

Health care industry grows

Employment and construction numbers on the rise

Over the past decade Lafayette’s economy has done very well because of the diversification of our business base, and a key player in the diversification process has been the health care industry. Not only is Lafayette the “Hub City” for retail, education, and entertainment, it is also the medical hub of the region because of superior health care facilities with a pool of talented professionals and staff, as well as local innovation of specialized procedures. The industry presents opportunities for high-paying jobs at all levels from administrative to professional. It also brings outside dollars into the area and contributes to other sectors of the economy. When a family travels to Lafayette for specialized care, they spend money in our hotels, restaurants and stores generating new revenue for local businesses.

Though the oil and gas industry is still the overall economic driver in Acadiana, growth in the health care industry has attracted workers at all levels. The health care industry has become the largest employment sector in Lafayette Parish, employing an average of 13% of the population, roughly 19,250 individuals in 2009. Since 2001, average industry employment has grown by just more than 4,000 workers, reflecting the growth of the industry and increased demand for services. In the 2006-2016 Occupational Projections released by the Louisiana Workforce Commission, six of the top 25 fastest growing occupations by percent growth are in the medical field. Factors such as a growing and aging population and dietary and lifestyle choices have partially attributed to the increased demand for health care services in Acadiana resulting in a greater workforce need. With education programs beginning at the high school level with the Academy of Health Careers and continuing at the technical/community college and four-year college levels, more individuals have access to training with the potential to further boost industry employment numbers.

In an effort to meet the increasing demand for medical services, there has been a construction boom at hospitals and medical centers across the parish. Since 2000, \$344 million in new construction or renovation projects in the medical sector have been permitted. Medical construction peaked in 2001-2003 with \$79 million in projects which

Fastest growing health care professions by % growth:

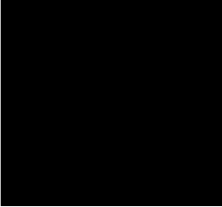
- Home Health Aides- 71.5%
- Personal & Home Care Aides- 61.5%
- Medical Assistants- 40.4%
- Pharmacy Technicians- 38.5%
- Dental Assistants- 32.3%
- Registered Nurses- 32.2%

Source: Louisiana Workforce Commission

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LITE partners with Our Lady of Lourdes

A 21st-century look at a 21st-century facility

Some people can look at a blueprint and visualize the finished product from all angles, but most people can not. That's where the technical and graphics artists from the Louisiana Immersive Technologies Enterprise (LITE) come in. They have the ability to take flat lines on a page and transform them into 3D images. But, not just any 3D images, these images are interactive giving viewers the ability to see and explore the final product as they wish.

Earlier this year, LITE partnered with Our Lady of Lourdes Regional Medical Center to create interactive 3D models of Lourdes' new \$211 million facility currently under construction on Ambassador Caffery Parkway.

"LITE's goal for this project was to get the model as close to hospital administrators' expectations as possible," says Marty Altman, LITE's Creative Director. "We wanted the end result to really strike a chord with hospital stakeholders and to make an impact."

How LITE's artists take 2D drawings and data and transform them to 3D models is what makes LITE so unique. LITE's designers worked with CAD drawings of the building's interior provided by the architects. They were also provided with samples of finishes selected for the interior spaces— tiles, paints, fabrics, etc. Using commercially available software, designers conditioned the CAD data, converting 2D to 3D, drawing walls, adding textures to surfaces and eliminating extraneous information.

Unlike 2D drawings or graphics, where more detail is often needed to give a sense of depth, less is more in the case of 3D. Designers must strategically pare down often complex CAD drawings to just the essentials allowing the data to be processed in real time by LITE's engine.

It's the real-time processing that is the true magic of what LITE does.

Traditional architectural fly-throughs are essentially animated movies. LITE's fly-throughs are dynamically-generated. The engine, developed by LITE designers, allows users to manipulate their viewing experience of the data within any of LITE's immersive venues or portable systems with a basic video game controller. In the simplest of terms, the engine draws pictures very quickly in response to the user's input via the controller.

The Lourdes project involved the creation of virtual versions of the hospital



lobby, a patient room and the hospital's centerpiece—the chapel. The final models were presented to hospital staff, board and stakeholders, and then to the community during a series of events at LITE. Utilizing each of LITE's venues—the Immersive Theatre, Total Immersion Space, The Flex and Executive Conference Room— guests were able to experience the 3D models in different ways.

"Through the collaboration with LITE, our physicians, employees and even the general public, can say they walked our hallways before dirt was turned on the construction site," says Lourdes' President and CEO Bud Barrow. "LITE's talented team added amazing depth and dimension to the planning phase of our 21st century medical center."

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LITE's designers used textile samples to add depth to interior surfaces in OLOL's models. Designers even have the ability to make certain objects clickable— allowing for more detailed information such as descriptive text to enhance the viewing experience.

MedJob Louisiana and LEDA host Health Care Job Fair

MedJob Louisiana and LEDA partnered to host a Health Care Job Fair in Lafayette earlier this spring, with the main goal of assisting employers in Acadiana's largest single industry in finding qualified and skilled candidates to fill vacant positions. The fair was coordinated in response to staffing concerns expressed by companies in the medical industry through LEDA's business visitation program.

"It was clear through conversations with medical facilities and from workforce data that something needed be done to shore up employment numbers in the health care industry," says Ryan LaGrange LEDA's Director of Workforce Development. "Response from the job fair shows that the event was successful in connecting job seekers with employers looking to hire."

Nearly 50 clinics, hospitals and agencies participated in the fair, and

the event attracted job seekers from across Louisiana as well as from Texas and six other states. More than 250 job seekers—of all experience levels from students to physicians—registered at the event, making it one of the most well-attended health care job fairs according to MedJob Louisiana representatives.

Several training providers and UL Lafayette were in attendance to promote their programs for health care related professions, which is currently the fastest growing segment of Louisiana's job market.

LEDA will host the fourteenth annual LEDA Job Fair later this summer on August 19. Visit lafayette.org/jobfair for more details on the LEDA Job Fair and other job fairs in Acadiana. You can also visit LEDA's Virtual Job Fair at lafayette.org/jobs for a listing of available jobs in several industries across Acadiana.

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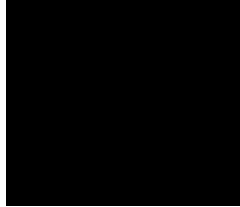
included the Cardiovascular Institute of the South, The Heart Center at LGMC, and Heart Hospital of Lafayette. In April 2009, Our Lady of Lourdes was issued the largest single construction permit in Lafayette history—\$120 million for Phase 1 of the project.

Health care has been one of the fastest growing sectors in Lafayette Parish over the past twenty years, and the dynamics of the health care industry have adapted over time. At the heart of Lafayette's medical industry is cutting-edge communication and data transfer thanks to the area's high speed fiber optic network. As Acadiana's evolving medical workforce of almost 20,000 employees continues to expand, Lafayette is further cementing its role as a regional health care center, attracting specialized treatment facilities, and along with them, preeminent physicians, researchers and scientists.

Scenes from the Health Care Job Fair



Visit lafayette.org/economicindicators to view some of the most frequently requested statistics including retail sales, cost of living, unemployment and employment by industry.



LEDA hosts Oil Center Charrette and Leadership Lafayette

The Oil Center has transformed from the primarily energy-related business base of its early days to one that is more health care and retail oriented today. Because of that shift, Lafayette General Medical Center and LEDA have partnered to lead the development of a comprehensive master plan for the Oil Center. UL Lafayette's Community Design Workshop will update and expand their 1996 Oil Center project. The resulting report will be the first step in the creation of an overall master plan for future development, renovation and refurbishment of the Oil Center. Stakeholders in the Oil Center and its area of influence attended a planning charrette at the LEDA Resource Center in June to share their thoughts on the future of the Oil Center.



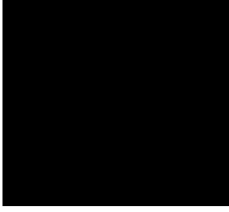
Twenty-five Oil Center stakeholders—including representatives from UL Lafayette, Lafayette Consolidated Government, business owners and neighboring residents—shared their ideas on the Oil Center's redevelopment with Community Design Workshop students.



Leadership Lafayette is a leadership development program, sponsored by the Greater Lafayette Chamber of Commerce, designed to encourage new, energetic and innovative leaders. The 10-month curriculum includes learning about community issues in the areas of education, health care, welfare, law enforcement, and government. LEDA hosted the class at our Resource Center in June for Economic Engine Day. Participants learned about the local economy and economic indicators and the economic development process, resources, allies and relationships in the community. Anne Falgout, LEDA's Director of Information Services, is a member of Class XXII.



Leadership Lafayette participants heard presentations from LEDA's President & CEO and several department directors in addition to Acadiana Economic Development staff and board members.



Extra, Extra! Lafayette Parish in the news

Lafayette regularly receives an *A* when it comes to quality of life and cultural endeavors. So it comes as no surprise to community leaders that Lafayette also receives high marks in other areas when it comes to our economic prosperity.

Since the start of the year, Lafayette has received national recognition in the areas of job creation, wage growth and business environment. Check out how Lafayette stacks up to the rest of the Nation.

- *BusinessWeek.com* named Lafayette one of the top 50 small cities in the nation to start a small business based on the number of small businesses and start-ups, workforce, universities and patents issued, among other measures. (3/09)
- *Forbes Magazine* lists Lafayette’s cost of doing business as 32nd lowest, income growth ranks 19th best and job growth ranks 24th best among the largest 200 U.S. metro areas. (3/09)
- According to *Money.com*, Lafayette is one of the top six metro areas with population of 200,000-plus based on unemployment rates and proportion of professional jobs. (4/09)
- Lafayette is ranked, by *Forbes Magazine*, as the 3rd best mid-sized metro area for jobs citing job growth of 16.3% over the past 12 years, low labor costs and a strong energy industry. (4/09)
- *Southern Business & Development Magazine* lists Lafayette as one of the top 10 small markets for foreign investment in the South. Lafayette is also featured as a “Hot Market in a Cool Economy.” (4/09)

“The workforce in Lafayette is not only very competent but hard working, loyal and purpose driven. It can be difficult to find employees that believe in what they are doing but in our community people do more than what is expected. I believe in treating employees with respect and giving them the tools necessary to make them successful — everything else will fall into place.”

Dr. Kip Schumacher, Founder and CEO of The Schumacher Group, from *BusinessWeek.com*

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The chapel at Our Lady of Lourdes’ new facility.

Administrators at LITE are excited about the possibilities that lie ahead for them.

“Architectural visualization has moved from blueprints to CAD and plots to renderings and animated walk-throughs,” says Altman. “The trend is headed to interactive fly-throughs. Not a lot of people currently have the ability to create that, but LITE does. The Lourdes project demonstrates the high quality of work being produced right here in Lafayette.”

LITE has been fielding inquiries from architects and builders to work on similar projects, but not all involving buildings. They have been approached about creating models for shipbuilding, engineering and even refinery applications. For more information about LITE, visit lite3d.com.



LEDA *14th annual*
JOB FAIR
Save the date

Wednesday, August 19
9 a.m. - 3 p.m.

Cajundome Convention Center

Booth Info: 337-593-1405

The LEDA Job Fair can help your business:

- Interview a large number of candidates in one day
- Reduce your hiring expenses
- Identify a greater number of qualified applicants in a shorter period of time
- Connect with potential employees with a diverse range of skill levels and educational backgrounds

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LEDA briefs

Lafayette parish per capita income increases

Lafayette Parish's 2007 per capita income (PCI) is \$40,898, that's nearly \$3,000 more per every man, woman and child than in 2006. Lafayette Parish is in the top five parishes in the state and is in the top 8% of all counties in the U.S. (236 out of 3111). Lafayette's PCI increased 7% from 2006 to 2007 and since 1997 has increased 71%.

Per capita income figures are a lagging indicator of the economy. Because the income statistic is historic in nature it's seen as an affirmation of our economic progress. Per capita income is one of LEDA's most frequently requested statistics. Site selectors, professionals and entrepreneurs look to it as a snapshot of the community as a whole and as a way to compare our community to others in the U.S.

Contact one of LEDA's Information Services researchers at 593-1400 to find out about the range of data points and mapping services that are available to your business at no charge.

Employee highlights

Jessica Baldwin has joined the staff of LEDA as Executive Assistant to LEDA's President and CEO. In this role, she is responsible for providing support services to the President and CEO including maintaining his daily schedule and coordinating public speaking engagements, among other duties.

Baldwin is a 2008 graduate of the University of Louisiana at Lafayette with a degree in General Studies.

Ted Bundrick serves as Executive Director of the Acadiana Economic Development Council (AED).

AED represents the primary economic development organizations in Acadia, Iberia, Lafayette, St. Landry, St. Martin and Vermilion Parishes. Bundrick will work with the six-member Board of Directors in all functions associated with the promotion and development of the Acadiana region.

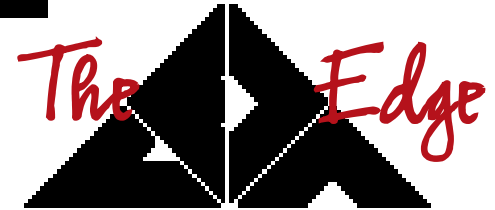
Bundrick graduated from the University of Louisiana at Lafayette with a degree in Public Relations and obtained his MBA from Loyola University. Since graduating in 2000, he has worked throughout Acadiana as a business manager— managing small business entities as well as companies with global product portfolios.



Jessica Baldwin



Ted Bundrick



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