

Business League Hosts Healthcare Forum

THE PULSE OF MADISON COUNTY HEALTHCARE FORUM 2011



DR. MARIANNA HILL



DR. CURRIER



MIKE CHANEY



MURRAY HARBER



SAM CAMERON

Jan Collins, Executive Director of the Madison County Business League, announced today that the organization will host "The Pulse of Madison County," a Business Forum on Healthcare in Madison County on Wednesday, May 4 from 8am to 10am in the training center of Nissan North America. The event is co-hosted by the Madison County Economic Development Authority.

"This is part of an ongoing series of topics that affect economic development that the Madison County Business League is presenting to business leaders and elected officials in our county," said Collins. "We have presented an economic summit, an education summit, and now we are focusing on healthcare."

Collins said that the Business League is looking at the impact that quality healthcare has on the county's economy. "It's important for people who are looking to relocate to this area to see how the private and public sectors are partnering together to facilitate proper growth in the community. The purpose of this summit is not just making business leaders and elected officials aware of the status of healthcare in Madison County, but to identify the challenges and opportunities for the future so they can be addressed as partners."

"We are excited that Dr. Mary Currier, Mississippi's State Health Officer, will be making an address at the forum," Collins said. Currier began her position in 2010 after serving as State Epidemiologist from 1993 to 2003, and again from 2007 to 2009. Prior to serving as State Epide-

miologist, she was a medical consultant with the agency. Dr. Currier began her public health career with the Mississippi State Department of Health as a staff physician for the prenatal care, family planning, STD, and pediatrics programs.

Among the other speakers at the event will be Mississippi's Insurance Commissioner Mike Chaney, who will discuss insurance changes and its effect on healthcare providers. Dr. Marianne Hill will also be a guest speaker. Hill is the Senior Economist for the Mississippi Institutions of Higher Learning (IHL). She will be speaking on the impact of healthcare services to the Madison County economy as compared to the state and nation.

Murray Harber, a worksite wellness expert, will give a brief explanation of the business case for health and wellness in the workplace. He will share examples of public and private employers in Madison County who are incorporating unique wellness practices in the workplace which is making a positive difference. Harber is a wellness coordinator with WebMD and works on the State of Mississippi's Motivating Mississippi: Keys to Living Healthy program. He coordinates the Mississippi Worksite Wellness Group and helped to create the award-winning wellness program at Southern Farm Bureau Life Insurance Company.

Sam Cameron, president/CEO of the Mississippi Hospital Association, will be on hand to talk about recent legislation and how it will impact hospitals and healthcare providers.

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MCBL Member Spotlight

Judy Jones Lindsay, PT is the founder and CEO of Beyond Therapy Pediatric Group, PLLC in Ridgeland, MS. Beyond Therapy Pediatric Group provides physical therapy, occupational therapy, speech-language pathology for children of all abilities. The state-of-the-art facility, located in Olde Towne Center, is a child's and therapist's dream. The 4100 square foot clinic houses equipment typically found only in large urban clinics or research centers, such as: partial weight-bearing system over a pediatric treadmill, Snoezelen - a controlled multi-sensory studio, feeding clinic, infant-toddler gym, and a large multi-purpose gym with climbing wall, zip line, Wii, and multi-adaptive swings. The large gym houses a custom built Treehouse, which serves as the company logo, and motivates and rewards kids!

The company currently consists of 15 highly skilled and devoted employees that live up to the unique company name – Beyond Therapy. Each employee goes above and beyond the call of duty in providing the highest quality and evidence based care for their children and families. Clinical expertise, quality services, continuing education, and enthusiasm are what drive the group's outcomes and provides value to the healthcare consumer. The group serves 200+ families in Central Mississippi and Louisiana.

Judy found herself as an unlikely business owner in 2005. Her career began as a Physical Therapist in 1993 after graduating from University of Mississippi Medical Center. She was fortunate to be employed by Mississippi Methodist Rehabilitation Center, which provided varied mentoring to a new graduate. In 1996, she moved into home health with Sta-Home Health Agency. Eventually, she found her calling of early intervention pediatric physical therapy. However, after undergoing 7 knee surgeries, she was told to find a sedentary type job. Through her determination to continue to provide pediatric services, Beyond Therapy was founded. Judy created the company, built and expanded the clinic on Christian principles and without business loans!

In addition to Beyond Therapy, Judy serves as chairwoman of the American Physical Therapy Association's Section on Pediatrics Payment, Policy and Advocacy. Judy states, "It is great honor and responsibility to be involved in national leadership in an era of ambiguity with healthcare reform."

Beyond Therapy will add, next month a program that is unique to Mississippi, Behavior Therapy for children with autism, through a collaborative effort with Brilliant Minds Medical and Behavioral Solutions of Destin, FL. Additionally, this summer, Beyond Therapy will launch its community service project of "The Youngest Loser" for boys and girls ages 10-13 years old who face weight and fitness issues. This community service project is currently accepting corporate and individual sponsorships.

"Life is an exciting business and most exciting when it is lived for others." (Helen Keller)



JUDY JONES LINDSAY,
PT & CEO of BEYOND THERAPY
PEDIATRIC GROUP, PLLC

Coffee With Senator Roger Wicker

The Madison County Business League sponsored Coffee with Senator Roger Wicker at the law offices of Butler Snow in Ridgeland, MS. A crowd of 120 Business League members, elected officials and guests were in attendance as Senator Wicker provided a Washington update.



SENATOR ROGER WICKER

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Youth Leadership Economic Development Day Held

The Madison County Business League and the Madison County Economic Development Authority hosted the Madison County Youth Leadership Economic Development Day on Wednesday, March 30. "Two of the best and brightest, all-around sophomore and junior students from each of the ten private and public high schools in Madison County were selected by their school administration to participate in this special day," said Jan Collins, executive director of the Madison County Business League. "We also included two students from one of our member schools, New Summit, to make a group of 22 outstanding students."

The fast-paced day began with breakfast. Students were transported in a Madison County Citizens Services Agency shuttle. During the day, which ran from 8am to 3pm, students visited Nissan North America, Cellular South, the Mississippi Hospital Association, Mad Genius and H.C. Bailey Companies. In addition, the students heard presentations by Tony Jeff with the Mississippi Technology Alliance, Rick Duke from the USM Trent Lott Center, Joe Adams from Holmes Community College, Jay Ledbetter with Homeland Security, Sherry Chance from Tulane University and Dr. Clay Walden with the MSU CAVS Extension.

"This was an amazing opportunity for students to see what Madison County, and Mississippi, has to offer in terms of po-

tential careers, and what really drives Madison County's economy," Collins stated.

Turner Lott, a student at Ridgeland High School, was presented with a \$250 savings bond by Scott Parrish of BancorpSouth.

The mission of the Madison County Business League is to bring together, under one organization, the voice of numerous entities in order to establish a clear and concise message for the future. This organization, which is comprised of elected, appointed, business and individual leaders of Madison County, will enable all partners in business and economic development to participate collectively in bringing together the overall vision for Madison County.

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Doors for the health forum will open at 7:30am, for a buffet breakfast and networking.

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