

Special Advertising Section

2019

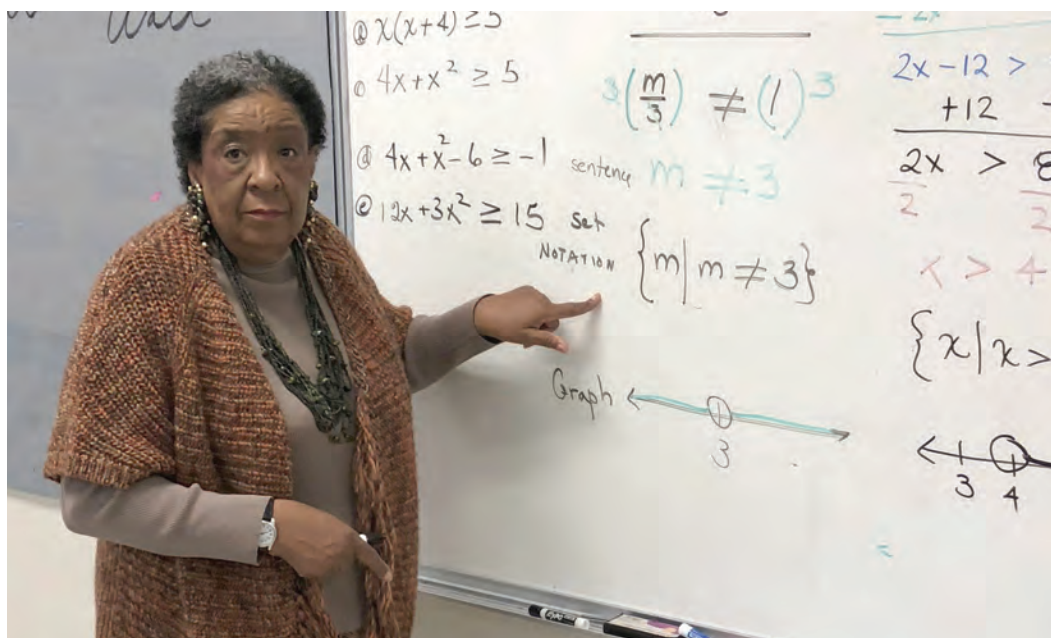
Health & Wellness

GUIDE



A Lesson in the Future of Cancer Care

Baker resident and breast cancer survivor participates in clinical trial to advance cancer treatments



Dr. Vince Cataldo, Ms. Moncriffee’s medical oncologist, explains that every patient receives a customized frontline treatment plan and a clinical trial can be added to potentially enhance care. “We offer several national, innovative clinical trials that only large, academic centers previously had access to,” says Dr. Cataldo. “With immunotherapies and personalized medicine, most of the time there’s no need to travel out of state to participate in a clinical trial that could make a key difference in their outcome.”

Clinical trials enhance standard cancer treatments, often resulting in improved patient outcomes and survival rates. Ms. Moncriffee’s

As a math teacher for 50 years, Baker resident Brenda Moncriffee never factored breast cancer into her life’s equation, as no one in her family was ever diagnosed with the disease. But in 2017, she heard the words, “you have cancer,” forcing her to take a break from her career as an educator to focus on her health. While she left the classroom for a while and algebra and advanced math were no longer part of her daily work routine, she began telling others about her breast cancer experience, including her decision to participate in a clinical trial.

clinical trial includes taking two pills a day for a year as part of a study to determine if a particular medication can help stop breast cancer from recurring. All findings are reported to Dr. Cataldo to ensure he has the latest information on her progress.

Today Ms. Moncriffee is back to teaching math at Istrouma High School and is an advocate for breast health.

“Research is the key to any cure and information is what researchers need to accomplish it,” says Ms. Moncriffee. “I know a lot of survivors, but I also know a lot of people who succumbed to their disease, so if there’s anything I can do that could help develop a cure or enhance or extend someone’s life, I want to do it.”

“I’m totally open with my students, especially my young ladies, to let them know that it’s never too early to begin being aware of their bodies and any changes,” she says. “Knowledge is power, and whether it’s through educating students, participating in a clinical trial, or conducting a cancer education program at church, I want to do my part in beating this disease.”

As part of Lane Cancer Center’s new partnership with Mary Bird Perkins – Our Lady of the Lake Cancer Center, all patients treated in the Zachary-based clinic are evaluated for possible participation in a clinical trial.

For more information on Lane Cancer Center or to make an appointment with Dr. Vince Cataldo, Dr. Ryan Shows, or Dr. Siva Yadlapati, please visit LaneRMC.org/cancer or call 225-658-4400. For a list of clinical trials currently being offered at Mary Bird Perkins – Our Lady of the Lake Cancer Center, call 225-215-1353 or visit marybirdlake.org/research.



Vince Cataldo, MD



Ryan Shows, MD



Siva Yadlapati, MD



A Partnership with Mary Bird Perkins – Our Lady of the Lake Cancer Center

This Spring, Resolve to Run ...and have fun, too

Human nature being what it is, it will come as no surprise to learn that gym attendance spikes each January, but then tends to fall off again by March.

So what's a well-intentioned soul with a New Year's resolution to keep, to do? How about signing up for one of the many great run/walk events taking place this spring? Between January and May there's a wide variety of fun, well-organized athletic events that give participants chances to walk, run, bike, or even swim through scenic bits of the state. Most offer multiple distances to suit athletes of differing experience and fitness levels; and this being South Louisiana, tend to be equal parts athletic event and festival, featuring great food, drinks, and lots of live music, too. So to make your new year's resolution stick, choose an event two, three, or four months down the road, rally a few friends (for company, commiseration, and positive peer pressure), and plop down the early-bird registration fee. That way you'll have a goal to work towards, a fun social event to look forward to, and the added benefit of a financial commitment to keep you getting out of bed. It's cheaper than a gym membership, too.

We asked Jennifer Macha, Creative Director of the Louisiana Marathon and a veteran of events from 5Ks to

marathons, to Iron-Man events all around the country, to share some of her favorite fitness events of the spring. Here's what she's looking forward to.

3 Weeks Away ...

• **January 18–20: The Louisiana Marathon**
Saturday: 10K (6.2 miles), 5K (3.1 miles), 1 mile

Sunday: Marathon (26.2 miles), Half Marathon (13.1 miles)
Baton Rouge's largest running event brings 7,000 runners to the streets of the capital city. The three-day festival showcases the best in racing, running, & healthy lifestyles. Courses wind through downtown, scenic neighborhoods, and the LSU campus. Lagniappe includes a Friday runners' expo complete with second-line featuring The Michael Foster Project, a Saturday Louisiana Food Truck Festival, and a day-long FinishFest on Sunday. thelouisianamarathon.com.

7 Weeks Away ...

• **February 16: Mardi Gras Mambo. Downtown Baton Rouge**
15K (9.37 miles), 10K (6.2 miles), 1-Mile Fun Run

Downtown and Garden District. Racers, runners, joggers, walkers all welcome. Post-race party at North Boulevard Town Square.

runmambo.com.

10 Weeks Away ...

• **March 9: Our Lady of the Lake Amazing Half Marathon. Downtown Baton Rouge**
Half Marathon (13.1 miles), 5K (3.1 miles), Amazing Kids Mini Marathon (1 mile & ½ mile)

Raises funds for the Our Lady of the Lake Children's Hospital. Downtown, Garden District, LSU Lakes. Finish Festival in North Boulevard Town Square. Amazinghalf.com

• **March 10: Lafayette General Zydeco Marathon. Parc International, Downtown Lafayette**
Marathon (26.2 miles), Half Marathon (13.1 miles).

A USATF-sanctioned event and Boston Marathon qualifier, the Zydeco Marathon charts a scenic course through (flat) Lafayette, past crowds of cheering locals, and ends with a finish line festival that features some of the best live bands in Acadiana. Zydecomarathon.com

15 Weeks Away ...

• **April 20: Crescent City Classic. New Orleans**
10K (6.2 miles)

Always the Saturday before Easter Sunday for 40 years, New Orleans' largest 10K road race draws more

than 20,000 people to run a course from the French Quarter, up Esplanade Avenue, to City Park for one of the best post-race parties in road racing. America's original "party race" has something for everyone—from serious competitors to cocktail-carriers, costumed teams, and passengers pushed in shopping trolleys. A marching band marks each mile. The most fun as you can have with running shoes on. ccc10K.com

18 Weeks Away ...

• **May 4: Louisiana Triathlon. New Roads**
800-meter swim, 18.6-mile bike ride, 5K run

A beginner-friendly sprint-distance triathlon around (and in) False River, the Louisiana Tri welcomes beginners, relay teams, and duathlon competitors at all levels. With an awards and finish festival at the Landing Bar on the banks of the lake. LouisianaTri.com

Choose an event that offers the right combination of challenge, distance, and post-race party, then set up your training schedule. Find training plans for all distances at thelouisianamarathon.com/training.

-James Fox-Smith

"People are surprised to know that
we have nurses that can help."

Our nurses are really passionate about helping our members take the steps that are necessary to improve their lives."

Janet Chaisson
Director of Nursing



bcbsla.com/LouisianaTrue



Green ... But Not With Envy

At long last, vegan dining options are sprouting in Baton Rouge

It wasn't that long ago that animal-loving souls hoping to stay the execution of a cow or let a chicken meet its grandkids had a fairly rough time in Baton Rouge. Dining out, I watched my vegan friends cobble together meals out of side dishes or discomfit waiters with detailed ingredient inquiries. No, I would not watch that documentary they recommended if it meant I too would be called to lead a rigid and expensive lifestyle. "Get behind me, seitan!" I cried.

But some time in the past couple of years, plant-based options and even entirely vegan menus began

to emerge around the city, in the cool, clean spaces in which such noble endeavors seem naturally to flourish.

Take the new **Sukha Café**, just down the hall from its sister studio, Yoga Bliss, on Highland Road. No yoga mat or leggings are necessary for a drop-in to enjoy juice blends, alkaline coffee, and lime basil ice cream or grab a seat for a tempting lunch menu that offers salads, soups, and paninis along with welcome sutures to the comfort foods we crave no matter whom it kills. (Good news, Sookie! I can have my burger with pea protein,

beets, and coconut oil, slathered in veganise. So ... friends?) Comfortable classics are a theme too at **Vegan Friendly Foods** on Bennington Avenue, where the Roy family translates hearty fare like macaroni and cheese and red beans into vegan dishes any diner would devour.

The pioneering **MJ's Café** made the leap last year, when the formerly mostly-vegetarian Mid City favorite committed itself fully to forgoing animal products under the leadership of new owner Mary-Brennan Faucheux. MJ's left its lovely location on Jefferson

Avenue for the blur of White Star Market earlier this year, and if a few devotees jumped off due to the move or the tuna melt's disappearance from the menu, the crew has surely swept up a new crowd of strangers-turned-friends, the lifeblood of such a restaurant. A place slinging black bean tortas and falafel waffle bowls will be a haven for some, a curiosity for others, and an option for all. But a warning—such dabbling will prove dangerously delicious. Now what was that documentary?

—Lucie Monk Carter



A Healthy App-etite

In grocery stores, restaurants, and on smartphones, Ochsner Eat Fit highlights the nutritious choices

Well-behaved children in a restaurant will refrain from spilling ice water across the tabletop, eat more than just the fries with their entrée, and use the provided condiments for complementary flavor, not creative smearing. Well-behaved adults will order the chicken or the fish. "I'm trying to be good," your mother might say, averting her gaze from the osso buco.

But Molly Kimball, founder of Ochsner Eat Fit, hopes to clear up caloric confusion. "Foods aren't good or bad!" she insists. "Most often, it's the way they're prepared."

Now in hundreds of restaurants across the state, the company's logo designates genuinely nutritious menu items. "We take the guesswork out," said Kimball. "We ask ourselves, what would we as dietitians want our clients to eat?" A good eater will avoid white carbohydrates and sugar

and tend toward plant-based fats and proteins, fresh fruits, and vegetables. The strictures seem obvious, but a restaurant menu doesn't always reveal the various flavor enhancements the kitchen makes. With partner restaurants, Eat Fit identifies any dishes likely to receive their endorsement, then the restaurant confidentially shares the recipes for the dietitians to assess. "There have been some shocking things," said Kimball, who will suggest changes such as a new supplier or flavoring agent to bring the offenses down. Two-thousand calorie salads and sauces laden with sodium often sneak by a diner who considers anything not heavy, creamy, or fried to be healthful. Now, just look for Eat Fit's blessing.

The organization, with hubs supported by the Blue Cross Blue Shield of Louisiana Foundation in Southwest Louisiana, Acadiana, the Northshore, Baton Rouge, and

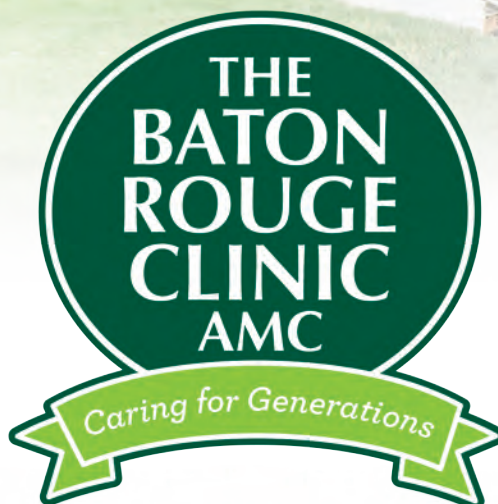
Shreveport in addition to New Orleans (where it was founded in 2013), also works with grocery stores and schools to shape up offerings. Kimball credits the Robert Fresh Markets in particular for creating a brand-specific companion shopping guide that helps a visitor sift between various products for the healthiest choice. Along with a presence at indulgent food festivals, Eat Fit has a hand in food manufacturing, too, with a product line that includes croissants, bagels, and king cakes.

The Eat Fit app collects all the intel—from restaurant menus to grocery guides to recipes—for perusal any time. "When you're in a restaurant, you can be tempted to just get what you see passing by," said Kimball. "But now you can do your homework beforehand and have your head on straight."

—Lucie Monk Carter

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