

June 5, 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 am excited to share some good news with you. Last week, Baptist Health Care received word from Moody's Investor Services that our outstanding bonds have been assigned a rating of Baa1 with a stable outlook.

What does this mean? In this challenging economy and tight credit market, securing a bond rating of this level helps ensure that we have access to the capital to support our strategic plans. Additionally, this is evidence that the community considers us to be a financially viable organization.

You may recall that our bond rating was downgraded last summer as a result of the planned debt associated with the acquisition. Obtaining this new rating meets our organization's goal and is a major accomplishment.

This would not have been possible without your efforts to help reduce expenses and improve net revenues. Your efforts and good stewardship of our resources make all the difference and will continue to do so as we face challenges going forward. Keep up the good work.



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

The Behavioral Health Division of Lakeview Center continues to offer new and innovative approaches to meeting the needs of our community. Two new services now allow children, adolescents and adults with serious mental illnesses to receive intensive, recovery-oriented care in their homes, thereby promoting independence and decreasing the need for more restrictive settings. The Community Recovery Team (CRT) serves adults, while the Children's Wrap Team serves children and adolescents. Each team is a group of behavioral health professionals who deliver their services by going out to their clients and working with them in their natural environments, 24 hours a day, seven days a week.



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

At Baptist, we continuously focus on our Five Pillars of Operational Excellence - People, Service, Quality, Financial and Growth. At the core of these Pillars are Service and Quality - that's what we do, the "product we sell." In a recent Focus Briefs, I commented on the improvements we've seen lately in the Service Pillar related to patient satisfaction, which have returned us to the levels of success we are accustomed.

Likewise, we are also seeing significant improvements in Quality, achieving success in virtually all of our goals under this Pillar. In addition, we have experienced significant improvement in compliance with Core Measures, a set of process measures that lead to improved outcomes. Be proud of the level of clinical quality we offer our community.



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

The Andrews-Paulos Research & Education Institute (APREI) is at the forefront of applied research and education to prevent injuries.

In conjunction with Athletes' Performance and Andrews Institute physicians, APREI hosted a weight-lifting injury prevention course for 70 adolescent athletes, coaches and parents in April. Currently, they are utilizing the biomechanics lab in conjunction with the Pensacola Fire Dept, Athletes' Performance and the University of Waterloo (Canada) to screen Fire Fighters and to determine if specific training can improve their movement patterns during occupational tasks and prevent injury in the field. Several studies are ongoing to determine the best clinical and physical therapy practices for injury prevention and rehabilitation.

This type of research and education is critical to ensure best practices through evidence-based medicine and adds value to BHC and our community.



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

Gulf Breeze Hospital emergency department adopted the new qualified medical provider (QMP) process on May 13, whereby patients undergo a careful medical screening exam to determine appropriate level of care. As of May 31, only 40 out of more than 1,500 patients were deemed to have non-emergency medical conditions. Six of the 40 patients elected to stay and receive care in our emergency room.

As emergency volumes continue to grow, particularly with summer upon us, our clinical team must be available to provide care to patients with emergency needs. The QMP process enables our team to focus their attention on true emergencies at a moment's notice. They do a great job, and their diligence is greatly appreciated.



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

Our Mission at Baptist Health Care (BHC) often takes us beyond the hospital setting and into the communities we serve. To recognize our employees in motion, a new photo gallery has been added to the Focus on Excellence Web site.

The photo gallery shows our employees embracing our Mission by giving back, getting involved and taking action. You are encouraged to share your photos of your coworkers in action at BHC events with Michelle Cook at 469-2434.

On that note, BHC will be participating in the Southern Christian Leadership Conference's first annual Health Awareness Festival next Saturday, June 13, from 11 a.m. to 3 p.m. in the Hollis Williams Park off of Hayne Street. Food and music will be featured, and BHC will offer free health screenings and healthy living information.

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

Just in time for hurricane season, Atmore Community Hospital (ACH) is reaping the benefits of a Federal Emergency Management Agency (FEMA) mitigation grant for improvements that will make our facility more storm-ready. ACH has worked for three years to secure these funds.

More than \$300,000 will be used to replace 96 windows and 18 doors. The grant also provides a roll-up door for the ambulance entrance and covers for all exterior vents. As a provision of the grant, ACH will be responsible for 25 percent of improvement costs, meaning FEMA will cover more than \$225,000 of the bill. The mentioned improvements will ensure the safety of our patients and staff during an emergency.



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

Baptist Manor is refurbishing the Rehabilitation area to provide a warmer, more homelike atmosphere. The updates include flooring, wall treatment, televisions, painting, curtains, pictures, clocks, etc. With baby boomers needing post hospital rehab, Baptist Manor stands ready to keep pace with their expectations and attract additional residents. We expect the renovations to be complete within 90 days. Forthcoming reports will keep you posted on progress.