



LAKEVIEW REGIONAL MEDICAL CENTER
COVINGTON, LA
December 2004

Executive Summary:

Lakeview Regional Medical Center is striving to achieve an increasingly diverse workforce as well as a diverse advisory board. The medical center's current advisory board exists of 11 members, with one minority member. The organization has identified and is recruiting specific minority community members who can be an asset to the board for their minority perspective as well as their well-rounded skills and knowledge. In addition, Lakeview Regional Medical Center has placed a stronger emphasis on achieving greater diversity in its management positions, hiring two highly qualified minority managers in the past four months.

Organization Size: 141 beds

Program/Initiative Description:

Diversified Advisory Board and Management: Based on its desire to establish a diverse advisory board, Lakeview Regional Medical Center has identified specific minority individuals in its surrounding community who have the potential to provide additional insight and perspective to the board. In addition to working toward establishing a more diverse governing board, the medical center is striving to recruit more minorities into management and leadership positions. Lakeview Regional Medical Center's leadership has become more conscious of the need for management workforce diversification and is making an effort to recruit qualified minority candidates. The medical center is part of HCA, and this focus is aligned with HCA's emphasis on striving for a more diverse workforce.

Establishment of Program/Initiative: 2003

Racial or Ethnic Disparities Problem the Program/Initiative Was Designed to Address:

- Although Lakeview Regional Medical Center is located on the north side of Lake Pontchartrain, an area which is primarily Caucasian, the medical center believes it needs to adapt to serve the increasingly diverse surrounding communities.
- The medical center has an 11-member advisory board, but only one board member represents a minority group.
- Entry-level positions at Lakeview Regional Medical Center are staffed by many minority employees, but the medical center has very few minority employees in leadership or management roles.

Major Objectives:

- Diversify the medical center advisory board to represent a range of cultural and ethnic groups, enabling the board to provide a well-rounded community perspective
- Recruit an increased number of minorities for management positions

Significant Results:

- Lakeview Regional Medical Center has hired highly qualified management employees representing minority groups.

- The medical center has identified and is in the process of recruiting specific minority individuals who are well-rounded and would be an asset to the board.

External Partners in the Program/Initiative: none

Limitations or Problems Encountered: none

Estimated Cost of the Program, To Date: N/A

Advice to Other Organizations That May Want to Start a Similar Program: none

Contact Name: Max Lauderdale

Title: CEO

Email address: max.lauderdale@hcahealthcare.com

Telephone: (985) 867-4447

Fax: (985) 867-4449