

December 4 , 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

The Baptist Health Care Foundation recognizes individuals annually for their commitment to excellence and building a healthier community. I would like to congratulate the following individuals for receiving this year’s Hollinger Awards – Dr. Troy Tippet, neurosurgeon, Baptist Hospital, physician of the year; Marcia DeSonier, cancer services, Baptist Hospital, health care provider of the year; Suzie Gilchrist, Gulf Breeze Hospital auxiliary, volunteer of the year; Rhonda Maygarden, Women's Board volunteer of the year; Dr. John Bilbrey, lifetime achievement.

I would also like to reflect on and pay tribute to Henry Matthew Yonge, M.D., who passed away on Nov. 24. Dr. Yonge spent his entire life in Pensacola. He opened a private internal medicine practice in 1952, retiring in 1998. He touched the lives of so many and dedicated his life to excellent patient care and the education of young physicians. Baptist Health Care Foundation recognized Dr. Yonge that same year with a lifetime achievement award. His contributions were great, and he will be missed.



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

“Operation Santa” is FamiliesFirst Network’s annual holiday campaign to provide Christmas presents for each of the 2,300 children currently in their care. Many of these children live with relatives unprepared for the expenses of additional children; others are with families who cannot stretch their incomes to provide gifts for the holidays.

The campaign offers an opportunity to do something meaningful for children who have experienced abuse or neglect. You can help by picking up an extra toy or gift card and dropping it off at the FamiliesFirst office at 5401 W. Fairfield Drive in Pensacola. Your gift will be matched to an appropriate child.

Monetary donations also are needed to ensure no child is empty handed on Christmas. Contributions can be made through the Baptist Health Care Foundation, Post Office Box 17500, Pensacola, Florida 32522. Be sure to note that your gift is for Operation Santa. You also can donate online at <http://www.elakeviewcenter.org>

For additional details about Operation Santa, call (850) 453-7745.



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

Baptist Home Health Care and Durable Medical Equipment recently attracted local and national attention for simply living the Mission, Vision and Values of our organization.

First, BHHC was named to the 2009 HomeCare Elite list, a compilation of top-performing Medicare-certified home health agencies in the United States. HomeCare Elite winners are selected based on the analysis of performance measures in quality outcomes, quality improvement and financial performance. The HomeCare Elite list is the only performance recognition of its kind in the home health industry.

Secondly, WEAR TV's Sue Straughn and Congressman Jeff Miller's office honored Baptist Medical Equipment for their contributions to Honor Flight. Each year, Baptist Medical Equipment supplies wheelchairs, enabling veterans to visit the World War II memorial. A special recognition was also presented to Allen McLeod, respiratory therapist, Baptist Home Health Care, for his outstanding and invaluable service to the community and efforts in transporting veterans.

These recognitions highlight the differences our employees make in our community, and are certainly well-deserved. Thank you to all involved.



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

The Andrews Institute marketing and Baptist Health Care web team have developed and created a new Andrews Institute Web site to meet the needs of our potential patients. The site, which goes "live" today, is technically advanced and designed to look and feel like the Andrews Institute. Our goal was to communicate the potential experience one might have on our campus through a highly functional, creative Web site. We wanted our potential patients to sense from our Web site our beautiful, relaxed atmosphere coupled with the superior health care provided.

For the best viewing experience, I recommend that you view the new site in Internet Explorer 8 or Google Chrome.

<http://www.theandrewsinstitute.com/>



Kent Skolrood
Senior Vice President, BHC
President,
Baptist Medical Group

The Baptist Cancer Institute offers convenient access to a full scope of oncology services using the latest technology, treatment protocols and experienced physicians. Its affiliation with Moffitt Cancer Center provides patients with access to promising new treatments and the expertise and resources of a research institute.

Last month, Oncologist David Mann, Jr., M.D. joined the Baptist Cancer Institute and Baptist Medical Group to care for area patients. Dr. Mann has 18 years experience and is board-certified in oncology. He will be working closely with Dr. German Hererra, and is currently accepting new patients at Baptist Cancer Institute and Baptist Medical Park – Nine Mile. He even has Saturday appointments for patients' convenience.

Earlier this week, we also welcomed urologists Charles Yowell, M.D., and Brian Evans, M.D. Drs. Yowell and Evans offer treatment for all urology conditions including kidney stones, incontinence, cancer, erectile dysfunction and infertility diagnosis. They also have extensive surgical experience including laparoscopic and minimally invasive procedures using da Vinci robotics.



Sherry Hartnett
Chief Marketing &
Development Officer
Baptist Health Care

For the last several months, we have been sharing with you news of our newly-formed Baptist Medical Group. As BMG continues to grow and welcome new physicians to our health care system, the marketing team works on the dynamic business of medical practice marketing. Medical practice marketing isn't just placing ads in a newspaper, although that can be an integral component. When people need to see a doctor, word of mouth (from a friend, neighbor, relative, co-worker or trusted source) and caregivers (physicians, nurses and other health professionals) are still the most relied upon sources for choosing a physician.

BMG, with the support of marketing and medical affairs, is getting the word out about new physicians through one-on-one introductions to other physicians, press releases to local media, advertising, and other internal and external communications efforts. The biggest thing you can do to help is to tell your friends and family about our physicians that are accepting new patients. For convenience, BMG's multi-specialty physician practices have been established throughout the communities of Pensacola, Pace, Perdido, Gulf Breeze, and Navarre. For more information, call (850) 437-8600.



Mike Hutchins
Vice President, BHC
Administrator, Jay
Hospital

Jay Hospital pharmacy department completed an unannounced inspection on Nov. 16 with zero deficiencies. The State of Florida Department of Health Investigative Services evaluated pharmacy procedures by reviewing 35 different items to verify a range of compliance standards. The pharmacy at Jay Hospital, staffed by Dayon Sheppard, pharmacist, and Kay Fields, pharmacy technician, has been deficiency free for 11 years.



Bill Perkins
Vice President, BHC
Administrator, Atmore
Community Hospital

Atmore Community Hospital recognizes the benefits of collaboration. We receive great support from accounting, marketing, information services, planning, decision support, reimbursement and information services. Recently, several entities and departments have assisted our team with specific improvement projects. They include people development, revenue integrity, coding, materials management, patient access, centralized scheduling, Baptist Leadership Group, Lakeview Center – GCE, and support services at Baptist, Gulf Breeze and Jay hospitals.

We have achieved tremendous improvements in the financial pillar recently and are using this momentum to continue making strides in all Pillars in fiscal year 2010. We consistently receive and appreciate help from leaders and staff within our organization who are engaged and enthusiastic to assist. We are witness to the fact that teamwork and commitment to co-workers thrives at Baptist Health Care.