

June 19, 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

For six consecutive years, Fortune Magazine recognized Baptist Health Care as one of “100 Best Companies to Work For” in America. This recognition supports a major tenet of BHC’s service excellence philosophy, maintaining that happy employees result in happy patients.

We are currently preparing to apply for this year’s award. Your participation is important, as BHC is again being considered for inclusion in the 2010 list. We did not apply for this award last year, because of the possibility of acquiring another hospital and eligibility restrictions.

As in the past, surveys were sent out to randomly selected employees and must be returned by June 24. If you were selected, I encourage you take the time to complete the survey. Your opinion and voice is key to reaching 100 percent participation and maintaining our culture of service excellence. Thank you.



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

Family Team Conferencing has been achieving outstanding results for FamiliesFirst Network. This nationally recognized best practice helps families under the child protective system draw upon their strengths when developing plans to ensure the safety and well-being of their children.

Held in a neutral setting, the Family Team Conference gathers family members, their friends, neighbors and other allies with FFN professionals. Together they map out ways to provide safety and stability for the children. Central to the process, family members are able to share their stories in a relaxed atmosphere similar to a kitchen-table discussion.

Since adopting this practice at FFN, more families have safely transitioned from the child protective system much sooner.



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

Previous Focus Briefs have applauded you for your efforts in achieving excellence in each of our five Pillars of Operational Excellence. I’d like to share with you some of the highlights:

- **People:** Baptist Hospital provided 34 free community events and 2,485 health screenings for more than 6,000 attendees in fiscal 2009.
- **Service:** Patient Satisfaction is seeing significant improvement - inpatient in the 96th percentile nationally, ED in 70th percentile, outpatient at 98th percentile and ambulatory back up to the 99th percentile.
- **Quality:** Gulf Breeze and Baptist hospitals rank in the top six hospitals (among 50) for clinical quality indicators according to the VHA Southeast.
- **Financial:** Implemented 92 separate financial improvement

initiatives, yielding more than \$7 million in bottom-line improvement.

- **Growth:** In just six months, BHC has welcomed 13 new physicians. Outpatient volume is also up 4.5 percent.



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

Already, 2009 has been an exciting year for Athletes' Performance (APFL) at Andrews Institute. Our first quarter revenues exceeded expectations by nearly 25 percent and we continue to track well ahead of our original pro-forma.

NFL Combine preparation was our best to date producing several early selections including APFL's first top 10 picks. Better yet, there is already a waiting list for next year's class. We continue to proudly serve the United States military with our Tactical Performance Division and are currently working on long-term contracts that will give service men and women access to our pro-sports model. Another bright spot has been our ability to retain some of our first customers including United Argentina Rugby who has asked us to support their Union through the 2011 Rugby World Cup.

As we grow, all of us at Baptist Health Care can be excited about how our performance training division is impacting our community, nation and the entire sporting world.



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

Baptist Health Care has achieved greatness yet again. Gulf Breeze Hospital is ranked No.1 in both patient satisfaction and quality. VHA Southeast produces a report on hospital quality for more than 50 participating hospitals, ranking each based on collected comparative quality analysis.

Gulf Breeze Hospital achieved this significant level of excellence because of your dedication to quality and providing the best possible health care every second of every day.

This coming week, Gulf Breeze Hospital will celebrate 24 years of service on Wednesday, June 24. In honor of our facility's birthday, complementary cup cakes will be served that day during lunch and dinner hours in the BreezeWay Café. Treats will be available for night shift employees as well.



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

Baptist Health Care made a major commitment in positioning the organization for the future by providing new clinical information technology to improve quality and efficiency. Technology upgrades include the Electronic Patient Chart, Physician Portal to report results and sign charts, a new pharmacy management system at Baptist and Gulf Breeze hospitals and bedside medication administration for inpatient units at Gulf Breeze Hospital.

Using funding made available through the American Recovery and Reinvestment Act (federal stimulus package), we plan to expand the clinical initiative to Baptist Hospital this year. We could potentially expand into Jay and Atmore hospitals the following year. When all four hospitals

reach this major technology platform, we will advance into physician order entry and performance analytics, and meet the full requirements of the stimulus funds.

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**Sherry Hartnett**  
Vice President Strategic  
Marketing  
Baptist Health Care

Lakeview Center's annual report is one of our most important communication tools for legislators, potential investors and the community. It is meant to reflect the image of Lakeview, painting a picture of who we are as an organization, what we do, and the communities we serve. Through stories of success, the report demonstrates the impact we have made in those communities while sharing important financial information. It is designed to create a sense of pride for those who supported us, hopefully encouraging a continuation. It allows people to see their support and money at work, and what we have achieved because of their generosity.

For a sneak preview of Lakeview Center's 2008 Annual Report, [go to our Spotlight page](#). The printed version will be available in July.

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

Physical and occupational therapy volumes at Jay Hospital have increased by more than 35 percent from fiscal year 2008. Many factors contribute to these excellent results.

First, we secured a physical therapy director, Greg Petty, who has done a great job managing day-to-day operations and leading the therapy team. Second, Orthopaedists Christopher O'Grady, M.D., and Roger Ostrander, M.D., are now providing outpatient specialty clinics, resulting in increased referrals for therapy. Third, we re-branded the department - Andrews Institute Rehabilitation at Jay Hospital - to tie to the Institute's world-class reputation. Finally, the therapy team diligently delivers quality care, earning the appreciation of patients and the confidence of physicians. Their commitment to excellence generates patient and physician satisfaction.

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

Baptist Manor continues have a positive fiscal year 2009. Improving skilled care volumes, reducing operational costs and bad debt, and revamping the rehabilitation team have put The Manor on track to a great year. Despite decreased reimbursements, nursing homes statewide have managed to get good rate increases to their resident daily rates this year.

The Manor's recent ACHA survey showed that our facility's quality of care continues to improve year after year. In the next 90 days, we hope to finish a face-lift of our rehabilitation area to better attract new residents and keep abreast of our competition.