

March 19, 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

On behalf of our board of directors, leadership team and, most importantly, the patients and clients we serve, I want to take a moment as Doctor’s Day approaches to recognize the tremendous work of all of our physicians on our medical staff. Whether they are caring for patients in need at our hospitals, medical parks, nursing home, Andrews Institute or at a Lakeview Center facility, their efforts to help people in our community are truly commendable.

Our medical staff shares our commitment to providing superior service to improve the quality of life for people and communities served. Each day, they strive to bring patients the highest quality care. Their professionalism and dedication to our patients and clients every day is very much appreciated. I encourage you to take a moment to thank the physicians on our medical staff for all they do.



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

Children entering foster care often are in need of dental services. Looking into that issue on behalf of FamiliesFirst Network, a workgroup composed of FFN staff and people from the community sought the advice of three dentists. Together they planned a strategy using volunteer dentists to meet both general and emergency dental needs.

The plan was presented to the Northwest Florida Dental Association, and 17 dental providers volunteered on the spot. Still in its early days, the plan already has benefited several children. One of them was a youth who had been wearing braces for four years without receiving any subsequent dental care. A dentist removed the youngster’s braces, providing a permanent retainer to maintain the teeth’s alignment and whitening the teeth to ensure a beautiful smile.

It is gratifying to know that Northwest Florida’s dental community cares about children in foster care and is willing to make a difference in their lives.



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

In a few short weeks at Gulf Breeze Hospital, we will begin our \$5 million expansion. This project will add two new intensive care unit beds and 10 new inpatient beds that will be used for orthopaedic, medical and surgical patients. We also are adding a 1,200 square-foot inpatient physical therapy department.

Our team is eager and excited about the larger accommodations to meet the volume growth we continuously experience. Even as space seems tight, staff members do a wonderful job managing patient care safely and efficiently. Our employees' enthusiasm for this project is a testament to their tremendous level of ownership and pride in our facility. We look forward to growing services for this community that depends on us for high quality, compassionate care.

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

Mammography is the single most effective method of screening for breast cancer. In one year's time, Baptist Health Care provided more than 19,000 mammogram procedures – for screening, diagnostic or biopsy needs.

To further improve the care and service Baptist Health Care provides to its patients, we want to invest in digital mammography. This enhanced technology yields numerous patient benefits including immediate results, earlier detection through clearer images and less exposure to radiation. Additionally, our system benefits in being able to better serve more patients and perform multiple diagnostic tests at one time through this advanced technology.

The BHC Foundation has partnered with the Kugelman family to launch the Kugelman Women's Health Challenge to raise funds to bring digital mammography to BHC campuses. So far, more than \$135,000 has been raised. **To learn how you can help support this cause, please contact Katherine Champlin, BHC Foundation at 469-7906.**

As always, thank you for your support of our Mission.

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**Bill Perkins**

The Atmore Community Hospital team continues their diligent commitment to achieving and maintaining top rankings in patient satisfaction. To address concerns as quickly as possible, leaders are now e-mailed Press Ganey results twice a week. Leaders appreciate this timely information, sharing it with the staff to quickly to identify and address opportunities

Vice President, BHC  
Administrator, Atmore  
Community Hospital

for improvement.

Equally important initiatives to bolster patient satisfaction include:

- Monthly meetings with team consisting of staff members and leaders from all departments
- Consistent, timely discharge phone calls on all inpatients
- Thank you cards signed by staff members mailed upon discharge to inpatients and hand delivered to discharged emergency department patients
- Hourly rounding on inpatients
- Hourly rounding in the emergency department. Patients waiting longer than three or more hours are given McDonald's gift certificate

Recognizing its importance, our team puts in great effort and time to provide service excellence. And, we are seeing the results! Thank you for all you do.



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

Baptist Manor is in the midst of creating a more home-like atmosphere for our residents and families. The idea is to create a fun atmosphere that gives residents choices and more control of their environment.

While we still have plans for future enhancements, already the transformation has begun. Our efforts and changes already include: a "village" concept with street names for our halls; a newsletter created and published totally by our residents; expanded dining hours with music and restaurant-like atmosphere; a family room that can be used for special resident and family occasions; expanded exposure to families and residents through lunch and dinner invitations with staff; and finally, Club Fit, where residents are members with an ID badge allowing them use of the rehab gym at various hours throughout the day – when most convenient for them.

Again, these are just a few of many changes to come to better serve our residents. And, while our main objective for these enhancements is to increase our residents comfort, we are also succeeding in our Quality Pillar as a result. We'll continue to update you on these exciting changes as we move forward.