

February 5, 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

Last week, Baptist Health Care’s officer group spent two full days planning for 2011. While that may sound a bit surprising – being that we are in the second quarter of our fiscal year – we must always be looking to the future. As your leader, it is my responsibility to do that; to rally our officer group and all employees to evaluate, edit and implement strategic goals in alignment with our Pillars.

That said, the future of Baptist Health Care, is a vision we all help to create. I encourage you to be thinking to the future, and sharing your ideas with your leaders - always. One of the things that differentiates Baptist Health Care from other organizations is that we do value and include in our strategic plans input from our employees – at every level. Your opinion and ideas are crucial to the success of our organization.

It’s also important to note that our officer group was tasked with gathering feedback from at least five community members prior to our two-day meeting. In addition to your ideas, we ensure our goals are representative and in line with the needs of those we serve



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

Lakeview Center was awarded an unconditional three-year accreditation by CARF, the nation's leading accreditation agency for rehabilitation and mental health facilities. In a 78-page report received last week, CARF praised Lakeview as "a quality organization with a quality staff." The three-year accreditation is the highest level awarded by the organization and was based on an intensive, three-day survey in December, which scrutinized more than 50 Lakeview Center programs and services.

This achievement is an indication of our commitment to improving the quality of the lives of those we serve. It would not have been possible without your total dedication to what we do and why we do it.



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

Nearly one month ago, a devastating earthquake shook the foundation of Haiti – killing thousands, injuring thousands more, and leaving an uncountable number of residents in need. As the images of devastation quickly spread, employees across our system sought out ways to help. As did Baptist Health Care, keeping our ear to the ground for opportunities to get involved or send help.

We are fortunate to have learned of a local pilot, who in conjunction with WEAR TV, would be making trips to Haiti. For the last two weeks, Baptist has gathered much needed medical supplies to send with this pilot.

Once on the ground in Haiti, our items – mainly casting and orthopedic supplies and exam gloves – were put to use in local hospital and clinics. You can follow the stories, as told by WEAR TV reporter, Dan Thomas, at [ebaptisthealthcare.org/BHCAidsHaitiRelief.aspx](http://ebaptisthealthcare.org/BHCAidsHaitiRelief.aspx)

I would like to thank all of our employees, especially those in materials management, for quickly conducting an inventory and gathering these supplies. It is an honor to work with such a dedicated group of individuals to make a difference.



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

Gulf Breeze Hospital has recently acquired new technology in our gastroenterology department. We are proud to have invested in the latest esophageal manometry equipment. Manometry is a very valuable tool for recording and evaluating the muscular function of the esophagus.

Although other esophageal studies are available locally, manometry is the only test available that measures muscular function. This is important because monitoring esophageal function greatly improves the diagnosis and treatment of reflux disease (GERD) and other gastroesophageal conditions. This particular equipment offers the highest level of sensitivity available. For patients this means exams are completed faster for improved comfort and the information gathered during the procedure is more accurate which may lessen the need for additional exams.

We are pleased to focus on new opportunities for Growth and Service by ensuring our team has the technology and training to provide great care to our patients.



**Kerry Vermillion**  
Senior Vice President &  
CFO  
Baptist Health Care

You may recall from our Employee Forums that Baptist Health Care plans to make significant investments to expand and update our hospital campuses in Pensacola and Gulf Breeze. We have been able to access the bond market under favorable pricing conditions and will close next week on the transaction – providing us the necessary funding to move forward. That means that our bonds have been priced, and by securing a lower interest rate, we save money for both the organization and those we serve.

In case you are interested, you may be able to purchase some of our bonds on the secondary market. You will need to contact a registered investment advisor (such as Merrill Lynch, Morgan Keegan, Raymond James, etc.) and inquire about our CUSIP numbers.

This is great news for our organization and allows us to fund our growing needs. I want to thank each of you, as your efforts to provide high-quality and efficient care have directly contributed to our financial results and thus allowed us to fund these important capital needs.



**Sherry Hartnett**  
Vice President Strategic  
Marketing

Our brand is what differentiates us from other organizations. It's the unique impression we leave on our patients and clients: it's how they feel about us; it's the special way we deliver our services; and the way we talk about ourselves.

BHC conducted a brand audit, researching and obtaining feedback from 5,000 employees, physicians, community members, patients and clients. Not surprisingly, we learned that at Baptist, it's all about the people. BHC earns and keeps the trust of patients and clients, families and physicians every day by acting with integrity, caring with kindness and being passionately dedicated to providing the highest quality care and outcomes.

## Baptist Health Care

Guided by this feedback, BHC developed a system-wide brand campaign to increase awareness in the hearts and minds of the community, build preference for BHC and enhance market share. This Sunday, we will launch a multi-media brand campaign throughout our region to showcase the care and compassion our staff provide every day. I invite you to view the campaign launch and ongoing ads at [BHCFocusOnExcellence.org](https://www.bhcfocusonexcellence.org).