

January 23, 2012

“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

Together, we have built our organization on good relationships, service excellence and sacrifice. Our story of trust and commitment goes farther than you may think.

During a recent BLG conference, I shared key lessons that we have learned at Baptist Health Care, such as, hire good people; define a mission-driven, values-centered, customer-focused culture; focus on service and quality; and be sure to share success stories.

Our team is inspiring organizations around the nation to achieve their goals. Sharing that news is my favorite responsibility. Thank you for living our culture so that we can continue to tell our stories to those who look to us as a leading health care system.



Mark Faulkner
Executive Vice
President /COO,
BHC

President,
Baptist Hospital
Inc.

The care we give our patients is directly linked to your level of health and happiness. A new program – Wellness Works – will be introduced soon to help you maximize your health and happiness and I encourage you to participate.

People in our community depend on us and have come to trust us for the best patient-centered care in our region. It is vital that we as caregivers take care of ourselves. Wellness Works is about innovation, teamwork and supporting each employee's individual wellness goals.

As Wellness Works is introduced throughout our system, please know that your participation is important to me and to our patients. Your participation will help strengthen our organization and improve the level of care to those who turn to us for health and healing.



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

The health and happiness of all Lakeview Center and Gulf Coast Enterprises employees is a very personal matter to me. I would like to echo Mark's comments above and encourage everyone in the Lakeview family to participate in Wellness Works this year.

Lakeview Center has offered wellness fairs, a diabetes management program and activities such as Biggest Loser for several years, and we have seen excellent things happen as a result. Our workforce is healthier and the care we provide to our clients is better than ever.

Wellness Works will extend these programs – and more – to all of Baptist Health Care. If the results are as successful as what we have seen at Lakeview, our entire organization will be much stronger as a result, and our patients and communities will notice the impact.

Here is to 2012 as the healthiest and happiest year ever for all of Baptist Health Care and Lakeview Center!



Bob Harriman
Senior Vice
President, BHC

Administrator,
Gulf Breeze
Hospital &
Andrews Institute

National trends show an increased demand for sleep medicine services that south Santa Rosa County residents have traveled to Pensacola to receive. To meet this need, Gulf Breeze Hospital recently opened a Sleep Disorders Center. The Gulf Breeze Hospital Sleep Disorders Center accepts direct patient referrals from any area physician, including dentists.

[David Bear, D.O.](#), will serve as medical director. Dr. Bear is board certified in sleep medicine and neurophysiology. With Dr. Bear and a team of expert sleep medicine technologists, the new center will provide convenient access to life-saving diagnostic testing services in south Santa Rosa County and surrounding communities.

Gulf Breeze Hospital's convenient campus is the perfect location for this state-of-the-art sleep lab, and we are thrilled to now offer this convenient service for area patients and physicians! To learn more about the center, visit GulfBreezeHospital.org or call 916.8203.



Kent Skolrood
Senior Vice
President, BHC

President,
Baptist Medical
Group

Please join me in welcoming [Robin Crum](#), an experienced certified nurse midwife, to the Baptist Medical Group – Ladies First OB/GYN practice in Pensacola. Ms. Crum will provide women on the Gulf Coast with exciting options for a unique, personal childbirth experience within a hospital setting. In addition to obstetric care, she provides on-going traditional well-woman annual exams and birth control consultations.

She will work alongside the board certified OB/GYN physicians of Baptist Medical Group and will see patients in two convenient Pensacola area locations: **Baptist Medical Group - Ladies First OB/GYN's main office at 3417 12th Avenue and at Baptist Hospital's main campus, suite 530.**

Please learn more about Robin Crum at BaptistMedicalGroup.org and help us get the word out about her arrival!



**David
Wildebrandt**
Senior Vice
President, BHC

Administrator,
Baptist Hospital

Improving the quality of life for our community is our Mission at Baptist Health Care. What better way to do that than to provide the best physicians and technological advances in a clean, safe, modern facility.

We've made numerous enhancements to the hospital over the past several months, and this week you are invited to a special sneak peek of our West Expansion. Please join us for light refreshments and see our beautiful new state-of-the-art hospital.

Thank you for your patience and most of all, for being sure that our patients were not inconvenienced during this important project. Attend a tour that's best for your schedule. I'll see you there!

Wed., Jan. 25, 8:30 to 10 p.m.
Thurs., Jan. 26, noon to 1:30 p.m.



Sherry Hartnett
Chief Marketing &
Development
Officer
Baptist Health
Care

Cardiovascular disease claims a life every 37 seconds in America. Fortunately, we have one of the nation's top cardiology care teams. Cardiology Consultants physicians have dedicated more than 40 years to our community's health; helped multiple hospitals achieve national awards for cardiovascular excellence; and brought many medical firsts to our community. They are truly in a class all their own.

Cardiology Consultants' 27 physicians are the largest, most experienced and innovative cardiology team in the area, and they're conveniently located throughout our region. Share this news with your neighbors, friends and family and ask them to request Cardiology Consultants by name. To learn more, visit eBaptistHealthCare.org and click on "We Have Heart."

Join our Baptist family as we lead the region in cardiovascular care. Plans are currently under way to celebrate National Heart Month (February) starting with **Wear Red Day, on Friday, Feb. 3.**



John Tucker
Vice President,
BHC
Administrator,
Atmore
Community
Hospital

Expanding patient access to locally offered specialist care is always a priority for rural hospitals, and Atmore Community hospital is pleased to announce several new visiting specialists.

Our new providers include:

- William Harris, M.D., a general surgeon who recently joined Travis Paul, M.D., in providing daily coverage at the hospital.
- Tom Patton, M.D., a fellowship trained gynecologic oncologist of Baptist Medical Group who is now offering comprehensive gynecology care in Atmore twice a month.
- Pensacola Nephrology physicians who will see patients weekly beginning in early February.

Our new specialists will see patients at our outpatient clinic building, ACH MedPlus, directly across the street from the hospital. Additionally, Cardiology Consultants will increase its number of days at ACH from one per week to two beginning Tuesday, Jan. 31, providing more access for cardiovascular patients in Atmore.



Dave Rappa
Vice President,
BHC
Administrator,
Baptist Manor

The holidays are over and the celebrations have slowed. Our residents had a good holiday season thanks to many staff members who went the extra mile to make sure of this. We had resident and family dinners, a visit from Santa, donated gifts for every resident from staff and community, a resident Christmas party with entertainment, several Christmas caroling events and finally, a Christmas day dinner for all.

Our team feels the spirit of Christmas and it shows on every resident's face as they receive gifts and join us in singing Christmas songs. Christmas celebrations at Baptist Manor are as rewarding for the staff as they are for our residents.



**Wanda Kaye
Tillery**
Vice President
Quality and Patient
Safety
Baptist Health
Care

Most of us spend more time at work than anywhere else. It's well worth the effort at BHC because we accomplish great things.

I'm excited about the Value Care program now under way. This project will guide us as we streamline processes and improve flow. It will more fully integrate our technology and communication and help us to avoid duplication and errors.

Working smarter will not only make our jobs easier, but it also will ensure a seamless health care experience for our patients. They won't have unnecessary, repeat blood draws, X-rays or physician visits. Outcomes will improve and so will customer loyalty.

Our teams will keep you updated as we progress. We are well on our way yet again, to doing something great in health care!