

November 21, 2011

“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

During this Thanksgiving holiday, people around the nation will express their gratitude for others.

It's challenging to truly convey my gratitude for the people are who work at Baptist Health Care because our staff, physicians, board members and volunteers do great things every single day. Please know that some acts of compassion may go unmentioned, but never unnoticed.

People in our community depend on us because of who we are. The countless warm smiles and caring words mean a lot to those who come to us for care. We all want our parents to experience compassion, our children to be reassured and our friends to be safe. You follow through on this promise to our community daily.

My family and I are grateful to be a part of your family. Have a happy Thanksgiving!



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

This year's Operation Santa is more urgent than ever. There's been a 10 percent increase in FamiliesFirst Network's caseload over the past few months, and many of the 2,500 children currently being served are in households that cannot afford even the most meager Christmas celebration.

Operation Santa is a tradition within the Lakeview Center and Baptist Health Care networks. This annual drive seeks donations of gifts, gift cards and money so that children in FFN's neediest families can have gifts on Christmas morning.

Last year, 1,500 children received gifts through Operation Santa. We expect that there will be even more this holiday season.

The deadline for donating gifts is Dec. 15, but monetary donations will continue to be accepted any time. You can find out how to donate by going to FamiliesFirstNetwork.org and clicking on the Operation Santa icon, or by calling 850.453.7745.



Bob Harriman
Senior Vice
President, BHC

Administrator,
Gulf Breeze
Hospital &
Andrews Institute

More than 72 million U.S. adults are obese. Medical complications of obesity include stroke, heart disease, diabetes and arthritis. In addition, annual medical care costs are estimated to be as high as \$147 billion. [Baptist Health Care](#) and the [Andrews Institute](#) continually strive to provide members of our community with the tools they need to live healthy, active lifestyles. Among the many services offered at the Andrews Institute, we now offer professional metabolic testing which is key to weight loss.

Knowing your own resting metabolic rate will help determine exactly how many calories are needed each day. Re-testing over time will reveal how diet and exercise influence metabolism.

Quick Facts:

- Most calories burned during the day (70 to 80 percent) are burned at resting levels.
- Activity calories are burned during normal activities such as walking, digesting food and doing household chores.
- Exercise calories are burned through intentional exercise.
- The sum of all these is the total metabolic rate.

This service is open to the public for \$65 per session. For more information or to schedule an appointment, go online to TheAndrewsInstitute.com or call 850.916.8774.



Kent Skolrood
Senior Vice
President, BHC

President,
Baptist Medical
Group

[Erika Schneider, M.D.](#), board certified OB/GYN physician with Baptist Medical Group – Ladies First OB/GYN, is expanding her Gulf Breeze office to include a full-day every Wednesday in addition to a half-day every Friday.

To accommodate the growth and additional hours, Dr. Schneider will now see patients in the office of internists Dr. Vicky Roy and Dr. Logan Richards, our newest primary care office located in Gulf Breeze Hospital's Medical Office Building, Suite 101. The office is newly renovated and conveniently located on the first floor.

To learn more about the Ladies First OB/GYN locations, our newest Gulf Breeze office, or to request an appointment, please visit

BaptistMedicalGroup.org.



David Wildebrandt
Senior Vice
President, BHC

Administrator,
Baptist Hospital

Patient-centered care is our utmost concern at [Baptist Hospital](#). That's why last Monday was a very special day.

During the 2011 Quality Achievement Awards in Orlando, FL, Baptist Hospital was presented the American College of Cardiology Foundation's Gold Performance Achievement Award. This award recognizes us for sustaining the highest standards and excellence in cardiovascular care.

We are the region's first and only hospital to receive the award. This is a prime example of how we can enhance outcomes when we all work together to improve quality patient care. Good job everyone!



Sherry Hartnett
Chief Marketing &
Development
Officer
Baptist Health
Care

You may recall an article published in The Banner last summer that showed, based on marketing research, the most preferred way that people like to receive health care information is direct mail.

Following that research, we were very excited to launch Baptist Health Care's new magazine Gulf Coast Health & Life. The second edition is reaching 75,000 homes in our primary and secondary service markets this month! Providing health and wellness information to residents will help encourage new customers to see the value in the compassionate services we provide at Baptist Health Care.

You can see the latest edition on our Web site by visiting [GulfCoastHealth&Lifemag](#).

While you're there, be sure to sign up for our monthly, free, online newsletter.



Mike Hutchins
Vice President,
BHC

Jay Hospital is pleased to welcome our new part-time ER physician: Huy Nguyen, M.D. Dr. Nguyen is a retired Navy physician who is board-certified in Family Practice. He has several years of experience as an ER physician at both Navy Hospital and Santa Rosa Medical Center. He also served for a short time as a physician with a large field hospital during the initial months of the war in Iraq. He has a strong interest in medical information systems, and founded Cogon Systems, a software company that specializes in health information exchange between providers.

Dr. Nguyen will be working one or two 24-hour shifts per month. Please join me in welcoming him to the Jay Hospital team.

Administrator, Jay
Hospital