

May 15, 2009

“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

President Obama's plans for health care reform have garnered substantial media coverage. Earlier this week, President Obama and several key insurance, drug industry and hospital representatives pledged their commitment to reduce the growth of health care spending by 1.5 percentage points a year. This reduction would result in a savings of \$2 trillion over 10 years.

While it is not yet clear how these savings will be accomplished, we do know that to decrease costs in the future, changes will need to be made in every sector of the national health care system.

Over the past several months, you have been focused on reducing costs and achieving financial excellence, placing Baptist Health Care ahead of the curve. We will continue to "work smarter," producing cost-saving results for our health care system and the patients and clients we serve. Thank you for all you do.



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

The mayor of DeFuniak Springs recently signed a proclamation designating Child Abuse Awareness Day in that community. Rev. Mark Jones, associate pastor, First Baptist Church of DeFuniak, opened the event with a prayer that expresses why Lakeview Center is involved with child protective services. I wanted to share with you a portion of his moving prayer:

"As we gather together...we do so as representatives of our community, which shares... a common burden. Our hearts are heavy...over the abuses that are suffered every day by ... the children of our community, our state, our nation, and around the world. We know ... that children are a gift, a heritage ... and that far too many times in our society... these precious gifts are abused, neglected, and taken advantage of. May our ... proclamation today bring awareness to the epidemic of child abuse."



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

I hope you enjoyed our celebration of National Hospital Week!

I am so grateful to work with such a high-performing group of professionals who remain committed to excellence in all we do. This is just the spirit and commitment we need to fulfill our Mission and Vision. I applaud your commitment and passion toward achieving such great results.

As part of the week, many of our leaders took the opportunity to "work in the shoes" of jobs throughout the hospital. I can tell you that my experience in the Main OR gave me a deeper appreciation for the skills, professionalism and dedication these folks bring everyday. What a great team!

Thanks again for all you do to move us closer to being the best hospital in America!



Joe Felkner
Senior Vice President,
& Chief Strategy Officer
Baptist Health Care

The Baptist Health Care Board of Directors has approved system goals for our organization and affiliates for fiscal year 2010. System Goals are adopted at this time each year to assist leaders in preparing budgets for the upcoming year. Please ask your reporting leader what you can do to help accomplish these goals, as we should always work together to achieve performance excellence.

In April, Baptist Hospital became eligible to participate in a federal program known as "340B." This program is for hospitals that provide a disproportionate amount of care to persons medically underserved, making some of the drugs the facility purchases available at substantially lower prices. This program should help Baptist lower costs to offset the planned cutbacks in reimbursement by some major payers.



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

The Andrews Institute continues to grow in many directions and has recently received some national recognition. Highlights include:

-In the March edition of Fast Company magazine, Dr. Andrews was recognized as one of the top 50 most innovative companies/individuals. He was ranked third, just below *Nike*, but above ESPN.

-Dr. Erik Nilssen and Dr. Barry Callahan have become physician providers at the Andrews Institute. Dr. Nilssen, the first fellowship trained Foot and Ankle surgeon at the Andrews Institute, started his practice in March. Dr. Callahan is an orthopaedic hand surgeon specializing in 'reconstructive microsurgery.'

-Andrews Institute held its fourth annual Injuries in Football Conference April 2-4. More than 180 team physicians, physical therapists, and certified athletic trainers from the NFL and NCAA attended.



Kerry Vermillion
Senior Vice President &
CFO
Baptist Health Care

This month, Baptist and Gulf Breeze hospitals began providing patients who do not require emergency care with options for care at other appropriate locations. This service supports patients' right to information about their financial responsibility early on and helps those who need financial assistance. Some insurance plans, including Florida Medicaid, have reduced or eliminated coverage for non-emergency services provided in an ED. This policy also helps manage the problem of ED overcrowding.

As always, patients seeking emergency care will continue to receive medical screening examinations, necessary stabilizing treatment and, if necessary, transfer to another facility. Treatments for medical emergencies or women who are in labor are provided regardless of patients' ability to pay, who do not have medical insurance or are not eligible for Medicare or Medicaid. Patients will not be turned away or deferred for medically necessary services due to lack of ability to pay.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

Obstetrics is a gateway service line; one that has a halo effect and can bring years of loyal returning patients. To capture and expand Baptist's piece of this diverse market we have created a Mother Baby advertising campaign to distinguish ourselves and market our strengths. The ads showcase testimonials and photos of three very happy moms with their babies.

In an effort to leverage the Andrews Institute brand and generate volume for Jay Hospital, outdoor and newsprint ads will be featured to communicate that Andrews rehab services are now available locally.

Please go to the FocusOnExcellence.org Web site and click on the "Spotlight" page to see the marketing campaigns for both of these important initiatives.



Mike Hutchins
Vice President, BHC
Administrator, Jay
Hospital

Congratulations, Jay Hospital!

We had another good financial month in April, netting \$58,000. This was our best admissions month since last November. I would like to thank the dedicated leaders and staff who continue to vigilantly manage expenses and act as stewards of Jay Hospital's resources. I appreciate all you do.



Bill Perkins
Vice President, BHC
Administrator, Atmore
Community Hospital

You may be surprised to learn that more than 20 physicians travel to Atmore Community Hospital's outpatient specialty clinic to see patients. These doctors travel from Pensacola, Foley and Mobile, allowing area residents to stay close to home for the care they need.

Physicians visiting our clinic specialize in cardiology, gastroenterology, general surgery, nephrology, neurology, obstetrics and gynecology, ophthalmology, orthopaedics, pain management, podiatry, pulmonology, radiology and vascular surgery.

Providing convenient access to specialists is a great service to our community, and we will grow these specialties in the near future. We will keep you posted on our progress.



Dave Rappa
Vice President, BHC
Administrator, Baptist
Manor

Baptist Manor hosted its annual Agency for Healthcare Administration survey May 4 through 7. Six surveyors spent four complete days analyzing every aspect of our nursing facility, including the environment.

I am pleased to announce that we did excellent. The surveyors identified minor deficiencies but they were very low on the severity schedule and all isolated incidents. While we still have room to improve, Baptist Manor has shown a 100 percent improvement in this survey process over the past two years. Our staff and leadership have worked very hard to make the Manor a quality nursing facility and this survey validates we are on our way to doing that.

Congratulations, Team!