

June 7, 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

Finding positive news to share can be a challenge when we read the news stories about the Gulf of Mexico oil spill, the Haiti disaster, a struggling U.S. economy and the uncertainties of health care reform. The silver lining is that we pay attention to negative news because we want to help, especially those of us who work in health care. We want to make life better for others.

Amid all the worrisome news, I want you to know that your commitment to our Mission and contribution to this community matters. BHC is here for our community. Residents know they can count on you. They told us so in questionnaires from last year's brand audit. The overwhelming response was that they choose BHC because of people like you.

We have proven time and again that our BHC team can come together in a crisis and that we can report to work each day and help make someone's life more meaningful.

This is a great place to work, and I am so inspired by you.



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

Lakeview Center is participating in a new On-the-Job Training program being funded through the federal government's Economic Stimulus Package.

The OJT program provides opportunities for unemployed people with disabilities to gain work experience and master skills that will help them in the employment market. It is administered through the Florida Department of Education's Division of Vocational Rehabilitation.

Already six people have been placed in jobs on the main campus with Gulf Coast Enterprises. You can find them on work sites as varied as the Corporate Development offices, the LCI Motor Pool, a Gulf Coast Enterprises food service location and the Southeastern Vocational Services office in Building T.

Each OJT worker will remain here for six months. Their salaries will be reimbursed by Vocational Rehabilitation, and Lakeview will receive a fee to cover training costs. Lakeview employees will benefit from having additional staffing resources and at the same time will have the opportunity to teach the OJT individuals marketable job skills.



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

Patient volumes at the main campus continue to be very strong. For May, we finished 38 admissions ahead of budget and 50 admissions ahead of the same month last year. In fact, through the eight months of this fiscal year, our volumes have increased by 230 admissions over last year. We are seeing these same trends on the outpatient side as well.

Many factors are contributing to our growth including the expansion of our physician network, improvements in scheduling and access, service line growth, focus on the secondary service area, and, of course, our reputation of delivering world-class care. Thanks for all you do to make Baptist the place patients choose to receive their care!



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

Gulf Breeze Hospital construction progress is well under way with the first phase complete. With the build-out of our critical care area finished, we opened our two new ICU beds during the last week in May, which officially brings our facility to 67 licensed beds. A ceremonial ground breaking held the same week served to kick off the 10,000 square-foot addition to our second floor patient care area. When this phase of construction is completed, we will have a spacious inpatient physical therapy department, a new family waiting area and 10 additional inpatient private beds -- bringing the total bed-count to 77. This expansion is a testament to Baptist Health Care's commitment to growth and quality. It is quite timely that we are embarking on this new chapter at Gulf Breeze Hospital as we celebrate 25 years of service to the community.



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

Physician shortage is an increasingly concerning issue in America and in our community. In fact, some sources predict the shortage to grow to more than 130,000 specialists and more than 60,000 primary care providers by 2020. To best serve the health care needs of our community, Baptist Health Care created the Baptist Medical Group in 2009. As a multi-specialty organization, our goal is to hire and assist physicians in developing successful, patient-centered practices right here in our area. Now celebrating our first full year in operation, we are proud to employ a total of 89 physicians including primary care, hospitalists, oncologists, orthopaedic surgeons, urologic surgeons and rheumatologists. Both in satellite offices and within main Baptist Health Care facilities, our employed

physicians are highly qualified, accessible and eager to serve. For more information, visit www.BaptistMedicalGroup.org.



Sherry Hartnett
Chief Marketing &
Development Officer
Baptist Health Care

Marketing's internal communication goal is to ensure key information is readily accessible, accurate, universal and consistent throughout the organization. We utilize a variety of tools to keep information flowing to the more than 6,000 members of our internal audience: employees, physicians, volunteers, contractors and board members.

We know you depend on us to make an honest and meaningful connection between the organization's plans and your role. We strive to meet your expectations using a variety of publication venues such as The Daily Line-Up, The Banner and CenterLines newsletters, Inside Baptist, www.BHCFocusonExcellence.org and this electronic Focus Brief message.

Once a year we take a pulse to see how we are doing in meeting your information needs and preferences so that you find messages useful, meaningful and valuable. We encourage you to click on the link below to share your feedback. Please spare five minutes to take a short, online survey of The Daily Line-Up and The Banner before June 15. Thank you.

<http://www.surveymonkey.com/s/dailybanner2010>



Mike Hutchins
Vice President, BHC
Administrator, Jay
Hospital

Jay Hospital went live on May 18 with our new radiology information system (RIS). The computerized database upgrade will allow the department to operate more efficiently, improving radiological data and imaging storage, retrieval and distribution. We will soon begin to utilize our new picture archiving computer system (PACS) in certain modalities, including ultrasound, CT and MRI. Our radiology team is working diligently to implement the usage of the new technology, and we greatly appreciate their efforts.



Bill Perkins
Vice President, BHC
Administrator, Atmore
Community Hospital

Congratulations to our Atmore Community Hospital radiology team. American College of Radiology (ACR) awarded the department accreditation in mammography for a three-year term. ACR awards accreditation to facilities for achieving high practice standards that are evaluated board certified physicians and medical physicists. Our employees put forth great effort to ensure patient care is top-notch. Thank you for your commitment to excellence.



Wanda Kaye Tillery
Vice President
Quality and Patient Safety
Baptist Health Care

Baptist Health Care has recently experienced a new milestone in Quality.

Baptist and Gulf Breeze hospitals will submit data to the Center for Medicare and Medicaid Services (CMS) and The Joint Commission that shows compliance with the Surgical Care Improvement Project (SCIP) Core Measure in the top 75th percentile of the country for April 2010. This is the first time that both campuses, that presently submit combined data as Baptist Hospital, Inc., have achieved national rankings in the top 75th percentile. This accomplishment reflects the world-class care we deliver. In the future, the 75th percentile ranking is necessary for securing full reimbursement by Medicare.

Another recent accomplishment is the accreditation of our Bariatric Surgery and Advanced Primary Stroke Center certification. These two disease-specific care certification surveys recently took place on the Baptist and Gulf Breeze hospitals' campuses. Both surveys resulted in continued accreditation for these important programs.

Congratulations to all of our team members who made these accomplishments happen.