

March 5, 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

Building the Andrews Institute for Orthopedics and Sports Medicine three plus years ago was just one element of our strategy to position Baptist Health Care as the community’s leader in orthopedics.

It’s no doubt, our Andrews Institute is a one-of-a-kind facility – attracting patients from our local community as well as some of the sports industry’s biggest names. In fact, it’s the only facility of its kind to offer diagnostic imaging, surgery, rehab and athletic performance training all on one campus.

In addition, we have successfully leveraged the Andrews Institute by re-branding our existing rehabilitation services with the Andrews’ name. BHC has also focused on hiring several orthopaedic specialists and strategically placing them at different Baptist Health Care locations.

I am happy to tell you, our strategy is working. All of our leading indicators show that Baptist Health Care – as a system – is now the orthopaedic market leader. Congratulations to everyone involved. Your dedication and focus on this strategy over the past few years has paid off.

---



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

Last month the Secretary of the Navy announced that the Pensacola Naval Air Station is winner of the 2010 Navy Capt. Edward F. Ney Memorial Award for having the best food service among all naval installations in the continental United States.

What’s significant about this is that Gulf Coast Enterprises and 225 of its employees are responsible for the entire food service operation at NAS. Eighty percent of those 225 employees have a documented disability.

As a program of Lakeview Center, Gulf Coast Enterprises abides by the same Pillars of Operational Excellence as Baptist Health Care. Having its employees play such a key role in NAS’s success confirms that the Pillars are an intrinsic part of the way GCE delivers its services.

---



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

Gulf Breeze Hospital continues to be the sole provider of radiation therapy services in Gulf Breeze proper. Our hospital is proud to offer a full range of convenient cancer care on our campus – allowing our residents to receive high-quality care right here in their community.

In an effort to continue to meet our patients' needs, we have a growing number of Baptist Medical Group physicians providing expert cancer care on our campus.

Henry Amos, M.D., radiation oncologist, cares for patients at the Ciano Cancer Center, and German Herrera, M.D, hematology oncologist, has office hours in our medical office building. In addition, we have recently welcomed Urologic Surgeons Charles Yowell, M.D., and Brian Evans, M.D., who are seeing patients and performing surgical procedures at our facility.

We are pleased to welcome these new physicians and extend a thank you to our employees who do an excellent job working with these doctors to care for our patients.

---



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

In February, Baptist Medical Group welcomed Orthopaedic Trauma Surgeon E. Wayne Mosley, M.D.

Dr. Mosley possesses more than 15 years of experience in caring for orthopaedic trauma patients. He served in the Kentucky Air National Guard and the U.S. Army, deploying in both Operation Enduring Freedom and Operation Iraqi Freedom. He received a number of honors and citations while conducting orthopaedic surgery in field hospitals and other medical installations in Iraq and Afghanistan. His honors include the Bronze Star and surgical awards for excellence.

Please join me in welcoming Dr. Mosley to our growing team.

---



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

For more than 30 years, Baptist Health Care has been proud to provide compassionate, world-class cancer care – from prevention and diagnosis, to treatment and survivorship. Our marketing objectives for this service line are:

- Increase awareness about BHC's complete cancer care program with patients, families and referring physicians
- Educate patients about our comprehensive cancer program and experienced physicians
- Drive referrals and calls to our Cancer Institute team of staff physicians and specialists

- Remind the community we continue to offer cancer care at both Baptist and Gulf Breeze hospitals.

The current multi-media campaign includes TV, newspaper, radio, magazine, online, outdoor, direct mail, physician seminars, on-hold phone messages, letters, in-person physician communications and a new service line brochure. To view some of these promotions, visit our [BHCFocusOnExcellence.org](http://BHCFocusOnExcellence.org) [Spotlight page](#).

While all of these promotions are effective, the best marketing for our cancer program is word of mouth. Please share this information with your friends, family and colleagues. Thank you!