

July 17, 2009

“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

I attribute Baptist Health Care's success to our incredible workforce and world class-leadership team. One leader that I've had the privilege of working with for more than a decade is Joe Felkner. Joe departs BHC this month for a wonderful career opportunity as the Senior Vice President and CFO at Lehigh Valley Health Network in Pennsylvania - a system of more than 9,500 employees.

Our senior management team and Boards are convinced that physicians are going to become more closely integrated into our organization as health care reform becomes a reality. With that in mind, we have transitioned Joe's position to Senior Vice President of BHC and President of the Baptist Medical Group, our new physician enterprise organization.

I am excited to announce that we have hired Kent Skolrood to assume that role effective August 3. He has more than 22 years of experience managing physician practices and is coming largely because of the opportunity to join what he considers a unique, world-class culture. Please join me in welcoming Kent to BHC.



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

Another important way Lakeview is helping today's youth become successful adults is through FamiliesFirst Network's Independent Living Program. This program is preparing teenagers living in foster care for self-sufficiency after they "age out" of the foster care system. It also serves young adults who previously were in foster care and are now making the transition to self-sufficiency.

Among the program's services are life skills training, employment support, and educational and financial assistance. Additionally, the program provides monthly subsidies to cover living expenses for 16- and 17-year-olds who live independently but remain in the foster care system. Former foster children between ages 18 and 23 receive referrals to community resources and an array of short-term assistance, including financial help.



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

A cornerstone of our culture is maintaining open communication. We can all better contribute to achieving the organization's goals if we understand what they are and how our individual roles fit in. That's the main reason we started Focus Briefs and why we conduct Employee Forums throughout the year.

If you have not already done so, I would encourage you to attend the Forums currently underway. You can enroll in LMS.

The format of our Forums is a bit different, as we focus on responding to the recent Pulse Survey. You expressed your interest in better understanding the direction of our organization. We are discussing our accomplishments this year, how national health care reform affects us, and what our key strategies are. I encourage you attend and gain a clearer understanding of the exciting direction we are taking on our journey to be

the Best Hospital in America.

I hope to see you there!



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

Gulf Breeze Hospital continues to experience record-breaking volumes. The emergency department team treated 130 patients on Sunday, July 5, and the surgery team performed 65 total joint procedures in June. Previous records for the two departments were 128 and 58 respectively.

Such volume increases are not contained to just these two departments. The ripple effect reaches registration, laboratory, diagnostic imaging, physical therapy, pharmacy, cardiopulmonary, environmental services and all points in between.

The effort of every team member serving and responding to patients is evident. We are fortunate to have such a dedicated team that responds so eagerly to meet the growing number of cases we are seeing at our facility.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

Research on employee communication preferences shows that employees prefer face-to-face communication with their immediate supervisor. That process is direct, personal, informal, and allows for immediate discussion and feedback.

As the volume of information increases, face-to-face processes cannot accomplish every communication need. At BHC there is a framework of well-planned and implemented programs to meet employees' information needs and to facilitate the flow of information and ideas. Examples include the Daily Line-Up, The Banner, InsideBaptist, e-mail group lists and meetings.

Our two new communication tools - Focus Briefs and FocusonExcellence.org - that were implemented in April have been well-received. For example, the new Focus on Excellence Web site has received over 100,000 Web hits since the launch. Last week alone it had more than 900 visitors.

Thank you to everyone who shares information to make this communication tool robust.



Mike Hutchins
Vice President, BHC
Administrator, Jay
Hospital

Jay Hospital's outpatient surgery department set records in June for volume and revenue. This growth reflects the addition of a pain management physician, Mark Larkins, M.D., and general surgical procedures performed by George Rees, M.D. Additional growth is attributed to Podiatrist Bradford Egly, D.P.M. for his recent implementation of a treatment for diabetic skin wounds.

Our surgery team is doing a great job responding to our increase in cases. We will continue to look at ways to expand services in specialties that meet the needs of patients in the Jay service area and offer the greatest potential for growth in this market. continue to strive to exceed their expectations.



Bill Perkins
Vice President, BHC
Administrator, Atmore
Community Hospital

Atmore Community Hospital has experienced a tremendous financial turnaround since this time last fiscal year. This can be primarily attributed to increased admissions, outpatient visits, revenue cycle improvements and expense reductions.

Through the first nine months of fiscal year 2009, ACH net income is more than \$900,000 ahead of prior year results and more than \$300,000 ahead of budget. While we still have a way to go, we are certainly encouraged by our fiscal year-to-date June 2009 financial results.

These outstanding figures reflect the diligence of Atmore Community Hospital leaders, employees, and medical staff who are managing resources with greater efficiency while maintaining high quality and top-ranked patient satisfaction. More good news is on the horizon for our facility as we continue to explore ways to increase and enhance the services and care we provide to our patients.



Dave Rappa
Vice President, BHC
Administrator, Baptist
Manor

Last month, I shared with you The Manor's plan for renovations. We have completed the remodeling of our resident and family common areas and swiftly moved into the second phase of the project – updating the hallways and nursing station. Phase three will be the resident rooms.

The Manor census remains strong at 97 percent, yet our efforts continue to increase our Medicare Rehab volume. We now have a dedicated admissions nurse to improve communication with the hospitals, as well as a full-time admissions coordinator focused on service and assisting case managers with transitioning potential residents to The Manor. Our year-to-date revenues are exceeding budget and turnover with staff is at its lowest level in years.

We are excited about where we are going as a facility and the continued potential to improve.



Jerry Maygarden
President
Baptist Health Care
Foundation

With the simple mission of promoting motorcycle safety and awareness and supporting local charities, the Panhandle Motorcycle Society - affectionately known as PMS - has a long history of fund raising for children. Especially sensitive to children who are often forgotten, their inaugural Save a Baby Bike Run will assist babies born at Baptist Hospital who suffer from drug, alcohol, or nicotine addiction.

Ten members of the nursing staff from the Mother Baby Unit volunteered during the Save a Baby event in May. The event raised \$15,000 for special needs infants at Baptist Hospital. The Panhandle Motorcycle Society plans to make this event an annual fund raiser. We truly appreciate their support in making a difference in the lives of our littlest patients.