

January 22, 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

Three weeks into a New Year, and Baptist Health Care is thriving – setting new records in our Growth Pillar.

As we have been telling you, Baptist Health Care continues to explore ways to better align with our physician partners. For example, as you know from my last Focus Briefs, we began January with the acquisition of Cardiology Consultants – a highly-respected group of 24 physicians and approximately 200 expert medical and support staff.

Lakeview Center’s Gulf Coast Enterprises (GCE) now employs more than 1,200 people, including more than 900 persons with significant disabilities. Based on a reputation for service excellence, this workforce now serves customers in 10 states and the District of Columbia. Their newest contract is in Washington State.

As a result of these relationships, Baptist Health Care has reached a new milestone - we now employ more than 6,000 people. I am excited about these efforts to grow our staff of professionals and better serve our clients and patients. It is an honor for me to be a part of these endeavors and I look forward to what the future holds for us.



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

The integration of Lakeview Center’s crisis stabilization and detoxification units is expected to result in better outcomes for adults simultaneously experiencing both mental health and addiction disorders.

On Jan. 4, our alcohol and drug detoxification unit moved to the same secured facility as our crisis stabilization unit, becoming Florida’s first designated receiving facility for adults experiencing either psychiatric or substance abuse emergencies.

Traditionally, emergency behavioral health facilities have been designated by the state to address either psychiatric issues exclusively or substance abuse issues exclusively. The integration of Lakeview’s two units allows treatment to focus on an individual’s overall situation instead of focusing only on his or her presenting problem.

Up to 65.5 percent of people with a drug or alcohol disorder have at least one mental disorder, and 51 percent of those with a mental disorder have at least one substance abuse disorder. Research shows that the most effective treatment is one that will address all problems.



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

I am pleased to announce that Baptist Health Care has taken further steps to focus on the value of diversity to our organization. With the help of Dr. Irv Williams, other BHC leaders, the human resources committee of the BHC Board and the endorsement of the minority members of our Board, we are taking the following steps to accomplish our new diversity-related goals:

- A new approach to organizational and individual diversity-related goals and accountability
- A more structured, purposeful and varied Diversity Council
- Improved employment and placement processes that are much more intentional about the consideration of diversity.

In the near future we will be communicating more broadly about these exciting new efforts, including information about how to volunteer or be appointed to the newly-configured Diversity Council.

Just this past week, a number of our leaders and staff participated in the annual Martin Luther King Day parade. This is just one of the tangible ways we reach out to the communities we serve to respect and honor the rich and varied contributions of great leaders and distinct cultures that have impacted our community. Our BHC team's float even won first place in the organization division.



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

On behalf of Baptist Health Care and the Andrews Institute, I am proud to announce that orthopaedic surgeon Brett Smith, M.D., has joined our team of Andrews Institute physicians.

Dr. Smith is a board-certified orthopaedic surgeon who specializes in total joint replacement and reconstructive surgery. He will see patients at Baptist Medical Park – Nine Mile and will conduct his surgeries at Baptist Hospital. Dr. Smith is a highly skilled and trained adult reconstructive surgeon, having completed a fellowship at the prestigious Institute for Bone and Joint Disorders in Arizona. He recently served as the orthopaedic attending physician for Allegheny General Hospital.

With him joining BHC, it will help us grow the Andrews Institute brand and total joint market share. Please welcome him.



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

More and more people are turning to the Web for health care information. In fact, recent studies show that 83 percent of adults have consulted the Web for health care information, either for themselves or their loved one. While these same users are not relying solely on the Web for health care, it proves they are doing their homework on potential health conditions and physicians.

As the Baptist Medical Group (BMG) continues to grow our trusted physician base, we are working to ensure their expertise is well-represented and accessible on the Web. We have created an additional Web site – [www.baptistmedicalgroup.org](http://www.baptistmedicalgroup.org) – to further educate our community to their services, range of specialties and locations.

Visitors to the Web site can request an appointments online, register for

free mammography e-reminders, view a complete BMG physician directory, search career opportunities, and submit a medical question to the physicians. Additionally, the site is user-friendly, even for mobile device users and features a physician-to-physician tool. Log on today to learn more.



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

Many improvements are on the horizon for Jay Hospital. We are expecting the arrival of a new C-arm that will be used by our radiology and surgery departments. This will enhance the care provided by pain management, podiatry and general surgery physicians. In March, we will have our new picture archiving and communications system (PACS). PACS benefits patients, physicians and the hospital by delivering timely and efficient access to magnetic resonance, ultrasound and CT images and eliminating the need for film storage. Later in the spring, we will upgrade patient rooms with new beds, chairs and blinds. We are excited about the enhancements we are able to provide our patients.



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

We have reason to celebrate at Atmore Community Hospital. ACH employees' intense focus to improve less than stellar patient satisfaction scores lead to our facility reaching the 99th percentile for inpatient satisfaction in November and December. In addition, our emergency department scores also improved significantly, landing ACH in the 92nd percentile in November and 97th percentile in December.

Our team worked diligently for this win, and they were rewarded with a much deserved celebration that also served to kick-off the new patient loyalty team. ACH employees have embraced a can-do spirit to meet our goals for patient satisfaction. I am proud to be a part of this team.



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

Baptist Manor received notice earlier this week that we have moved from a 4-star CMS ranked facility to a 5-star facility. That is the top honor, or rank, for this national CMS program, which rates all nursing facilities.

Each month, Baptist Manor is evaluated on all 34 quality indicators as mandated by AHCA. Our monthly staffing levels are inspected as well as our annual state inspection scores over the last 3 years. The CMS ranking is not only significant from a quality aspect, but a key factor for people as they chose where to go for care. All facilities' rankings are posted and available online, so our potential patients and their families can compare us to other local facilities.

Over the past year, the Manor team has worked diligently to move from a 3 to a 4 and now to a 5 star facility. This is quite an achievement to move up that quickly. We are proud of the Manor and our outstanding team that cares so compassionately for our residents and families.