

April 3, 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

Through the first half of this year, you have shown amazing resilience and done a great job of keeping our costs down. As a result, we are experiencing one of our strongest quarters in the history of Baptist Health Care. We ended March with the highest volumes ever. This is even more important as our investment income has dropped in this weak economy. The good news is when the market recovers we will be in great shape.

April marks the second half of our fiscal year. We are pleased to welcome several new physicians to Baptist and a lot of exciting growth plans are underway. We continue to see positive trends in quality and patient safety, again raising the bar for patient care excellence. Service saw some slippage from our world-class levels and the current focus is on back-to-basics. As always, please continue to “Wow” our patients and clients to ensure the highest levels of service.



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

Gulf Coast Enterprises (GCE), Lakeview Center's Vocational Division, recently learned that Duke Field received the “2009 John L. Hennessy Award for best food service at an Air Force Reserve base.” GCE operates the food services at this site, which is near Eglin Air Force Base (AFB). The Hennessy Award Program is an annual competition, earning Duke Field “bragging rights” for best food service in the Air Force. The large galley at Eglin AFB, also managed by GCE, is awaiting word on the winner of the Hennessy Award in the category of Large Ashore Galley. A third GCE site, NAS Pensacola, was runner-up for the coveted “Ney Award for best large ashore food galley in the Navy.”

Congratulations to both teams for achieving these outstanding recognitions.



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

In recognition of April's Standard of the Month – Superior Service – Baptist Hospital is conducting educational sessions to engage and help remind employees of the passion I know we all have to providing high-quality care each day for our patients.

“Moments of Truth: First Impressions” will be held at Baptist Hospital during the week of April 6 through 10. This highly-interactive and fun presentation offers insight into the health care world through the eyes of our customers. It also reminds us of our commitment to excellence and reinforces your important role in shaping crucial initial impressions and perceptions. Employees should use LMS to register for a session.

Thank you for your continued commitment in our Journey to Excellence.



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

The current Florida Legislative session is very challenging for state lawmakers due to the seriousness of the nation's economic crisis and resulting shortfalls in revenues to the State. The Legislature faces a \$3 billion deficit for the upcoming budget even after federal stimulus funds are included. Legislators are debating between more cuts, new taxes or a combination of the two. Unfortunately, there is no consensus in sight.

The state budget deficit is the overarching issue that dominates each discussion, including health care. The initial Senate budget proposes cuts in Medicaid payments of 3 percent in addition to the 4 percent they've already made for the current fiscal year. The ultimate outcome of this budget debate is yet to be determined. We'll report the potential impact on Baptist Health Care in future *Focus Briefs*.



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

Gulf Breeze Hospital continues to meet the needs of our ever-growing community. In fact, we have set a new record of 391 admissions in March, exceeding the previous record of 368 admissions just set in December. For some background, the highest monthly admissions month of fiscal year 2008 was February with 343; 2007's highest month was May with 357.

The Gulf Breeze Hospital Dream Team of employees, physicians, auxiliary members and volunteer chaplains does a great job in diligently serving patients and guests each day.

Thank you for your commitment and dedication.



Kerry Vermillion
Senior Vice President &
CFO
Baptist Health Care

In mid-February, President Obama signed the American Recovery and Reinvestment Act (ARRA), often referred to as the Act. This Bill includes the Health Information Technology for Economic and Clinical Health Act (HITECH), intended to promote the widespread adoption of health information technology and electronic sharing of clinical data among hospitals and physicians. Together these provide \$787 billion in economic stimulus funds. Approximately \$130 billion is allocated to health care related projects including \$20 billion for health information technology advances.

BHC is currently reviewing and analyzing the provisions included in this legislation, ensuring we take full advantage of available funds. We have already implemented an electronic health record (EHR), providing transferable technology advantages to our patients and physicians.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

At Baptist Health Care, we want employees to have as much useful information as possible through the use of transparent - no secrets - communications. Not only do leaders strive to provide you with the information you need, they want to listen to your questions and provide you with answers.

Last week, BHC's marketing team added a Listening & Learning page to the new BHC Focus on Excellence Web site. You can view recent questions and answers as well as submit your own questions anonymously. Frequently asked questions and responses will be posted regularly. I invite you to check out recent postings. We welcome your feedback.