

*“Direct communication from Baptist Health Care senior leaders to employees to provide meaningful updates about our journey to excellence”*



**Al Stubblefield**  
President & CEO

I want you to be informed about the great things we do for our patients and clients and be engaged in our strategy - so I'm extremely pleased to introduce two new system-wide communication tools. Focus on Excellence Web site and Focus Briefs e-mails are both launching today to share present and future excellence news for employees.

Based on the positive feedback we received from the recent leader Expansion Briefs e-mails and Expansion Web site, these are similar tools that focus on Baptist's journey to excellence.

BHC Focus on Excellence Web site will feature:

- Recent Focus Briefs
- Spotlight section for current BHC featured services and campaigns
- Caring for our community page highlighting community outreach events and opportunities
- Listening and learning page where you can submit questions and review responses
- True Blue Blog page where you can post inspirational BHC stories and photos
- Photo and video galleries

For Baptist highlights and direction about BHC news and successes in achieving our BHC vision, this is the place to go. I have posted a [message to employees](#) on the site that shares our direction for the system.