

May 10, 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

Among the many items detailed in the 2000-page Health Care Reform Bill is how health care organizations across the country will be paid – or not paid as the case may be – depending on the level of service they provide.

Providing excellent customer service is the right thing to do – we know this already. For 15 years, Baptist Health Care has focused heavily on customer service; we are years ahead of the curve. Now, the country is catching up with us.

But, don't let up. Now that service is part of health care reform, it's even more important than ever to continue our focus on patient satisfaction and quality outcomes. We can't be satisfied with status quo.

As we celebrate Nurses' and Hospital Weeks, it's especially important to show your co-workers your gratitude and appreciation for their dedication, compassion and everyday efforts to lead the nation in patient satisfaction.



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

The opening of Lakeview Center's short-term residential treatment unit (SRT) fills a longstanding gap in services for adults with serious and persistent mental illness.

The 20-bed SRT offers a level of inpatient treatment for clients whose immediate crises have been relieved at the Acute Stabilization Unit (AST) or other inpatient facility, but who still need more time before they are stable enough to return to a less restrictive setting.

The SRT accepted its first client on April 19. It will provide 30 to 90 days of treatment, with the average length of stay expected to be about 60 days. By comparison, the typical length of stay at the ASU is three to five days.

The SRT benefits clients who otherwise would be at high risk for readmission to the ASU or other Baker Act receiving facility. Its longer length of stay is expected to result in improved outcomes and reduce recidivism for such clients.



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

Each year, we celebrate Nurses' and Hospital Weeks, and more importantly, the people who make a difference in the lives of those we serve each day.

We are fortunate to work in such a special industry that allows us to care for others in their time of need, touching their lives in ways that will stay with them forever. Our work takes a special person, and a special team. It's an honor to celebrate you - Baptist Health Care's dedicated employees, physicians, volunteers and board members.

Thank you for your continued commitment to quality health care and service. You are cause for celebration – everyday. Please join your co-workers this week for fun activities and events. Check with your leader or your department's communication board for details.



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

The Gulf Breeze Hospital intensive care unit build-out project is at the 80 percent completion phase. At this milestone, the Agency for Health Care Administration (AHCA) conducted its required inspection. ACHA representatives provided minor comments to the construction manager and plan to return the week of June 7 for the 100 percent inspection. When we successfully pass the 100 percent inspection, we will receive a certificate of occupancy (CO) and can start to occupy that space for patient care.

We recognize the commitment of our employees at GBH to this project. They have worked closely with our construction team to manage the care of our patients. They have done a superb job in consistently providing world-class care throughout this project.



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

Baptist Medical Group continues our growth and dedication to providing quality patient care with the most recent addition of [M. Elizabeth Cruit, M.D., urologic surgeon](#), to the Baptist Medical Group – Urology practice.

Dr. Cruit will be the only female urologic surgeon in the Pensacola area. She has eight years experience and specializes in treating all general urology conditions, including kidney stones, male and female incontinence, erectile dysfunction and infertility diagnosis. She also provides cancer care at The Baptist Cancer Institute. She is a graduate of University of Alabama – Birmingham and completed her internship and residency at Louisiana State

University – Shreveport.

Along with [Drs. Charles Yowell](#) and [Brian Evans](#), [Dr. Cruitt](#) can be found at the new urology office location in Baptist Medical Tower 3, Suite 430.

We are proud to welcome her to our ever-growing and ever-strengthening team of [Baptist Medical Group physicians](#).



Sherry Hartnett
Chief Marketing &
Development Officer
Baptist Health Care

A key area of focus for Marketing is turning “Prospects” into “Advocates.” Essentially, people become loyal to a brand which has meaning to them in relation to a product, service, solution or experience. People start at the bottom of the ladder as a “Suspect” – unaware of who we are; and move to a “Prospect” – someone who knows who we are; to a “Patient/Client” – someone who tries our service; on up to the top of the loyalty ladder as an “Advocate” – someone who tells others how great we are and wouldn’t consider going anywhere else.

Marketing initiatives work to increase brand awareness (who we are), increase consumer knowledge and understanding (what we do and what makes us different), and increase trial (community interaction through attending an event or health screening, downloading information from the Web site, or becoming a member of our health and wellness program). Once someone becomes a Patient, the high level of customer satisfaction and the quality of their outcomes will lead them to become an Advocate.

Thank you for everything you do to make people want to become Advocates for Baptist Health Care.



Dave Rappa
Vice President, BHC
Administrator, Baptist
Manor

The renovation on our Rehabilitation Unit has been completed. We now have eight private rooms and the ability to convert six more rooms if needed. We have a total capacity for 48 skilled rehab residents.

The Manor is in the process of planning how to role this information out to our local and medical community. Our goal is to capture more Orthopaedic rehab residents in addition to our present progressive Medical Rehab population.