

October 24, 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

Don't miss an opportunity to meet some of the members of our community who give our jobs and lives more meaning each day. On October 27, we will hold a special community celebration to commemorate 60 years of compassionate service.

We opened our doors to be the community's hospital in 1951, and since then, we have remained the only locally-owned, not-for-profit health care system in the area. We have provided care for thousands and made great impacts on their quality of life. This event is a time to realize the loyalty and trust they place in us and to feel good about the level of quality care we provide them.

Baptist Health Care's 60th Anniversary Celebration

Thursday, Oct. 27

4:30 – 6:30 p.m.

Baptist Hospital, Tower II entrance

If you have any questions or want to RSVP, call 434.4080



Mark Faulkner
Executive Vice
President /COO,
BHC

Opportunities for success don't come easy. But understanding how to achieve the goal adds a level of comfort to a new challenge. That's the case with health care reform. If we can continue to focus on four key success factors, our organization can thrive.

1. Quality
2. Leadership
3. Culture
4. Relationships

President,
Baptist Hospital
Inc.

It all adds up to Value Care — health care that's performance based, integrated, standardized and cost effective. Let's strive for quality outcomes — every time. Be visionary and prepare now for a future surge in demand for health care services. Do your part to help ensure customer trust and loyalty. Embrace our organizational goals and work together to implement strategies.

Health care reform could very well be one of the biggest challenges we will ever face together while we work at BHC. Our team never fails to amaze me. Take comfort in the fact that we are a good team

and with each one of us doing our part, we can survive reform and even emerge as a model for other organizations across the nation.



Gary Bembrly
Senior Vice
President, BHC

President, Lakeview
Center Inc.

Last December, a Lakeview Center psychiatrist began using interactive videoconferencing technology to consult with clients at Century Clinic, which is nearly 40 miles — and a two-hour round trip — from the main campus.

This first venture into telemedicine uses a secured computer setup to ensure privacy. Clients go to the clinic and sit in front of the computer screen to see and talk with a psychiatrist, who is in an office sitting before a similar setup. Both client and physician are alone, although clinic employees wait nearby in case they are needed.

The service has been well received by clients and allows more efficient use of the psychiatrist's time. It has proved so successful that another behavioral health provider, the Cope Center in DeFuniak Springs, has contracted with Lakeview Center to supply telemedicine services for Cope's clients.



Bob Harriman
Senior Vice
President, BHC

Administrator,
Gulf Breeze
Hospital &
Andrews Institute

As part of our continuous efforts to broaden the excellence of the Andrews Institute for Orthopaedics & Sports Medicine and its founder, renowned orthopaedic surgeon James R. Andrews, M.D., join us in welcoming five new fellows:

Orthopaedic Sports Medicine fellows:

- Jeff M. Klauser, M.D.—Albany Medical College, Albany, NY
- Sanjay "Jay" Menon, M.D.—George Washington University, Washington, D.C.
- Paul M. Novakovich, M.D.—LSU Health Sciences Center, Shreveport, LA
- Lydia A. White, M.D.—Vanderbilt School of Medicine, Nashville, TN
- Kevin A. Witte, D.O., M.B.A.—Kansas City University of Medicine & Biosciences, Kansas City, MO

This year's fellows are working with nine orthopaedic surgery attendings and two primary care sports medicine attendings. Research and one published paper are mandatory requirements of the fellowship during their time here. However, fellows have achieved greater than 10 publications during their fellowship at our facility. The Andrews Institute's fellowship program allows physicians from across the globe the opportunity to train and learn at one the top orthopaedics and sports medicine facilities in the country.



Kent Skolrood
Senior Vice
President, BHC

President,
Baptist Medical
Group

As our key strategies for fiscal year 2012 get under way, it is clear that our network of employed physicians, Baptist Medical Group (BMG), has an ever-important role to fill. We are entrusted with enhancing the success of our health care system, and we want you all to know that this is something we are committed and honored to be doing. As we look forward to this year, BMG has taken two immediate and important steps in growing and strengthening our network.

First, we recently completed our first-ever employed physician symposium, bringing together all doctors within our network – Cardiology Consultants, Andrews Orthopaedics and BMG primary care and specialist practices – to discuss a united, aligned physician strategy and our vision for the future.

Secondly, we welcomed Dr. Ed Rogers as chief medical officer. In this role, Dr. Rogers will be an active member on the BMG management team and will guide the development of BMG's medical policies, practices and clinical programs.

Both of these steps will have significant, on-going impact on our ability to enhance, streamline and help practices reach their potential. BMG is excited about what we'll accomplish in our third year, and we look forward to continuing to support the future of Baptist.



Kerry Vermillion
Senior Vice
President & CFO
Baptist Health
Care

October marks the start of our two computerized physician order entry (CPOE) projects. The projects, formally called Horizon Expert Orders (HEO) and Horizon Emergency Care (HEC), began last week and will run until fall of 2012. They will involve members from nearly every department as we transform the way that we deliver health care at Baptist.

Many of you will be asked to provide input to the team leaders concerning how your department will be affected. As a consequence of this project, many of our current processes will change and improve and our collection of system data will foster in new insight into what we are doing correctly and incorrectly. This data will directly support our system goals and our efforts to establish Value Care as our foundation for change at Baptist.

Please make every effort to provide input and feedback as the project progresses.



David Wildebrandt
Senior Vice President, BHC

Administrator,
Baptist Hospital

I hope everyone working on the Baptist Hospital campus can join us this Thursday when we celebrate our 60 year anniversary at this year's Christian Heritage week event.

It all started right here on the downtown campus six decades ago. It's amazing to think about all that our organization has done for the community over the years. I'm so proud to be part of the Baptist Health Care team. I'm especially honored to work with the dedicated and committed group of people I see every day who work to ensure quality, compassionate health care for people in our community.

Please come at a time that's best for your work schedule and enjoy a good meal, great company and a few other surprises.

Oct. 26 — Celebrating 60 Years

Lunch shift, 11 a.m. to 1:30 p.m., outside in the grassy area at E and Moreno Streets

Dinner shift, 4 to 7 p.m., Baptist Hospital Bistro

Midnight shift, 11 p.m. to 1 a.m., for your convenience meals will be delivered

I'll see you there!



Sherry Hartnett
Chief Marketing & Development Officer
Baptist Health Care

The Women's Board of Baptist Health Care Foundation held its 35th annual Stepping Out in Style fashion show last week. The sold out event held at New World Landing was a tremendous success, with attendance of more than 400 and raising more than \$30,000.

The Women's Board has more than 160 members who volunteer their time and talents to raise funds that stay within our organization to support programs and services provided by Baptist Health Care. **If you would like to join the Women's Board, please call Candy McGuyre at 434-4748.**

Right on the heels of the group's largest fundraiser of the year, the Women's Board is hosting a Jessie Mae Bag sale in the Towers Lobby on Oct. 24, 25 and 26. I would like to extend great appreciation to this tireless group of women for their efforts. Their contribution to our organization is tremendous!



Dave Rappa
Vice President,
BHC
Administrator,
Baptist Manor

Baptist Manor ended fiscal year 2011 meeting or exceeding all goals. This was due to great leadership and an engaged, caring staff.

We celebrated with staff the first week in October offering free food and door prizes for each shift. This was appreciated and well received by our committed team.

Our entire team looks forward to the opportunities of the new fiscal year, as well as to meeting all challenges that will come with it. Our goal is to not just make it through the year, but to continue to exceed expectations. We will be continuing our journey to the Silver - Commitment to Quality National Quality Award from the American Health Care Association and National Center for Assisted Living (AHCA/NCAL) and we look forward to sharing this achievement with the entire BHC family.