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**West Jefferson Medical Center  
Recognized for Higher Quality in Maternity Care**

**(July 17, 2018 – Marrero, LA)** Blue Cross and Blue Shield of Louisiana has recognized West Jefferson Medical Center with a Blue Distinction® Center for Maternity Care designation as part of the Blue Distinction Specialty Care program. Blue Distinction Centers are nationally designated hospitals that show expertise in delivering improved patient safety and better health outcomes, based on objective measures that were developed with input from the medical community.

Nearly four million babies are born in the U.S. annually, making childbirth the most common cause of hospitalization, and cesarean sections the most common operating room procedures, according to National Centers for Health Statistics and the Agency for Health Care Research & Quality (AHRQ). Reducing early elective delivery is an area of focus for the American College of Obstetricians and Gynecologists (ACOG) and the American Academy of Pediatrics (AAP). According to Health Affairs, elective inductions result in more cesarean deliveries and a longer maternal hospitalization. The Blue Distinction Centers for Maternity Care program evaluates hospitals on quality measures for vaginal and cesarean delivery.

West Jefferson Medical Center is proud to be recognized by Blue Cross and Blue Shield of Louisiana for meeting the rigorous Blue Distinction Center quality selection criteria for maternity care set by the Blue Distinction Specialty Care program.

“At West Jefferson Medical Center, our goal is to provide the highest quality maternity care,” said Nancy R. Cassagne, President and CEO at West Jefferson Medical Center. “Meeting the strenuous criteria required of this designation is a true testament to our physicians and staff and their commitment to the health of our patients. We are truly honored to receive the Blue Distinction Center for Maternity Care designation.”

Blue Cross and Blue Shield (BCBS) companies across the nation have recognized more than 1,000 hospitals as Blue Distinction Centers for Maternity Care. Hospitals recognized with this designation are assessed using a combination of quality information supplied by hospitals and cost measures derived from BCBS companies’ medical claims.

Since 2006, the Blue Distinction Specialty Care program has helped patients find quality specialty care in the areas of bariatric surgery, cancer care, cardiac care, maternity care, knee and hip replacements, spine surgery and transplants, while encouraging health care professionals to improve the care they deliver. Research shows that, compared to other hospitals, those designated as Blue Distinction Centers demonstrate better quality and improved outcomes for patients.

For more information about the program and for a complete listing of the designated facilities, please visit [www.bcbs.com/bluedistinction](http://www.bcbs.com/bluedistinction).

### ***About West Jefferson Medical Center***

Founded in 1956, West Jefferson Medical Center (WJMC) is a 435-bed community hospital located in Marrero, La. As a full service medical center, WJMC offers comprehensive programs for preventive, emergency, acute and rehabilitative care with a medical staff of more than 400 physicians and a complement of 1,700 employees and many volunteers. The medical center enjoys national awards for clinical excellence across many of its subspecialties. WJMC is a proud member of LCMC Health, a Louisiana-based, not-for-profit hospital system serving the healthcare needs of the Gulf Coast region. LCMC Health currently manages award-winning community hospitals including Children's Hospital, Touro, New Orleans East Hospital, University Medical Center New Orleans and West Jefferson Medical Center.

### ***About Blue Cross and Blue Shield of Louisiana***

*Founded in New Orleans in 1934, Blue Cross and Blue Shield of Louisiana is a tax-paying nonprofit health insurer. We are a private mutual company, owned by our policyholders, with an independent Louisiana Board of Directors and no shareholders. Blue Cross and Blue Shield of Louisiana is an independent licensee of the Blue Cross and Blue Shield Association.*

*Blue Cross and Blue Shield of Louisiana is committed to our mission to improve the health and lives of Louisianians. Headquartered in Baton Rouge, we have eight regional offices to serve our customers around the state. We invite all Louisianians to visit our website at [www.BCBSLA.com](http://www.BCBSLA.com) or talk to us on social media.*

### ***About Blue Cross Blue Shield Association***

*The Blue Cross and Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide health care coverage for one in three Americans. BCBSA provides health care insights through [The Health of America Report](#) series and the national BCBS Health Index. For more information on BCBSA and its member companies, please visit [www.BCBS.com](http://www.BCBS.com). We also encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#), follow us on [Twitter](#) and check out our [blog](#).*

### ***About Blue Distinction Centers***

*Blue Distinction Centers (BDC) met overall quality measures for patient safety and outcomes, developed with input from the medical community. A Local Blue Plan may require additional criteria for providers located in its own service area; for details, contact your Local Blue Plan. Blue Distinction Centers+ (BDC+) also met cost measures that address consumers' need for affordable health care. Each provider's cost of care is evaluated using data from its Local Blue Plan. Providers in CA, ID, NY, PA, and WA may lie in two Local Blue Plans' areas, resulting in two evaluations for cost of care; and their own Local Blue Plans decide whether one or both cost of care evaluation(s) must meet BDC+ national criteria. National criteria for BDC and BDC+ are displayed on [www.BCBS.com](http://www.BCBS.com). Individual outcomes may vary. For details on a provider's in-network status or your own policy's coverage, contact your Local Blue Plan and ask your provider before making an appointment. Neither Blue Cross and Blue Shield Association nor any Blue Plans are responsible for non-covered charges or other losses or damages resulting from Blue Distinction or other provider finder information or care received from Blue Distinction or other providers.*

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