

April 17, 2009

“Direct communication from Baptist Health Care senior leaders to employees to provide meaningful updates about our journey to excellence”



Al Stubblefield
President & CEO
Baptist Health Care

This week I'm pleased to share with you examples of excellence in our Quality Pillar. Recently, Lakeview Center has set the standard for quality by focusing on outcomes for all clients and customers served, ensuring they achieve their mission of helping people overcome life's challenges. They are focusing on reducing readmission rates to the crisis stabilization unit as well as exceeding child welfare "focus five" targets and several GCE initiatives.

Exciting things are also happening at Baptist Hospital in the areas of documentation, care delivery and awareness and education.

Never lose sight of the fact that to ensure the highest levels of quality we must do the right thing for the right patient and customer at the right time. That is why we continue to hardwire quality into our culture as one of our Pillars of Operational Excellence.



Gary Bemby
Senior Vice President,
BHC
President, Lakeview
Center Inc.

The Forensic Mental Health Project at Lakeview Center was recently lauded by the Florida Substance Abuse and Mental Health Corp. and Florida Partners in Crisis as being among the most promising jail diversion programs in the State. Both organizations praised the state-funded Forensic Mental Health Project for having a "tremendous impact upon the coordination of treatment for individuals with mental illness in Escambia and Santa Rosa counties."

Although the primary focus of the forensic mental health program is to provide individuals suffering from mental illness in the criminal justice system appropriate treatment, another project benefit is substantial cost savings. According to the report, "average costs were under \$3,600 per individual for community-based treatment. This compares to a cost of \$7,358 per month or \$41,202 for an average length of stay at Florida State Hospital."



Mark Faulkner
Senior Vice President,
BHC
President, Baptist
Hospital Inc.

At the Employee Forums in February, we discussed the importance of evaluating our needs at Baptist Hospital regarding equipment, furnishings and the facility as a whole. In the midst of a very challenging economy, Baptist Hospital – and other Baptist Health Care facilities – continues to perform very well with operating income.

As a result of our solid performance, we've been able invest in our capital needs, spending more than \$3.5 million recently. Key investments include: the expansion of our Behavioral Medicine beds to accommodate growing admissions, the new 3T wide-bore MRI at BMP – Nine Mile, OR microscope for neurosurgery procedures, and Cardiolab Pruka for cardiac electrophysiology procedures.

Moving forward, we will continue to review projects and to align goals and

capital needs.



Joe Felkner
Senior Vice President,
& Chief Strategy Officer
Baptist Health Care

Baptist Health Care, like many hospitals and health systems across the country, continues to explore creative ways to better align with our physician partners. A number of key forces driving this strategy or enhanced alignment include, soaring medical practice risks and costs; the continued emergence of high-impact, high-cost technologies; shifting competition in profitable service lines; and changes and uncertainty on the payment and regulatory fronts.

As employees and leaders of BHC, we need to understand the pressures these issues create for physicians and work with them to help develop solutions. Showing your support earns their trust, enhancing our partnership and commitment to improve the quality of life for patients and communities served. We will continue to formulate alignment strategies to address these issues for the benefit of our physician partners.



Bob Harriman
Senior Vice President,
BHC
Administrator, Gulf
Breeze Hospital
& Andrews Institute

While we meet the community's health care needs through our Mission, Vision and Values, a new endeavor at Gulf Breeze Hospital is focused on jobs. We have partnered with Landrum Staffing to develop patient care technician (PCT) training. Earlier this week, more than 10 applicants began a rigorous eight-week "grow-our-own" learning program. In the coming weeks, our adult-students will be placed in patient care areas for on-the-job training and mentoring by hospital staff. At the conclusion of this training, students will be eligible to apply for permanent positions with any Baptist Health Care facility.

Lastly, please join me in congratulating Chad Gilliland, Andrews Institute for Sports & Orthopaedic Medicine COO, for his recent recognition by the Pensacola's Sports Association as Sportsman of the Year for his contributions to the advancement of sports in the greater Pensacola area.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

Join us at the 3rd annual Gulf Coast Women's Expo Friday, April 17 from 10 a.m. to 5 p.m. and Saturday, April 18 from 9 a.m. to 4 p.m., at Pensacola Junior College. As a presenting sponsor, BHC has a unique opportunity to promote our programs and services as well as improve the quality of life for area women through education and prevention.

In addition to free health screenings, BHC experts – Kelly Rozier and Rusty Branch – will present on the WSRE main stage. Join Kelly on Friday at 11:30 a.m. for "Women's Health: Habits and Hurdles," and Rusty on Saturday at 11:20 a.m. for "Focusing on Strengths: Improving Yourself and Your Relationships."



More than 2,300 people attended "An Evening With ...Robin Roberts," the Women's Board of Baptist Health Care Foundation first speaker series event. The *Good Morning America* co-host talked about her challenges with breast cancer, the vital role athletics played in her life and how family and faith are her constant touchstones.

Our hope is Roberts' public acknowledgment of her fight against cancer will encourage others to seek screenings and other preventative

Jerry Maygarden
President
Baptist Health Care
Foundation

measures.

We are especially grateful to the Women's Board; our loyal sponsors, community and media supporters; and the Baptist family for their support that truly made this event a success. Proceeds from the event will assist cancer services at Baptist Health Care.