

December 5, 2011

*“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

In our quest to be the best health care system in America, Baptist Health Care is committed to utilizing more physicians as leaders of the organization. We need to reinvent ourselves in health care and we are convinced that physician leaders can help us do this. Clinical integration will help us sustain a patient-centered approach. We need to empower physicians to help us manage our organization and achieve the best possible health care experience for patients.

I thank our physician leaders for helping us achieve our Vision: Michael Oleksyk, M.D.; vice president, medical affairs; Ray Aycock M.D., vice president, cardiovascular services; Edwin Rogers, M.D., chief medical officer, Baptist Medical Group.; Paul Glisson, D.O., chief medical informatics officer; John Sullivan, M.D., medical director of hospitalist program; Michael Dolister, M.D., medical director emergency department.

Thank you also to the members of our Physician Advisory Group: Ray Aycock M.D., Mitchell Brantley, M.D.; Joshua Davis, M.D.; Jack Lurton, M.D.; Erik Nilssen, M.D.; George Rees, M.D.; Patrick Reilly, M.D.; John Sullivan, M.D.; Jack Tyson, M.D.; Anita Westafer, M.D.



**Mark Faulkner**  
Executive Vice  
President /COO, BHC

President,  
Baptist Hospital Inc.

As you know by now from recent news reports, the Joint Deficit Reduction "super committee" failed to provide a solution for U.S. budget cuts before Thanksgiving. Lack of a plan has triggered a 2 percent cut in Medicare payments beginning in 2013.

Indeed, these are interesting times for our nation and our industry. Recently, I visited with another health care system and the issue of reimbursement declines weighed heavily on their minds. The tough decisions they were facing were ones we have already moved through over the past two years and it remains to be seen whether they have the will and the culture to thrive in these challenging times.

I encourage you to keep communication lines open with your leader. Ask how you can help improve processes. I'll keep you informed as health care reform progresses and how it applies to us. In the meantime, let's take care of our community "family" and employee "family" by working as smart as possible. We have a tough job ahead of us and it requires everyone's attention. Now, more than ever, we must work toward more efficiency to bring better value to our patients.

Lakeview Center will soon launch a new venture that places our organization on the cutting edge of social enterprise. We will begin providing Web-based "telepsychiatry" to clients of a mental health clinic in rural Walton County.

Under a contract with the Cope Center in Defuniak Springs, a Lakeview



**Gary Bemby**  
Senior Vice President,  
BHC

President, Lakeview  
Center Inc.

psychiatric nurse practitioner will provide evaluation and medication management through a secured Internet connection using interactive videoconferencing technology. The people receiving those services remain Cope's clients, and all billing and authorizations are the clinic's responsibility.

This service will be marketed to mental health providers throughout Florida. It will benefit smaller clinics that are unable to recruit psychiatrists and mid-level practitioners to their staffs. It also will be a boon to larger providers that are experiencing overwhelming demand.

Enterprises such as this are part of Lakeview Center's overall growth plan as this organization seeks to reduce its reliance on government funding.



**Bob Harriman**  
Senior Vice President,  
BHC

Administrator,  
Gulf Breeze Hospital &  
Andrews Institute

Gulf Breeze Hospital is growing yet again. Construction on a cardiac catheterization lab began last month and is progressing according to schedule. As always, our team is doing a great job maintaining hospital operations and patient care during this time.

The lab is scheduled to open in early summer 2012 and will further enhance our system's position as the regional leader in heart and vascular care. For our patients, this means convenient access to diagnostic testing services not previously available in south Santa Rosa County.

Our other construction project, the Gulf Breeze Hospital Sleep Disorders Center, is nearing completion. The center has four private rooms and will offer patients many amenities during overnight sleep studies. The sleep center's team is trained to diagnose more than 80 sleep disorders.

These important additions to Gulf Breeze Hospital are major developments as we work to "Build a Better Baptist." Thanks to everyone involved for their support and action to make these projects a reality.



**Kent Skolrood**  
Senior Vice President,  
BHC

President,  
Baptist Medical Group

In the midst of the holiday season, I am reminded of how fortunate I am to be part of Baptist Medical Group. We've made great progress in such a short period of time, and it's the dedicated team of administrators, physicians and staff who have made that progress possible.

Our team of four operations administrators have the practice management expertise to enhance and grow our practices. Our BMG leaders in finance, recruitment, marketing, human resources and practice management are working diligently to ensure our practices get the support they need and deserve. I'm also pleased to report that Dr. Ed Rogers has jumped in and is already making a positive impact as our CMO and physician leader. Most importantly, our physicians and providers are truly experts in their fields. They're more engaged and integrated than ever before, and we're working to further encourage that among all of our doctors and staff.

Even though we still have a lot of hard work ahead of us, I want all of you to know how much your hard work, support and dedication means to me and to all of us in BMG. Thank you so much for all you do. Happy Holidays, team. May the New Year be the best one yet!



**David Wildebrandt**  
Senior Vice President,  
BHC

Administrator, Baptist  
Hospital

Last week a couple paid us an outstanding compliment, and I'd like to share the good news with you.

Dr. Tracey Thomas-Doyle achieved a first in medical care for our area, performing the first single-port hysterectomy using da Vinci®. The closest Florida hospital to perform this procedure is located in Gainesville.

The patient and her husband drove from out-of-state, to specifically use Baptist. She is recovering wonderfully and the couple shared great compliments about our streamlined check-in, good communication, updates after surgery, clinical and non-clinical staff, and Dr. Thomas-Doyle. The couple said, "Everyone should come to Baptist for surgery."

Thank so much for a fantastic job at wowing our patients! This experience shows yet again, that we are the best at delivering compassionate care coupled with innovative technology.



**Sherry Hartnett**  
Chief Marketing &  
Development Officer  
Baptist Health Care

The Baptist Health Care Foundation wants to help you celebrate Christmas by honoring someone special in your life.

Your gift of \$5 will celebrate a co-worker, physician or loved one on our Giving Tree located in the Towers lobby. All the money raised during this initiative goes to support BHC programs and services. The Foundation will send a thoughtful note to the person(s) you recognize.

Please join us for hot apple cider and cookies on Thurs., Dec. 15, from 3 to 5 p.m., as we unveil the names of givers and recipients.

Donations can be made up to December 31. If you plan to share a gift donation, please call 850.469.7906. Our team will be glad to help you put a smile on someone's face!



**Mike Hutchins**  
Vice President, BHC  
Administrator, Jay  
Hospital

Six Jay High School students who plan to pursue careers in health care are receiving a first-rate, hands-on experience while shadowing staff members at Jay Hospital this year. The students are seniors at Jay High School who enrolled in the school's Health Science Academy as sophomores and are now in the final phase of the program.

Through the experience, the students are exposed to a wide range of health care occupations and have opportunities to learn from our staff members, observe and practice skills allowed within their scope.

The mentoring relationships that have formed will be invaluable to these students for years to come. One student shared: "So far, I have really enjoyed working in patient rooms and getting to know the employees. I have gained a respect for each of them."

These students will make a difference in many lives over the course of their careers. Jay Hospital is proud to be part of this terrific initiative to train and inspire future health care employees.



**John Tucker**  
Vice President, BHC  
Administrator, Atmore  
Community Hospital

Atmore Community Home Care, LLC staff members do a great job caring for the homebound patients in our community who require nursing and therapy services to remain in their homes. ACHC staff coordinates patient care either post-discharge or with the patient's physician and other providers while remaining attentive to the patient and family at all times.

Staff members of ACHC are chosen very selectively to ensure that each patient or family receives the expert and compassionate care they deserve. The agency's home base is conveniently located in Atmore and the team provides services in four south Alabama counties.

We frequently receive cards and notes of appreciation from patients and their families. The common sentiment is "Everyone is so kind and caring – you have made a difference in my loved one's life."

The ACHC team is truly fulfilling the Baptist Health Care Mission while helping many recover from injury or illness and regain or maintain maximum independence.



**Dave Rappa**  
Vice President, BHC  
Administrator, Baptist  
Manor

The Manor recently held its Thanksgiving Day dinner for residents and families. On the long-term care side more than 100 residents and family members enjoyed ham, turkey and all the fixings, including delicious pumpkin pie. On the Andrews Rehab unit more than 20 residents and families enjoyed the same meal.

Staff volunteers served and transported residents to and from the event so as many residents as possible could enjoy. This event, plus other fellowship opportunities throughout the year, build relationships between families, residents and the Manor staff.

Residents look forward to the event each year with great anticipation. It is always a humbling experience to see how much this means to the residents. Several more special events are planned throughout the upcoming year, coordinated by our excellent Activities Department.