

September 4, 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

Earlier this week, I shared with you that Baptist Health Care is going smoke-free on November 19, coinciding with the Great American Smoke-out. Baptist Health Care's adoption of a smoke-free policy supports a healthier environment for our patients, colleagues and community; and supports our Mission to improve the quality of life for communities served.

Leading the charge locally, Baptist Health Care joins more than 1,000 hospitals that have gone smoke-free on their campuses nationwide. Jay Hospital, Baptist Hospital Behavioral Medicine, Home Health and Baptist Manor have already adopted a smoke-free campus policy. We can follow their lead to ensure a smooth transition.

To assist smokers, the Baptist Health Care Smoke-Free Task Force has developed smoking cessation support and education for our staff. We also have created a dedicated Web site – BHCgoessmokefree.com – to aide in communicating plans, smoking cessation class dates, and other helpful information.

We recognize going smoke-free is challenging, but strongly believe it is the right thing to do. Please join us in adopting BHC's smoke-free policy.



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

Project Search is growing, allowing more students with developmental disabilities to gain real-world work experience as they prepare for the transition from high school to the job market. Now entering its third year, Project Search has two new host sites: Navy Federal Credit Union and Gulf Breeze Hospital.

Baptist Hospital is the original host site for this Lakeview Center program, which helps students develop the skills they need for successful employment. Baptist and Navy Federal each have 12 Project Search students working with them; Gulf Breeze Hospital has six.



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

You told us; we listened and responded! In the April Pulse survey, we received specific feedback from many of you regarding the need to replace aging furnishings and end-of-life equipment. We value your feedback, and place special attention on ensuring action plans are developed and issues are addressed. In fact, because of your feedback in April, we have put together a plan to invest capital in some of the highest priority areas or immediate needs during this fiscal period. In addition, we began putting together plans to make long term investments on this campus to address capacity constraints and facility aesthetics.

I am pleased to report that we have invested more than \$5.2 million in capital this year. Examples include new furniture for all the patient rooms on the 4th floor, new microscope in the OR, and new endoscopy

instruments.

And, as reported a few weeks back, we have also engaged Trinity Health Group, a space planning and architectural firm, to develop a long term campus plan for our flagship facility and Baptist Medical Park – Nine Mile. We expect to have preliminary plans from Trinity by mid-October and look forward to sharing them with you.



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

The Andrews Institute is now providing orthopaedic injury assessments to high school and collegiate athletes on weekends. The “Saturday Morning Athletic Training Room” is available to any student athlete and will be held every Saturday beginning September 5 through Football playoffs.

Check-in is from 8 to 9 a.m. in the Andrews Institute Rehabilitation, Suite 101, on the Andrews Institute campus.

Exams are provided on a walk-in basis and the initial assessment is done free of charge – additional exams and diagnostic imaging will be billed to insurance.

Athletes under the age of 18 must be accompanied by their legal guardian or have a consent form signed by their parent. This form is available at: www.theandrewsinstitute.com. Athletes should bring with them insurance documentation. For more information, contact Jeremy Lowery at 916-8615 or Maria Halpin at 916-8700.



Sherry Hartnett
Vice President Strategic
Marketing
Baptist Health Care

I’m sure you have heard the expression, “information at your fingertips.” Through our culture of open communication and our various internal communication pieces, Baptist Health Care strives to ensure you have the information you need to succeed in your position - at your fingertips.

A perfect example includes our recently announced smoke-free initiative. From cascade kits to the separate BHC Goes Smoke-Free Web site, communication tools were created to help you develop plans, share information and understand the importance of this initiative. These tools are meant to be a resource to you, to empower you and to make your life easier.

This is also true for our H1N1 flu communication. Because of the broad scope and concern regarding this disease, an extensive FAQ was developed to arm you and your family with preventive steps to follow, as well as help you ease the concerns of those visiting our facilities. This resource, including links to more in-depth resources, can be found on Baptist Health Care’s main Web page. Again, it is meant to provide an easily accessible tool for you to use.



Bill Perkins

Vice President, BHC
Administrator, Atmore
Community Hospital

I'd like to recognize our Atmore Community Hospital lab team for their exemplary performance in service and quality.

COLA, a national physician-directed lab accrediting organization, presented the team with its highest commendation, the Laboratory Excellence Award for outstanding performance in quality patient testing and overall exemplary application of the principles of laboratory practices.

COLA functions to promote excellence in laboratory medicine and patient care through a program of voluntary education, consultation and accreditation to prepare labs to meet regulatory requirements. It is recognized by The Joint Commission and the Center for Medicare and Medicaid Services as an accrediting organization.

This recognition represents the lab staff's commitment to caring for our patients by exercising the highest standards of quality. They are very deserving of praise.



Dave Rappa

Vice President, BHC
Administrator, Baptist
Manor

Baptist Manor is continuing to grow under the Quality Pillar. All Nursing homes are required to report 34 aspects of resident care delivery monthly. These indicators include, weight loss, wounds, falls, infections, etc., gauging the overall quality of care delivered. The Manor has worked diligently to improve these 34 indicators over the past year, increasing scores in all indicators.

Furthermore, these indicators roll up to a national CMS 5-Star program which rates all nursing facilities. The 5-Star program also considers staffing and the last three years of survey results and complaints to AHCA. Over the past year, the Manor has moved this score from a 2-star to a 3-star and is expected to be a 4-star facility in the next 90 days. This is an ongoing effort of all our caregivers as each is a stake-holder in the quality improvement and overall rating of our facility. Congratulations to the team on all their hard work – it shows!