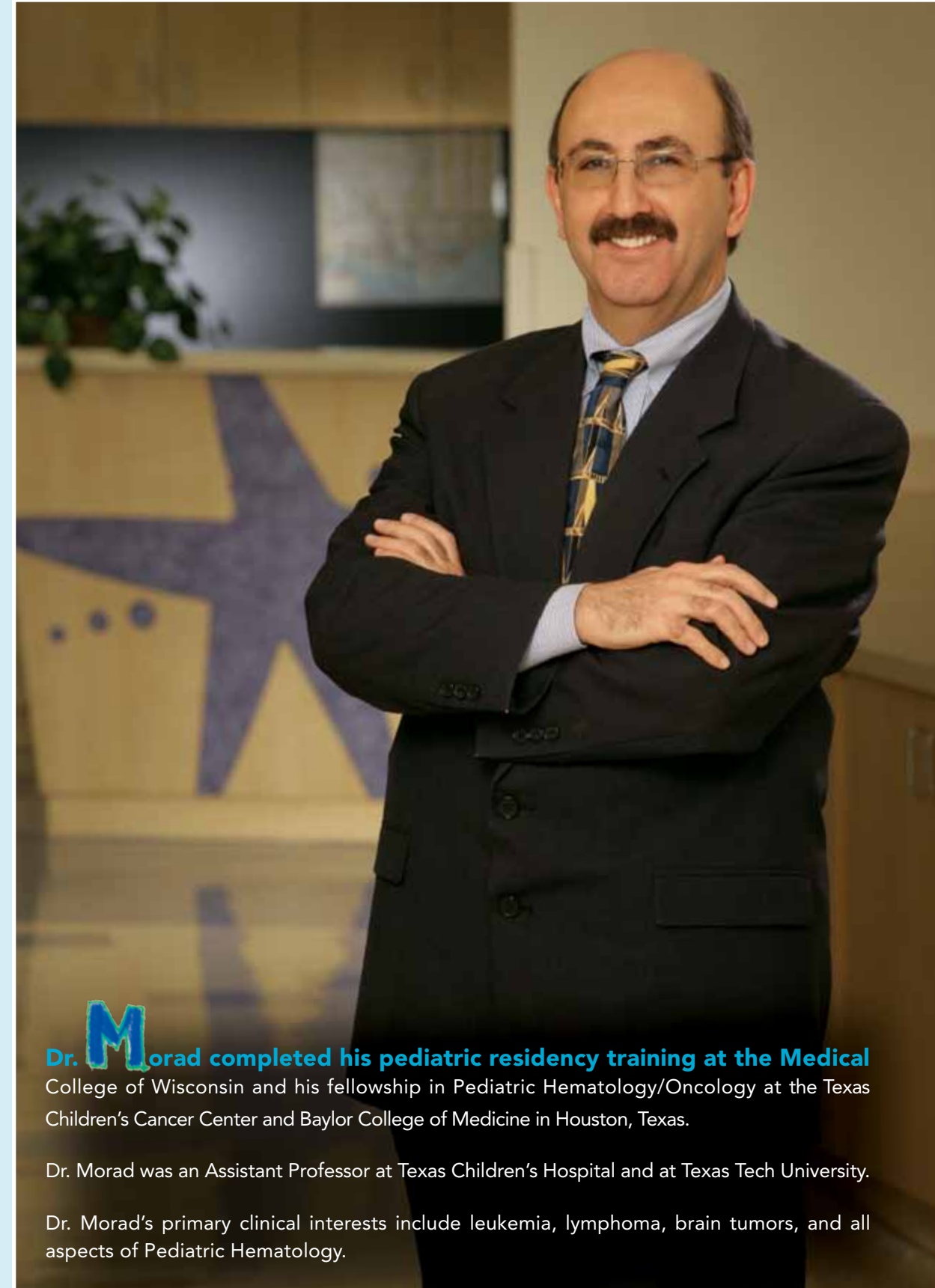
- Acquired and Hereditary Anemias
- Neutropenias
- Disorders of Leukocyte Function
- Histiocytic Disorders
- Thrombocytopenia Disorders
- Acquired & Hereditary Coagulation Abnormalities
- Abnormalities of Platelet Function

ONCOLOGY

- Leukemias
- Brain Tumors
- Non-Hodgkin's Lymphoma
- Hodgkin's Lymphoma
- Neuroblastoma
- Wilms Tumor
- Rhabdomyosarcoma
- Ewing's Sarcoma
- Osteosarcoma
- Liver Tumors



AMMAR B. MORAD, MD PEDIATRIC ONCOLOGY

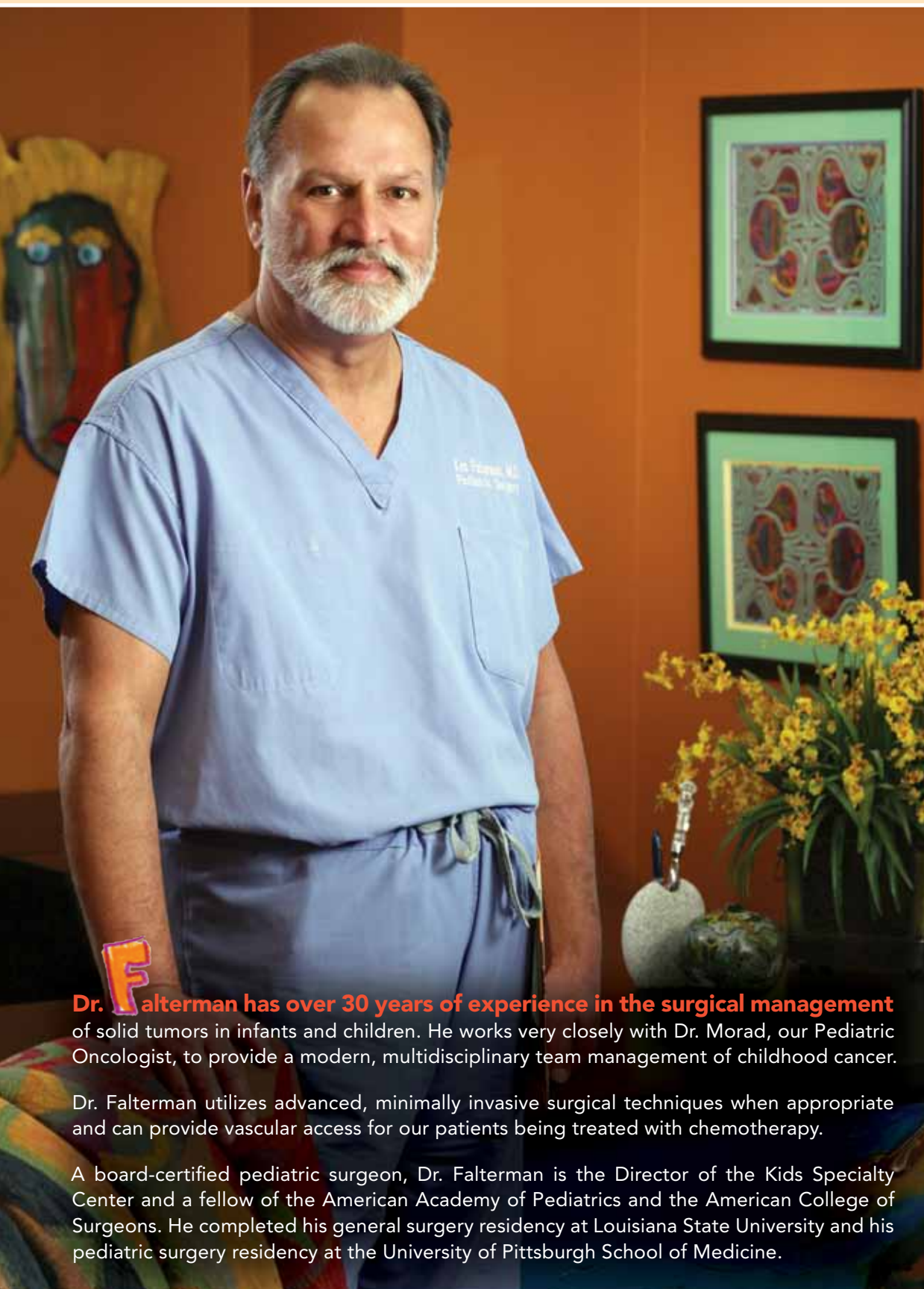


MDr. Morad completed his pediatric residency training at the Medical College of Wisconsin and his fellowship in Pediatric Hematology/Oncology at the Texas Children's Cancer Center and Baylor College of Medicine in Houston, Texas.

Dr. Morad was an Assistant Professor at Texas Children's Hospital and at Texas Tech University.

Dr. Morad's primary clinical interests include leukemia, lymphoma, brain tumors, and all aspects of Pediatric Hematology.

KENNETH FALTERMAN, MD
PEDIATRIC SURGERY

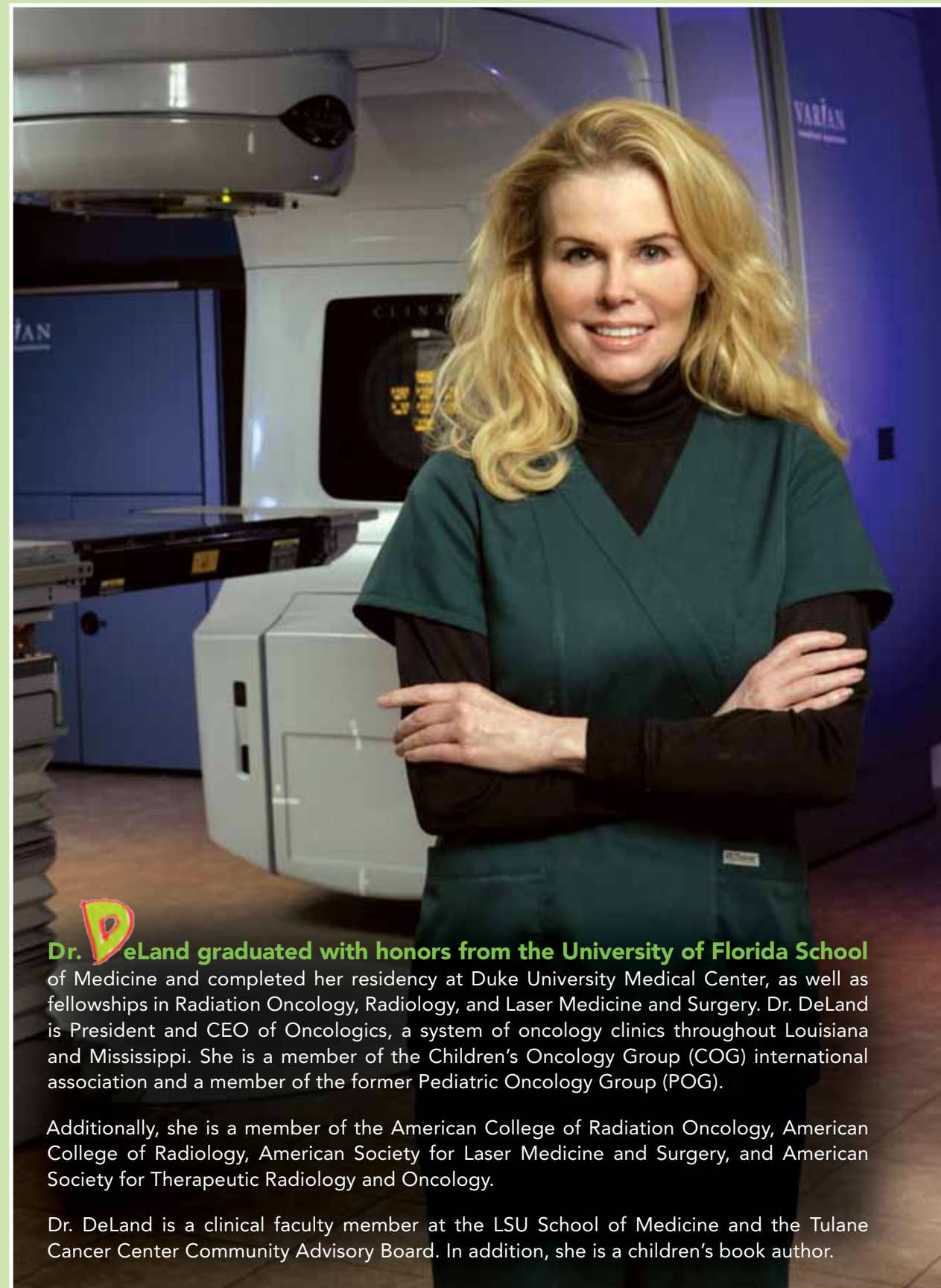


Falterman has over 30 years of experience in the surgical management of solid tumors in infants and children. He works very closely with Dr. Morad, our Pediatric Oncologist, to provide a modern, multidisciplinary team management of childhood cancer.

Dr. Falterman utilizes advanced, minimally invasive surgical techniques when appropriate and can provide vascular access for our patients being treated with chemotherapy.

A board-certified pediatric surgeon, Dr. Falterman is the Director of the Kids Specialty Center and a fellow of the American Academy of Pediatrics and the American College of Surgeons. He completed his general surgery residency at Louisiana State University and his pediatric surgery residency at the University of Pittsburgh School of Medicine.

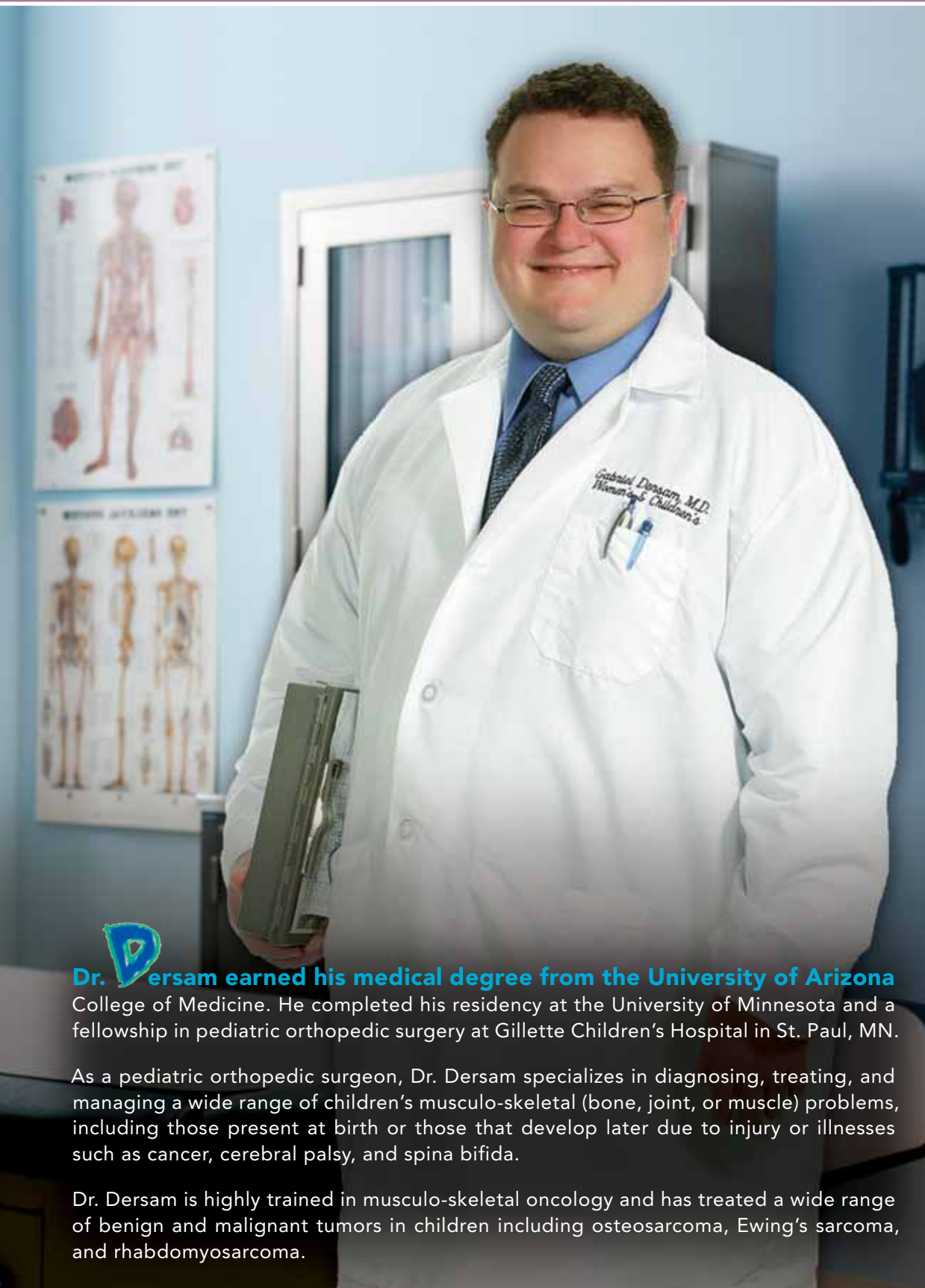
M. MAITLAND DELAND, MD, FACR, FACRO, FASLMS
PEDIATRIC RADIATION THERAPY



DeLand graduated with honors from the University of Florida School of Medicine and completed her residency at Duke University Medical Center, as well as fellowships in Radiation Oncology, Radiology, and Laser Medicine and Surgery. Dr. DeLand is President and CEO of Oncologics, a system of oncology clinics throughout Louisiana and Mississippi. She is a member of the Children's Oncology Group (COG) international association and a member of the former Pediatric Oncology Group (POG).

Additionally, she is a member of the American College of Radiation Oncology, American College of Radiology, American Society for Laser Medicine and Surgery, and American Society for Therapeutic Radiology and Oncology.

Dr. DeLand is a clinical faculty member at the LSU School of Medicine and the Tulane Cancer Center Community Advisory Board. In addition, she is a children's book author.



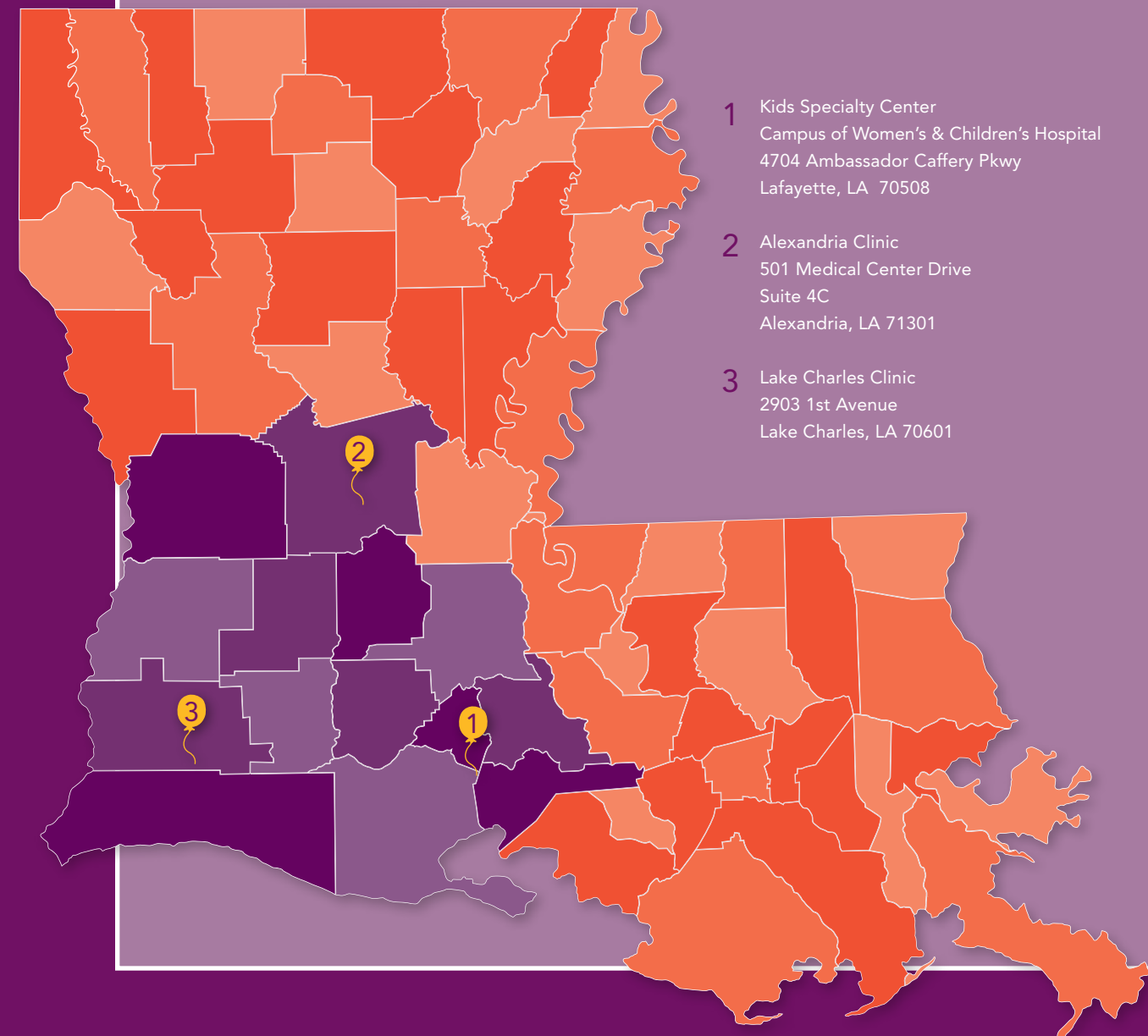
Dr. Dersam earned his medical degree from the University of Arizona College of Medicine. He completed his residency at the University of Minnesota and a fellowship in pediatric orthopedic surgery at Gillette Children's Hospital in St. Paul, MN.

As a pediatric orthopedic surgeon, Dr. Dersam specializes in diagnosing, treating, and managing a wide range of children's musculo-skeletal (bone, joint, or muscle) problems, including those present at birth or those that develop later due to injury or illnesses such as cancer, cerebral palsy, and spina bifida.

Dr. Dersam is highly trained in musculo-skeletal oncology and has treated a wide range of benign and malignant tumors in children including osteosarcoma, Ewing's sarcoma, and rhabdomyosarcoma.

Diagnosed patients have come from the following Parishes:

- | | |
|------------|-----------------|
| Acadia | Jefferson Davis |
| Allen | Lafayette |
| Beauregard | Rapides |
| Calcasieu | St. Landry |
| Cameron | St. Martin |
| Evangeline | Vermilion |
| Iberia | Vernon |



- 1 Kids Specialty Center
Campus of Women's & Children's Hospital
4704 Ambassador Caffery Pkwy
Lafayette, LA 70508
- 2 Alexandria Clinic
501 Medical Center Drive
Suite 4C
Alexandria, LA 71301
- 3 Lake Charles Clinic
2903 1st Avenue
Lake Charles, LA 70601



specialty center



Women's
& Children's
HOSPITAL

A Campus of
THE REGIONAL MEDICAL CENTER OF ACADIANA

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