

May 24, 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

Leaders have already begun to share with you updates on the exciting construction and renovation projects Baptist Health Care has planned. Our organization is investing \$29 million in two of our hospitals – \$24 million at Baptist Hospital downtown and \$5 million at Gulf Breeze Hospital.

First and foremost, these investments will benefit those we serve – our patients. It will further enable Baptist Health Care to provide superior care and access to quality programs and services. Construction projects at both facilities will enable us to serve more patients, hence increasing our volumes and fulfilling a need in the community. In addition, we anticipate these construction projects will also create more jobs in the community.

I am excited about the proposed plans and what this means for our employees, patients and community.



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

We are pleased to share Lakeview Center’s 2009 Service and Benefit Report with our Baptist Health Care family. This represents our “Annual Report,” which is shared broadly with legislators, stakeholders, community partners and supporters as a way of increasing awareness and promoting a greater understanding of Lakeview Center and the services we provide.

The report provides a wealth of facts, figures and data; but its most compelling aspect is the stories of people whose lives have been enriched through their contact with our organization. You may access our annual report at <http://www.ebaptisthealthcare.org/ContentDocuments/Lakeview/LCIAAnnualReport.pdf>



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

I am pleased to share some exciting updates in the leadership structure at Baptist Hospital, Inc. Effective June 1, Mike Oleksyk, M.D., will join Baptist Hospital Inc. as the vice president of medical affairs. Dr. Oleksyk is a familiar name in the community having been a practicing internist with Medical Center Clinic for the past 25 years including ten years as its medical director.

Dr. Oleksyk will lead all BHI medical staff office functions including credentialing; medical staff relations, and communication; oversee medical staff bylaws, rules and regulations; and the Hospitalist program. In addition, he will direct physician quality and safety programs and case management services.

Dr. Oleksyk received his medical degree from Wright State University School of Medicine and completed his Internal Medicine residency at Akron City Hospital in Ohio. He is a Diplomate of the American Board of Internal Medicine and member of the American College of Physicians, American Medical Association, American Society of Internal Medicine and American College of Physician Executives.

As you know, Dr. Coy Irvin has been serving as interim chief medical officer over the past year. He was instrumental in leading our organization following the West Florida discussions and transitioning into our new model of physician employment. Dr. Irvin also provided tremendous leadership with our medical staff quality improvement efforts as well as market expansion through medical staff development and access improvement.

Please take the opportunity to thank Dr. Irvin for his outstanding service and to welcome Dr. Oleksyk to the Baptist family.



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

The Andrews Total Joint Center integrated marketing campaign launched this week throughout the region.

Building upon the Andrews Institute's reputation for innovative orthopaedic care and Baptist Health Care's reputation for outstanding patient experiences and outcomes, the Andrews Total Joint Center is a culmination of the best teams and services coming together. Hip, knee and shoulder inpatient procedures will be performed at both Baptist and Gulf Breeze hospitals.

The marketing campaign targets adults over age 60, who are interested in maintaining their lifestyles and accumulating

enriching experiences. To support this message, the campaign is steadfast in focusing on people – the hallmark of Baptist Health Care's brand. TV commercials are currently running on WEAR Channel 3 and Cox Media. Newspaper ads, radio, outdoor and Web are also running.

To see the promotions, visit

<http://www.bhcfocusonexcellence.org/Spotlight.aspx>

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**Bill Perkins**  
Vice President, BHC  
Administrator, Atmore  
Community Hospital

Atmore Community Hospital is a proud "Ground Breaking" sponsor for the first Habitat for Humanity House being built right here in our Atmore, Ala. community. This required a starting contribution of \$500 (cash or in-kind donations) and a minimum commitment of 100 hours of labor. However, we didn't use hospital funds for the donation ... our leaders and staff contributed over \$1,000 to this project!

Tracy King, plant operations supervisor, is our point person on this project. Tracy asked for and received a \$500 donation from Marvin's Building Materials and Home Center, which was included in the amount mentioned above. Needless to say, Tracy goes above and beyond the call of duty all the time. He is a superstar leader at ACH.

Tracy and I participated in the ground breaking ceremony at the construction site this morning and look forward to updating you on the progress of this home.