

August 21

“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

Baptist Health Care has been blessed for almost 60 years to be led by board members who selflessly give their time and wise counsel. Each board member is dedicated, compassionate and involved, voluntarily serving our organization, and in turn, our community. Couple their efforts with our people and commitment to service excellence, and our patients win.

One of their most important tasks is to help us effectively allocate limited capital dollars. A recent example of this is the board-approved capital investment of more than \$2 million to purchase three 64-slice CT scanners. The GE BrightSpeed CTs will replace single slice imaging equipment at three Baptist Health Care facilities – Baptist Medical Park – Nine Mile, Gulf Breeze Hospital and Jay Hospital. Patient benefits include fast, painless and comfortable tests that deliver quality images while reducing their exposure to radiation.

Mark addresses another board-approved capital project below - the addition of 26 beds at Baptist Hospital's Behavioral Medicine Center. This expansion meets the growing inpatient psychiatric needs of our community.

Under the direction of our boards, Baptist Health Care continues fulfilling our Mission to improve the quality of life for our patients and communities served.



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

FamiliesFirst Network (FFN) has been named one of only three designated Innovation Sites for Florida's statewide child protective system. Granted by the Department of Children and Families, this designation means FFN qualifies for additional technical assistance - and possibly more resources.

This designation enables FFN to teach other sites about its Family Centered Practice, an approach that focuses on strengthening and supporting families so that children can safely remain in or return to their homes. This best practice has been very successful in the FFN program and solidified FFN's selection as an Innovation Site.

By serving as a model for the state, FFN is helping to ensure the safety, stability and continued well-being of children throughout Florida.



Mark Faulkner
Senior Vice President,

Growth continues at Baptist Hospital as we look to enhance and expand our flagship facility. This week, we welcomed Trinity Health Group (a health care architecture and space planning consulting group) for their second visit to our campus to better understand our needs. With the help of staff and physicians, our goal is to create a campus master plan that expands capacity in surgery and critical care, updates décor, improves patient wayfinding, and addresses exterior and entry points on our campus. We expect to have a preliminary version of this plan in early October.

The expansion and addition of 26 beds at the Baptist Hospital Behavioral

BHC
President,
Baptist Hospital Inc.

Medicine Center is nearing completion. We anticipate an inspection by AHCA this week and will be ready to accept more patients as early as next week. The completion of this project marks tremendous success and fulfills our commitment to meeting the community's behavioral medicine needs. We are excited to expand this service to care for the mind, body and spirit of our area residents.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

It's common to associate the term "marketing" with advertising and messages to the community. While managing the messages and external perceptions of our organization is an important piece of the Baptist Health Care marketing team's role, the department also leads internal campaigns and communication efforts to help sustain our culture of open communication.

For example, recent communication surrounding prescription medicine savings was a campaign created by employees for employees. Through our internal communications tools, we shared information on how employees can save \$5 off co-pays for most brand name prescription medications when purchased at the Towers and Baptist Medical Park pharmacies.

As your employer, Baptist strives to provide you with the same excellent care we commit to our community each day. For more information on this employee benefit, please turn to this month's Banner.



Patsy Myers
Compliance Officer, BHC
Vice President of
Operations, GBH

Understandably so, we all want our financial and health information to be respected and protected. Next month, new government laws and regulations go into effect that further strengthen the procedures we already have in place. The new guidelines allow for the criminal prosecution of individuals who intentionally violate a patient's privacy and require health care organizations to notify patients when their health information is accessed or disclosed in an unauthorized manner.

BHC will be rolling out a mandatory, computer-based module to provide training on these important changes. The program will consist of a 30-minute training module and an agreement form that all employees will be required to sign. Look for more information on this topic over the next several weeks.



Bill Perkins
Vice President, BHC
Administrator, Atmore
Community Hospital

Atmore Community Hospital recently contracted Gulf Coast Enterprises (GCE), Northwest Florida's largest private employer of persons with disabilities, for environmental services. We are proud to partner with this division of Lakeview Center, who has a reputation for exceeding clients' expectations and has earned many accolades for outstanding service.

"This past year, ACH has worked closely with other Baptist Health Care entities to explore more efficient methods for business and clinical functions. The partnership with GCE is one of many operational ideas we have adopted and is sure to be a win-win for both groups. The expertise and direction that ACH receives by being a part of a larger organization have positive influence on each Pillar of Excellence: financial, service, growth, quality and people.

Guided by the same Values, we are confident in GCE's abilities to provide

the level of service and attention that our staff and patients require. They have already made a tremendous impact on our facility, as we have received many positive comments from our staff and visitors. Our team is very excited to welcome GCE.



Dave Rappa
Vice President, BHC
Administrator, Baptist
Manor

The Manor continues to move forward with the remodeling of its rehabilitation unit. The solariums for residents and families have been completed and, thus far, are being well received. The Rehab Unit hallways are presently being refurbished and are expected to be complete in the next 45 days. The Manor is also installing a "hot spot" in the solariums so residents and families can use their laptops. Wii games have also been added as an activity for our residents.

Financially, year-to-date numbers are the strongest they have been in the past eight years, as our rehab unit continues to out perform its budget.

Last but not least, two Manors employees, Liz Holt and Bernadette Ambrose, volunteered to escort children back to Pensacola from asthma camp in Orlando this week. Also, hats off to Christin Taylor for taking the lead at The Manor and making the honor our military overseas efforts a success.