

October 2, 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

October 1 marked the start of a new fiscal year for Baptist Health Care. A “New Year,” whether it is celebrated on October 1 or January 1, re-engages and re-energizes.

Leaders are already working on establishing goals for the upcoming year. In fact, leaders across our health care system - from every service line and facility – focused solely on the development 2009-2010 goals at Baptist University last Friday.

More specifically, during this BU session, leaders learned how to enhance and refine the way we create and cascade goals. Leaders received their facility goals as well as the expectations for realistic goal setting and cascading.

I am looking forward to the possibilities this New Year holds for BHC. I hope you do as well. Happy “New Year.”



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

October is National Disability Employment Awareness Month, a good time to highlight Gulf Coast Enterprises - Lakeview Center’s vocational arm employing more than 1,200 people, including more than 900 persons with significant disabilities. This workforce excels at meeting customer expectations in each of GCE’s four service lines: administrative support services, food services, custodial services and health care housekeeping.

Because of its reputation for Service Excellence, GCE’s workforce now serves customers in an area extending as far south as Tampa and Orlando and as far north as Rhode Island. Among those using our services are the U.S. Navy, Air Force, Army, Coast Guard, Department of Veterans Affairs, City of Pensacola and the state of Florida.

People with disabilities remain one of the nation’s greatest untapped labor resources, with more than 60 percent of this population unemployed despite their desire to work. Gulf Coast Enterprises is to be congratulated for enabling so many to enter the workforce and experience the benefits of employment.



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

Gulf Breeze Hospital is improving access and convenience to quality imaging care for area residents with new 16-slice computed tomography (CT) technology. A product of GE, the BrightSpeed CT quickly provides exceptional images so that treatment and healing can begin as soon as possible. Completing multiple exams at once, the new CT produces precise images of orthopaedic conditions and those associated with chest pain, stroke and cardiovascular disease. Gulf Breeze and Jay hospitals and Baptist Medical Park-Nine Mile joined together to purchase new 16-slice CTs for each facility. By purchasing multiple CTs at one time, we were able to negotiate a lower per unit cost. This is an excellent example of teamwork and financial stewardship, providing a win for Baptist Health Care, and more importantly, the people and communities we serve.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

Research shows that 16 percent of all breast cancer-related deaths could be avoided through timely mammograms. This statistic reaffirms what we know and practice every day at Baptist Health Care — mammograms save lives. In honor of October's national recognition of breast cancer awareness, BHC, in partnership with Cox Media, will offer free mammograms to qualifying uninsured or underinsured women in our area. Last year, our community partnership with Cox enabled 235 women to receive mammograms at no charge to them.

Already, the BHC marketing team and Women's Imaging department have spearheaded efforts to promote this life-saving service to our community through WEAR TV channel 3. Two segments highlighting the importance of mammography should be available online at weartv.com this evening. Additional public relations and marketing efforts including multi-media advertising and community educational events are also under way.

Please encourage women to sign up for free e-reminders for their annual mammograms at www.eBaptistHealthCare.org/Mammography



Mike Hutchins
Vice President, BHC
Administrator, Jay
Hospital

Jay Hospital is celebrating great quality results. In September, our employees completed two rigorous surveys, both of which produced zero clinical deficiencies.

The Agency for Health Care Administration (AHCA) completed an unannounced visit, issuing full licensure for the State of Florida and Medicare. Surveyors spent two days carefully reviewing departments throughout the facility.

In addition, the Food and Drug Administration (FDA) completed a mammography inspection to evaluate processes, staff credentials and patient records.

Both regulatory agencies examined patient charts, equipment, employee records, policies and procedures and the hospital facility to verify compliance with industry, state and federal regulations.

Congratulations to all for the wonderful survey results that reflect the excellent work of our great team all across the hospital. It's a privilege to work with such a committed team.



Dave Rappa
Vice President, BHC
Administrator, Baptist
Manor

Baptist Manor's Activity Department has instituted a new service program – "Resident Family-Style Dinners." Once a week, six residents are invited to dinner in the activity room and are seated together around one large table adorned with a tablecloth, fine china and crystal. The food is served "family-style," creating a more intimate and homelike atmosphere for the residents.

These dinners allow residents to enjoy good food, conversation and fellowship. We try to invite residents who have similar interests and will enjoy the time together. Different residents are invited every week, so everyone has the opportunity to participate. These special dinners have been such a success that the Activity Department has started doing this for breakfast, meaning every week we will rotate between the two.

In other good news, Baptist Manor recently recognized Bernadette Ambrose as Champion of the Quarter. Bernadette has been an R.N. at the Manor for 13 years, holding various positions including floor nurse, employee education and health, orientation for new hires and instructing our CNA program classes. She has also been very involved with our Employee Foundation and various fundraisers.