

September 19, 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

In the midst of so much change, it's easy to get caught up in the day-to-day business of managing a health care system. When I pause and think about some of the people we've helped, our purpose always comes back into sharp focus: We exist to improve how people live.

Aligned with our Mission, Baptist has established and maintained the ingredients of an effectively managed health care system:

- We care for people as individuals, not just customers.
- We listen to gain feedback on our performance.
- We keep lines of communication open amongst our team.
- We support the community and patients trust us to care for them.

Baptist Health Care is you and me. We have a personal stake in the health of our friends, family and neighbors. Our combination of experience and compassion is the secret ingredient that improves quality of life for people and communities served. Thank you for all you do for those we have the privileging to serve.



Mark Faulkner
Executive Vice
President /COO,
BHC

President,
Baptist Hospital
Inc.

I recently watched a presidential primary debate where the recurring message was clear: "we must get the federal deficit under control and to do so involves fundamental changes to entitlement programs such as Social Security and Medicare." During the same week, I had the opportunity to visit with 30 health care leaders from across the nation. **Although we came from different organizations, regions, markets and cultures, we all share the same challenge of delivering quality, compassionate health care in an environment of declining reimbursement. But I also know that Baptist Health Care has a distinct advantage.**

We met a similar challenge in the early 1980s when a sluggish economy and alarming spending trends led Medicare to move to DRG's. Changes made then were described as "revolutionary," and they fundamentally changed the model of hospital care. We figured out how to thrive in that environment, and we will again today as we enter another era of revolutionary change brought about for the very same reasons.

Sorting it all out is demanding but not insurmountable. Finding solutions will bring engagement, innovation, resourcefulness and the yes, the "C" word (change).

The 30 health care leaders I met with would love to have the distinct advantage that we do — a culture of engagement and patient-centered care. They, and I, know that in the end, that's what will carry us through.



Gary Bembrly
Senior Vice
President, BHC

President, Lakeview
Center Inc.

Lakeview Center received a \$50,000 donation last week from the Women's Board of the Baptist Health Care Foundation. The money will go toward a library in the Children's Services Center currently under construction on the main campus.

It is the largest donation that the Women's Board will make this year. With more than 160 members, the Women's Board raises funds for programs and services provided by Baptist Health Care. It does so through activities such as jewelry sales and annual fashion shows.

Lakeview employees are encouraged to show their appreciation by supporting these endeavors. **The Women's Board will hold a \$5 jewelry sale Sept. 26 - 27 in the Baptist Medical Towers library.** Its 2011 fashion show and luncheon will Oct. 20 at New World Landing. To learn more, go online to BaptistHealthCareFoundation.org or call 850.434.4748.



Bob Harriman
Senior Vice
President, BHC

Administrator,
Gulf Breeze
Hospital &
Andrews Institute

The Andrews Institute for Orthopaedics & Sports Medicine and Baptist Medical Group are pleased to welcome primary care sports medicine physician [Elise T. Gordon, M.D.](#), to their team of medical experts. Dr. Gordon is board certified in family medicine with a certificate of additional qualification in primary care sports medicine. She specializes in the prevention, diagnosis, and management of musculoskeletal injuries for everyone from Little League to Major League; weekend warriors to wounded warriors. Additionally, she manages chronic illnesses that may affect athletic performance such as fatigue, hormonal issues, diabetes and asthma, and has a special interest in treating pregnant athletes and dancers.

Dr. Gordon is treating patients at the Andrews Institute in Gulf Breeze as well as at Baptist Medical Park—Nine Mile in Pensacola. She also is serving as associate director of the primary care sports medicine fellowship program at the Andrews Institute. Please join me in welcoming Dr. Gordon to our team.



Kent Skolrood
Senior Vice
President, BHC

President,
Baptist Medical
Group

As our employed physician enterprise grows, we want all our medical staff, employees and patients to have access to the most up-to-date information about our Baptist Medical Group doctors, practice locations and more. **That's why we're pleased to tell you about our new Baptist Physician Smart Phone Icon.** By placing the new icon on your smart phone, you can have one-click access to the best resource on all Baptist Medical Group doctors, practices, health information, news and upcoming events! When downloaded, this icon serves as our community's daily reminder what wonderful physicians and services we offer while providing easy connectivity to BaptistMedicalGroup.org. It also helps patients and staff know who our doctors are and where they're located. Please encourage your staff, patients, family and friends to download the icon! Because each smart phone requires a slightly different approach to downloading the icon, we invite you to click here for complete instructions:

<http://bit.ly/BMGIcon>.



**David
Wildebrandt**
Senior Vice
President, BHC

Administrator,
Baptist Hospital

It seems like just yesterday we announced the launch of our new the da Vinci® S HD Surgical System. **We were the first to bring robotic surgery to northwest Florida and last week, we celebrated our 1000th robotic surgery!** This by far makes us the most experienced robotic program in our region.

Providing a high-quality and comforting health care experience is what we strive for each day. We want patients to receive excellent care, heal with less pain and return home to their families and everyday life as quickly as possible. Using robotic techniques allows us to provide that service.

Our 29 expert physicians can perform 14 different surgeries that only require tiny button-size incisions. We are truly leading the region in minimally invasive surgery, driven by a culture of caring, compassionate people. I would like to congratulate our Surgical Services and Robotic Team on this outstanding accomplishment.

Our Mission drives us to provide the latest advances and innovations in medical care for our community so that patients can spend more time enjoying a healthy life. da Vinci® robotic surgery is helping us do just that!



Sherry Hartnett
Chief Marketing &
Development
Officer
Baptist Health
Care

Baptist Health Care is nearing a major milestone — the celebration of our 60th anniversary. Baptist Hospital saw its first patient on Oct. 17, 1951. We'll commemorate that landmark next month with a community celebration event and we'd love to have you there.

Everyone is invited, physicians, staff, Board members, community leaders, and all friends of Baptist Health Care. **Please join us Thursday Oct. 27, from 4:30 to 6:30 p.m. in the Baptist Towers lobby where we will have light food, beverages and entertainment.** The short program will begin at 5 p.m.



Mike Hutchins
Vice President,
BHC
Administrator, Jay
Hospital

The Andrews Institute Rehabilitation Department at Jay Hospital is proud to have recently welcomed Darlene Lopez, our new Occupational Therapist. Darlene received her occupational therapy degree from Utica College of Syracuse University in Utica, NY, and post-professional certifications in assistive technology and pediatrics from Temple University.

With a wide range of occupational therapy practice experience, including inpatient rehabilitation, acute care, home health, pediatric spinal cord injury, tendon transfer rehabilitation and school-based practice, Darlene is a huge asset to our team.

Andrews Institute Rehabilitation at Jay Hospital has experienced a 38 percent growth in procedures and revenue just from last year alone. Many patients travel 35 to 45 miles (one way) to receive the expert, personalized care our rehabilitation team offers. Because of this rapid growth, we are making plans to expand our facility in the near future.