

February 19, 2010

*“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

Each year, The Pensacola Area Chamber of Commerce thoughtfully recognizes outstanding community individuals who have made significant contributions to Pensacola’s overall economic progress. Earlier this week, two Baptist Health Care physician leaders received such honors – James Andrews, M.D., and Coy Irvin, M.D.

First, Dr. Andrews was recognized as Professional Leader of the Year, celebrating his continued desire to advance the profession and improve the quality of life for our community. It’s certainly appropriate as I can’t think of another physician who has come into this market and made the kind of impact Dr. Andrews has.

Secondly, our interim vice president of medical affairs, Dr. Irvin was named Community Leader of the Year. This award honors Dr. Irvin’s leadership in community-focused projects, particularly Pensacola’s 450<sup>th</sup> anniversary celebrations in 2009.

It is an honor to work with both Drs. Andrews and Irvin. Baptist Health Care, and more importantly, our patients and communities served, are fortunate to have high-performing, compassionate physician leaders.



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

Lakeview Center is expanding its Medication Assisted Treatment program to better serve the area’s growing number of people who are addicted to pain medicines. Dr. Irv Williams, the psychologist and certified addictions professional who heads the program, expects a 70 percent increase in the demand for treatment by the year’s end.

In early February, the program moved from the main Lakeview Center campus to larger, more conveniently located quarters at 1800 N. Palafox St. This enhances the program’s ability to provide its services to people from all sectors of the community who can benefit from this proven method of addiction treatment.

Medication Assisted Treatment is based on well-documented research showing that the most effective therapy for opiate dependency addresses both the physical and psycho-social aspects of addiction. The program uses methadone and other medications to ease cravings and control physical symptoms while employing a range of clinical services to help clients overcome the psychological aspects of their addictions. MAT is an outpatient service. For more information, call (850) 466-3400.



Over the last year as the economy has struggled, hospitals have either slid into crisis positions or experienced strategies of success. Thankfully for Baptist, the latter is true. This is due to the commitment of our employees.

However, between Medicaid cuts, health care reform and the decreases to the State budget, more changes, and challenges, are afoot. Because these external factors are affecting the way we do business, it’s important we

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

understand the necessity of being agile and flexible, as changes may occur at a pace we are not accustomed to.

We continue to focus on key growth and stability strategies that will help us better align with physicians, create easier access to services and increase our capacity to care for communities served.

Remember, the key to these strategies are our PEOPLE. Success lies in our employees' ownership and accountability in making sure we are providing the safest, best care for our patients.

We'll discuss all of this in greater detail at Employee Forums in the coming weeks. Forums start on Thursday, Feb. 25 at Baptist Hospital. Please sign up in LMS to attend the Employee Forum most convenient for you. I look forward to seeing you there.



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

In the last three months, The Baptist Cancer Institute has welcomed several new physicians in both medical oncology and urology. I am pleased to announce our most recent new physician, Radiation Oncologist Henry Amos, M.D., F.A.C.R.

Dr. Amos possesses more than 30 years of experience, and is dedicated to improving the quality of life for his patients through cancer research and treatment. He is a Fellow of the American College of Radiology, an honor given to only 10 percent of radiation oncologists. He has also been listed three times in various publications as being among "The Best Doctors in America."

I look forward to sharing with you in the March issue of *Focus Briefs*, the addition of other new physicians - growing our orthopedics and total joint programs.



**Sherry Hartnett**  
Vice President Strategic  
Marketing  
Baptist Health Care

Baptist Health Care's Mission is to improve the quality of life for people and communities served. One of the ways we improve community health is through free education and prevention activities. These activities also support our Growth Pillar, as they are a gateway to access for future growth to the system.

The community health and wellness team kicked off the New Year with free health screenings and fun activities throughout the month of January. Our Healthy Living Expos were offered at Baptist Hospital, Jay Hospital, Atmore Community Hospital, Andrews Institute and Baptist Medical Park – Nine Mile. More than 1,000 people attended and 642 had health screenings or signed up for health information.

In addition, our Heart Month initiatives in February provided free heart risk assessments for more than 120 people at our kick-off event - Wear Red Day - at Cordova Mall.

Thank you to everyone who volunteered to help at these events. You make all the difference.

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

We are pleased to announce that urology physicians Brian Evans, M.D., and Charles Yowell, M.D., will begin traveling to Jay Hospital in March to see patients in our outpatient specialty clinic. Through our affiliation with Baptist Health Care, Jay Hospital provides area residents convenient access to a growing number of specialty physicians. The following doctors also visit our campus: Wayne Cartee, M.D., gastroenterology; Bradford Egly, D.P.M., podiatry; Mark Larkins, M.D., pain management; Christopher O'Grady, M.D., and Roger Ostrander, M.D., orthopaedics; George Rees, M.D., general surgery; Michael Shawbitz, M.D., neurology; Tracy Thomas-Doyle, M.D., obstetrics and gynecology; and Ronnie Wiles, M.D., nephrology.

Departments throughout Jay Hospital do a great job meeting the needs of these physicians and their staff to make their time at our facility efficient and patient focused. Opportunities for more specialists to see patients in Jay are continuously pursued. One of the great attributes of Baptist Health Care is our ability to serve patients where they live.



**Bill Perkins**  
Vice President, BHC  
Administrator, Atmore  
Community Hospital

Atmore Community Hospital is pleased to report that patient satisfaction scores have returned to the 99<sup>th</sup> percentile for the past three consecutive months. These outcomes were achieved through the hard work and dedication of our leaders and employees with support from Baptist Health Care's People Development Team and Baptist Leadership Group.

This group – comprised of Pam Barnes, Beverly Begovich, Eli Pagonis, Chuy Ramirez, Candys Hess and Scott Ginnetti – provided their expertise and insight to help us directly address opportunities for improvement. Through initiatives such as leadership coaching, rounding, Voyages, Moments of Truth and R.E.L.A.T.E., employees were actively engaged in driving and achieving significant strides in patient satisfaction.

Thank you to the BHC group and ACH leaders and employees for a remarkable commitment to teamwork and delivering world-class service. It's because of you we have achieved these awesome results. of Baptist Health Care is our ability to serve patients where they live.