

July 2, 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

As we enter the 4th quarter of our fiscal year, I'm pleased to report that we have had an outstanding year as a result of your many efforts.

The challenge is that the financial pressures the national, state and local governments are facing will make the next couple of years tough on us. What can we do about it? We can encourage every single member of our Baptist Health Care family to look for ways to continue to provide our nationally recognized levels of service, quality and employee engagement in the most cost efficient manner. We are in the process right now of creating a budget for next year that will allow us to move forward with exciting enhancements to our care.



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

Lakeview Center understands that our community's children are our future. The Infant Mental Health Program at Lakeview Center promotes healthy emotional and behavioral development in young children by strengthening the bond with their parents or caretakers. It helps parents see the world through their child's eyes.

The program serves children as young as a few months old through age six. These babies and toddlers are at risk for - or may have already suffered - abuse or neglect. Their parents may have a mental illness, an addiction disorder, a developmental disability or some other circumstance that could interfere with them bonding with their child.

Working with parent and child in an informal setting, the program's therapists teach "Mom" or "Dad" how to interact with the little one and nurture his or her development through play, appropriate discipline and other positive parenting techniques.



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

The Agency for Health Care Administration recently recognized the outstanding staff of Baptist Home Health Care. After completing an unannounced visit last month, AHCA issued zero clinical deficiencies and full licensure for the State of Florida and Medicare. That's awesome!

This honor is especially significant because it is very rare for a home health agency to be assessed as having zero areas for clinical improvement after such a thorough evaluation. Three registered nurses with extensive home health backgrounds spent three days analyzing operations inside the facility and in resident's homes. Surveyors paid special attention to the consistent use of high-quality clinical practices, documentation and patient education.

Congratulations to Dave Price and the home health team for achieving this success. Such results demonstrate their commitment to quality care and service excellence.



Joe Felkner
Senior Vice President,
& Chief Strategy Officer
Baptist Health Care

Baptist Towers and Baptist Medical Park pharmacies are excited to offer most employees who participate in the Baptist Health Care (BHC) prescription program a \$5 discount on many brand name prescriptions.

This discount is a result of special contract pricing currently available to Baptist Hospital, and we are happy to extend this benefit to our employees. The discount applies to your prescriptions purchased through The Towers and Baptist Medical Park pharmacies. As long as we continue to receive this discount, we will share the savings with you. This is our example of commitment to co-workers and BHC culture.

We encourage employees to participate in this cost-saving opportunity. For more information, call our pharmacies – Towers at 434-4549 or Baptist Medical Park at 208-6100.



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

Plans are now underway for the Dr. Alec Kessler Memorial Basketball Tournament, scheduled for December 28 through 30, 2009 at Gulf Breeze High School. In support of the tournament, we hope to provide fundraising assistance; ensuring four \$2,500 scholarships can be awarded to selected high school seniors in Escambia and/or Santa Rosa counties.

We have also partnered with Team Focus, a national community outreach initiative, to establish a mentorship

program in Dr. Kessler's name. The goal of Team Focus is to provide young men that do not have father-figures in their life, with leadership skills, guidance, Godly values and a continual relationship with a mentor.

Already, in June, Andrews Institute and Athletes' Performance welcomed 12 Team Focus candidates to participate in various seminars and presentations that will help them in their academic and personal lives.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

Baptist Health Care is embracing the emerging online social media revolution and has created Facebook pages. Become a fan of our Baptist Health Care Facebook page by visiting the [Focus on Excellence Web Social Media Page](#). Currently, you may need to visit this site from a personal computer as BHC's internet policy and security settings may prohibit you from accessing this site at work.

Many BHC facilities and service lines also have specific pages, including Lakeview Center, Andrews Institute, Baptist Hospital, BHC Moms and Baptist LifeFlight. The Baptist Health Care Foundation and our community wellness programs - Get Healthy Pensacola! and GoldenCare - also have Facebook pages.

Visit the [Focus on Excellence Web Social Media Page](#) for a complete list of the 20+ participating BHC facilities and services lines, so you can become a fan of one or of them all.



Bill Perkins
Vice President, BHC
Administrator, Atmore
Community Hospital

We are pleased to welcome two physicians to the Atmore area and the ACH medical staff.

James Pennington, M.D., is now seeing patients in our outpatient specialty clinic. Dr. Pennington specializes in conditions of the ear, nose and throat (otolaryngology); treatment of head and neck cancer; and facial plastic reconstructive surgery. He holds board certifications in otolaryngology and facial reconstructive plastic surgery.

David Brannon, M.D., family practice, has joined Mark E. Ates, M.D., and Jonah McIntyre, M.D., at ACH Family Physicians. Dr. Brannon is board certified in family practice and serves as an associate professor at Florida State University College of Medicine.

Please join me in welcoming these physicians. This is great news for our facility and for the communities we serve.

