

June 21, 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

Every quarter leaders from across our health care system attend a Baptist University session to learn best practices in achieving our goals. The next session is this Friday, June 25. Key takeaways from this session focus on people, processes and planning. Leaders will have the opportunity to learn more about things like:

- Guiding employee performance, deploying effective communication and implementing effective action plans from employee surveys.
- Enhancing reward and recognition, rounding processes and participating in Bright ideas.
- Targeting market service areas, measuring outcomes, strategically forecasting and understanding financial information.

Each leader will leave BU Friday with a cascade learning kit equipping them to share with you the critical things they have learned that day. Cascade learning helps us work as a team. It helps to ensure that everyone is onboard with our culture and goals, and understands the direction of our organization.



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

An unannounced survey by the Agency for Health Care Administration resulted in great news for West Florida Community Care Center. After three days of scrutinizing records, reviewing documentation, interviewing employees and observing patient-staff interactions, a trio of AHCA surveyors completed an intense, exhaustive survey.

Administrator Carmen Paroby says that's the best survey that WFCCC has ever received.

Actually, AHCA conducted two surveys at once. The federal office for Medicare and Medicaid services contracts with the agency to determine whether federal administrative and clinical standards are being met as well as those of the state of Florida.

The survey's results confirm what we already know about WFCCC: a great hospital, a great team, a great staff! Congratulations to everyone who has had a hand in WFCCC's success.



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

Congratulations team – Baptist Health Care has been chosen as "Best Place to Work!" You may recall Pensacola News Journal recently conducted a readers' choice survey for Best of the Bay. The results are in and Baptist was the winner. This feedback verifies what we already know: Baptist is a great place for patients and staff.

For almost 60 years, we have been joined together by our Mission of improving the quality of life for our community. We share a value system and hold each other accountable for contributing integrity, vision, innovation, superior service, stewardship and teamwork to everything we do. Each of us chose to work in health care because we are passionate about helping others.

Feedback shows that when people enter Baptist Health Care's facilities, they feel a sense of family. Treating people like family is our tradition and this award demonstrates that our community sees that! This official announcement will be in this Friday's Pensacola News Journal, but I wanted to share the good news with you first.



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

Gulf Breeze Hospital is celebrating 25 years of serving the community. Baptist Health Care opened the facility in June 1985 to provide convenient access to hospital services for residents of south Santa Rosa, Escambia, Okaloosa and Walton counties. We are proud to celebrate this milestone and recognize our staff and affiliated physicians who each year care for thousands of patients, provide free educational and screening programs, and support community outreach and awareness efforts.

**GBH Annual Statistics**

Inpatient care 4,186 admissions  
Outpatient care 127,541 registrations  
ER department 31,668 visits  
Total (or gross) uncompensated care More than \$17 million

**Personnel**

Employees 484  
Auxiliary Members and Volunteer Chaplains 171  
Physicians with privileges at facility 525



**Kent Skolrood**  
Senior Vice President, BHC  
President,  
Baptist Medical Group

Baptist Medical Group is pleased to welcome family medicine physician, John Molyneaux, D.O., to our network of employed primary care physicians. Dr. Molyneaux joins us from Pennsylvania and brings with him wonderful expertise and a history of providing compassionate care for his patients. Conveniently located at 2569 Gulf Breeze Parkway, Dr. Molyneaux's presence in Gulf Breeze furthers Baptist Medical Group's ability to better serve residents in Santa Rosa County.

Dr. Molyneaux is a graduate of Lake Erie College of Osteopathic Medicine. He completed his internship at UPMC Mercy Hospital of Pittsburgh, Penn., and his residency in family medicine at Clarion Hospital in Clarion, Penn. His office can be reached at 850.437.8800.

Please join me in welcoming Dr. Molyneaux to our team.

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

Where do children go when they can no longer remain safely in their homes? It's hard enough to leave your home suddenly, but it's harder still if that means being separated from your siblings and possibly going to a different school or community.

This year, in northwest Florida, hundreds of abused or neglected children will need the comfort and safety of a licensed foster home. FamiliesFirst Network is working hard to find people willing to be foster parents, especially those willing to keep siblings together and foster older children – those who are often most in need of family, friends, schools and everything familiar.

The FamiliesFirst Network integrated marketing campaign launched in May is spotlighting this need, asking people to consider opening their hearts and homes, especially for sibling groups and older children. Our current campaign features ads on television, radio and print. To see the promotions, visit <http://www.bhcfocusonexcellence.org/Spotlight.aspx>

Many people in our own Baptist Health Care family have chosen to foster and adopt children – and we salute you!

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

We are pleased to welcome two general surgeons to Atmore Community Hospital. Jonathan K. Smith, M.D., and G. Travis Paul, M.D., travel from Bay Minette to see patients in their Atmore office Monday through Thursday. They also provide coverage for all Atmore Community Hospital surgical needs 24 hours a day, seven days a week. Our medical staff, leaders, employees and patients have been very impressed with their commitment to our hospital and our community. We are very excited to have them on our team.

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

Inpatient rehabilitation often is a component of care following hospitalization. Baptist Manor's rehab division, offers physical, occupational, respiratory and speech therapies for patients recovering from stroke, injury and orthopaedic procedures such as total joint replacement. Our employees' commitment to quality earned our facility the Five-Star Quality Rating from the Centers for Medicare and Medicaid Services. This means Baptist Manor surpasses average quality ratings. We are very proud of the level of care our team provides to help patients return home quickly and at their highest level of physical ability.