

September 18, 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

Over the last several years, physicians and hospitals have found that through a more formal alignment with one another, they can more effectively meet the needs of their patients and the communities they serve.

It is my privilege to share with you two exciting examples of physician groups that have chosen to align with Baptist Health Care in a more formal way. First, we are in discussions with Cardiology Consultants - a physician group of 25 cardiologists and cardiovascular surgeons - to outline and determine a better way to deliver quality patient care and outstanding customer service. For more than 30 years, Cardiology Consultants has maintained an excellent reputation by serving this community through technology and superior skill and a strong commitment to the delivery of quality heart and vascular care. We look forward to taking those levels of service to new heights as we work together with these outstanding physicians and the more than 200 associates that work with them, who will also be joining the BHC family.

In addition, we welcome Dr. Robert Snowden and Dr. Charles Roth, two highly-respected orthopedic surgeons who have joined the Baptist Health Care and Andrews Institute team of employed medical experts. Their decades of experience and outstanding expertise will greatly enhance our world-renowned orthopedic service program.

I am pleased that in this time of change, these esteemed physicians chose Baptist Health Care to align with.



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

Two recent recognitions highlight the Best People and Best Quality pillars of Lakeview Center Inc.

First, the Florida Alcohol and Drug Abuse Association selected Gina Lang, program supervisor for the Opiate Treatment Program in Shalimar, as Northwest Florida's "Professional of the Year." Presented at FADAA's annual conference in Orlando last month, the award recognizes Ms. Lang's compassion, competency and leadership. The FADAA represents more than 1,000 providers of substance abuse treatment services.

The second recognition is from the U.S. Navy, which announced that the NAS Pensacola food services team - which includes 237 GCE employees - is a finalist for the Edward F. Ney Memorial Award for food service excellence. "Making it this far in the competition takes years of hard work," said Phillip Cram, the galley program manager for the Navy's southeastern region. "This is further proof that they have really gone above and beyond in serving their customers." The award's winner will be announced next spring.



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

Baptist Medical Park - Nine Mile has seen a great deal of growth in technology and services. In fact, BMPNM recently invested in a new 16-slice Computed Tomography (CT) Scanner. The GE BrightSpeed scanner delivers high-speed, high-quality images while significantly reducing the patient's exposure to radiation. This technology has enabled BMPNM to expand their imaging services to offer CT angiography, advanced liver scanning and exceptional images of the spine, shoulder, hip and extremities. Clear and precise images are critical to the diagnosis and treatment of illness and injury.

BMPNM also welcomed Bette Harriman as the director of neuroscience. Bette will operate out of the Neuroscience Center with Neurologists Daniel Ross, David Bear and Keena Risola. Neuroscience services will include programs in epilepsy, Alzheimer's and memory disorders, Parkinson's disease, multiple sclerosis, movement disorders, sleep disorders and stroke management. By having these programs in place, BHC can expand their Neuroscience Service Line and develop a regional program providing greater access to the communities we serve.



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

Two training initiatives are providing opportunities for individuals' personal and professional development while helping Gulf Breeze Hospital grow a dedicated, skilled workforce.

Six Project Search students began working in various departments on our campus two weeks ago. Facilitated by Lakeview Center, the program provides students with disabilities real world experience as they transition from high school to competitive employment.

Our patient care technician (PCT) program is a partnership with Landrum Staffing to train people in this essential bedside caregiver role. Six applicants were selected to complete the eight-week on-the-job training program. At the conclusion, five were hired. Three of those individuals are now enrolled in the nursing program at Pensacola Junior College.

These are excellent programs that offer a win for all involved.



**Kerry Vermillion**  
Senior Vice President &  
CFO  
Baptist Health Care

Earlier this week, we achieved the targeted operating income budget for fiscal year 2010. This achievement is significant as we want to ensure we have an operating budget that supports the level of capital spending we have planned. While this budget does not factor in all financial implications, such as any new debt, refinancing, etc., it is a very comprehensive and realistic target.

While this good news, we need to continue to work smarter, financially. As we currently practice, we need to continue to anticipate volumes and opportunities for financial growth and expense reductions.

I want to thank all of you for your efforts to put this budget in place; it maintains the operating margin that we have carved out and offsets a number of factors that would otherwise degrade that margin. Congratulations.



**Sherry Hartnett**  
Vice President Strategic  
Marketing  
Baptist Health Care

For 17 years, Family Expo - Baptist Health Care's annual health and wellness event – has packed prevention, education, and family fun into a one-day event. This year's event – scheduled for tomorrow, September 19 from 9 a.m. to 3 p.m. at the Pensacola Interstate Fairgrounds – will again feature free health screenings, family-orientated local vendors and children's activities.

This weekend's event will include stroke, heart risk and osteoporosis assessments, blood glucose screenings as well as speech screenings for children ages 2 to 5 years old. Also at Family Expo, kids will enjoy sports activities from 10 a.m. to 2 p.m., tour the LifeFlight helicopter, try their hand at the junior surgeon booth and meet popular TV characters and local mascots.

Family Expo provides convenient access to health care prevention and education for our community – a hallmark of our Mission. Thank you to the more than 200 volunteers that help make Family Expo a success in building stronger families for a healthier community.



**Irv Williams**  
Vice President, Diversity  
Baptist Health Care

Through on-going collaboration between the staff of the Lakeview Center Behavior Health Division - including the Diversity Committee - and the BHC marketing department, a new relationship has been formed with a local radio station.

Together with WRNE AM 980 - a well-established radio station serving the Mobile and Pensacola area with a strong listener audience in the African American community - we have established a bi-weekly segment to discuss: the types of services offered by Lakeview, how we are identifying and addressing the needs of our community and current mental health and substance abuse issues.

Robert Hill, owner and operator, conducts the talk-show formatted interview with Lakeview representatives, providing information and answers to common questions. With his help and through this venue, we are providing much needed education about the resources available to our community.

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