

November 6, 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

In less than two weeks, on November 19, Baptist Health Care will expand our smoke-free policy campus-wide, prohibiting smoking anywhere on our property – indoors and outdoors. Implementing our extended policy in conjunction with the Great American Smoke-Out culminates an eight-month effort to develop the policy; communicate with employees across the system as well as physicians; provide multiple smoking cessation classes at our facilities; and announce our plans to the community to build further awareness and support.

Personally, this initiative is close to my heart. I watched my father suffer a massive heart attack as a result of years of smoking, severely shortening his life. I also had the privilege more than 20 years ago to be a part of our initiative to go smoke-free within our hospital walls.

A number of employees from across the system have contributed to this current process, embracing the decision and working to ensure a smooth transition for their colleagues and patients. As I have said before, we recognize this is challenging, but believe it is the right thing to do. Seeing the support from so many employees reinforces that belief. I appreciate your continued support for doing the right thing for the right people at the right time.



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

When downtown Pensacola holds its Gallery Night on Nov. 20, a special exhibit will showcase photographs of 30 children who are waiting to be adopted.

“Art of Adoption” is a project of FamiliesFirst Network. The exhibit emphasizes that loving families are needed for children who are considered “hard to adopt” because they are older, are members of a sibling group or have medical or developmental problems.

All of the featured children have had their parental ties legally severed because of abuse, neglect or abandonment. Unlike most children under FFN’s care, these children cannot safely return to their families and have no other relatives able to take them.

This is the fifth Art of Adoption to be held on Gallery Night. The exhibit is free and runs from 5:30 to 8 p.m. at Soiree Catering & Events, 196 North Palafox Street. It will move to Cordova Mall for the following week. For details, call Linda Roush at 453-7745.



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

Are you ready for some football? With slightly more than a month into the new fiscal year, Baptist Hospital is holding our employee forums through next week. Employee forums celebrate the accomplishments of fiscal year 2009, to motivate us for the future. We'll discuss our "game plan" for our current fiscal year. We'll celebrate all of the great progress – especially in financial and growth – we made in 2009 **because** of your commitment. Because of that commitment, we'll discuss how we are ahead of "game" right now, but our need to maintain that momentum to take things to the next level in the second, third and fourth quarters. So, have you been to or signed up for Forums yet? Sign up in LMS today.

Also under the People Pillar: Baptist Hospital celebrated earlier this week our dedicated, long-time employees. Not only did we reflect on their contributions in terms of years (from 25 to 40), we also celebrated the countless words of encouragement to co-workers, friendly greetings to patients and visitors, and untold deeds of kindness during their tenure. That said, regardless of your tenure, thank you for your commitment to Baptist.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

More than six months ago, Baptist Health Care launched our Focus on Excellence Web site and this bi-monthly e-mail communication from leaders. Remember, Focus on Excellence was created just for you. It's intended to help you stay informed of all of the great things we do for our patients, clients and community as well as keep you abreast of strategic plans, and important initiatives that tie to our Mission, Vision and Values.

The Focus on Excellence Web site continues to grow, and will feature a new calendar tool in the coming weeks. All upcoming Baptist Health Care organized or sponsored events will be posted on this calendar. We will even note which events need BHC volunteers.

We encourage you to post positive feedback from your colleagues and patients. Or when at team celebrations or out-and-about in the community at various health care events, take pictures and share them with us. We look forward to hearing from you, and hope you continue to find this communication tool helpful in your everyday efforts to improve the quality of life for our community.



Mike Hutchins
Vice President, BHC
Administrator, Jay
Hospital

Jay Hospital and Baptist Health Care are celebrating 30 years of affiliation. Partnering with the larger organization was a matter of survival in 1979 when the then Santa Rosa County-owned hospital was facing closure. Baptist Health Care recognized the need for convenient access to quality health care in our rural community and assumed management of the facility.

BHC helped strengthen Jay Hospital by assisting with resources in areas such as finance, management, personnel, technology and support services. Today, Jay Hospital is an integral part of the area's economy and culture. Our dedicated, skilled employees work with primary care and specialty doctors to provide care to the people living and working in Jay, Century, Flomaton and surrounding areas. We are proud to do our part in an organization that strives to be the best health care provider in the nation.