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Stewardship

Supporting the ministries of Citizens, Princeton, Shelby and Walker Baptist Medical Centers

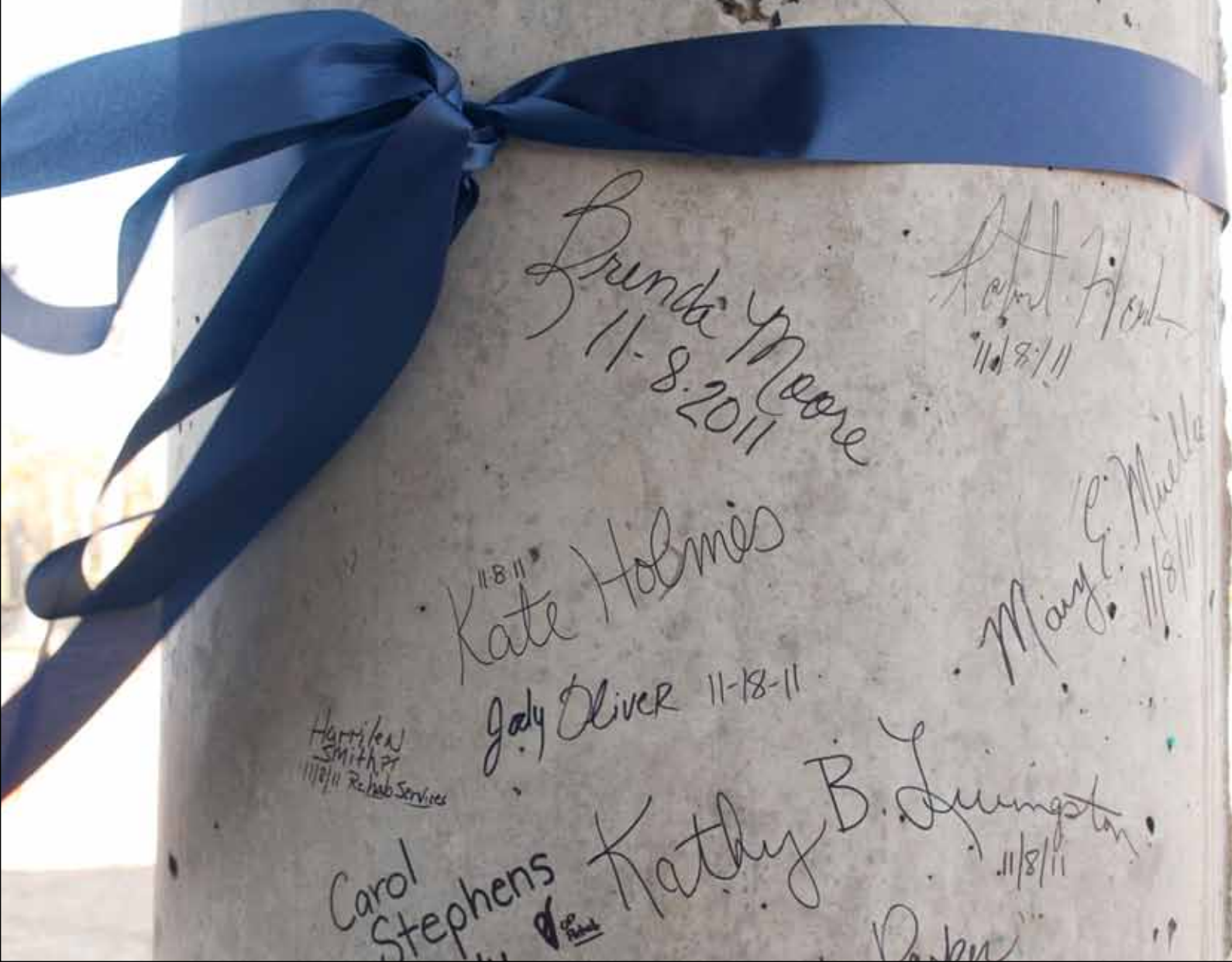
FALL/WINTER 2011

rising to the top

*Princeton Baptist
continues on pace toward
completion of expansion*

**Fall Was
Event Season
for BHF**

**Dr. Clement Cotter:
A Perspective
on the Future**



Stewardship

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a letter from Gene Davenport & Mark Belcher

As we move into the cold days of winter, this Fall/Winter Issue of Stewardship brings stories to warm your heart.

From a first look at the magazine's cover celebrating the "topping out" construction ceremony at Princeton Baptist, you'll see the exciting progress that has been achieved. The Princeton Expansion Project demonstrates a \$57 million commitment to our health care ministry and the hospital's future. The traditional "topping out" marks a milestone in the completion of construction and provides a backdrop for the kick off of the annual employee giving campaign, "Helping Hands." See our story on page 4 to learn more.

As supporters of Baptist Health System and its faith-based Mission, you will enjoy the thoughtful views of Dr. Clement Cotter, a plastic surgeon at Shelby Baptist Medical Center. Dr. Cotter shares his insight on the importance of philanthropy from his perspective as a physician and a member of the BHS Board of Trustees.

In the Donor Spotlight, you'll find a feature on The Daniel Foundation and the long-time relationship between the Daniel family and the Baptist Health Foundation. Bill Daniel, chairman of the Daniel Foundation, is a member of the Baptist Health Foundation Board, as was his father, Hugh Daniel.

Several Foundation events were held this fall, including the annual Alabama Charity Clays, the Medical Education Distinguished Lectureship and the Princeton Heart Institute Golf Tournament. Details and photos from these and other events are featured on pages 10-14. And, please mark your calendar for the upcoming Shelby Baptist Golf Tournament on April 13 and the 3rd Annual Bass Tournament on February 18, which benefits Citizens Baptist.

You may have seen news coverage and Baptist Health System ads on "Know Before You Go." This new service for people in need of emergency care was recently launched at all four BHS hospitals. People in 140 zip code areas can text their zip code to 437-411 and within seconds receive a reply with the current emergency room wait time for the BHS hospital associated with their zip code. The convenience, speed and added service should increase already high ER patient satisfaction scores. See the story on page 15.

The past few months have been an especially exciting time for the Foundation and the BHS hospitals with progress, awards and new initiatives. We appreciate you being part of our Baptist Health Foundation family and ask your continued prayers and support as we strive to do God's will through this health care ministry.

Sincerely,

Gene Davenport
Chairman, Board of Directors
Baptist Health Foundation

Mark D. Belcher
President & Chief Development Officer
Baptist Health Foundation



contents

Interview with Dr. Clement Cotter... 2

A Perspective on the Future

Cover Story..... 4

Rising to the Top at Princeton Baptist

Donor Profile..... 8

*A Solid Foundation:
Built on a Legacy of Giving*

Foundation Spotlight..... 10

*Alabama Charity Clays
Benefits Breast Cancer Patients*

*PHI Golf Tournament Helps
Fund New Equipment*

*Dr. Embry Honored at
Med Ed Distinguished Lecture*

*Campaign's Physician
Champions Honored*

Save the Date

System Spotlight..... 15

Know Before You Go: ER Wait Time

Program Spotlight..... 16

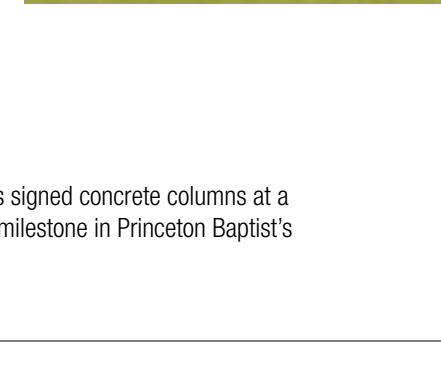
*Achieve to Succeed: Princeton Program
Inspires, Aids Teens*

Hospitals Spotlight..... 18

Citizens Baptist Speeds Up ER Care

*Swapping Roles: Shelby Physician
Gets Patient Experience*

*A Place Like Home at Walker
Cancer Care Center*



on the cover: Physicians, employees and others signed concrete columns at a "Topping-out Ceremony" to celebrate reaching a milestone in Princeton Baptist's \$57 million expansion project.

FROM HIS DAYS AS A RESIDENT when Shelby Baptist was a small county hospital, to today as a board-certified plastic surgeon with a thriving practice, Dr. Clement Cotter has seen Shelby Baptist Medical Center transform right before his eyes. Over the years, he's gleaned insight and perspective as a medical professional, built a practice focused on patient relationships, and helped shape the future of Baptist Health System by serving on the Board of Trustees. We sat with Dr. Cotter and asked him to share his thoughts on the future of the System and the future of health care.



Dr. Clement Cotter

A perspective on the future

From your perspective as a member of the Baptist Health System Board of Trustees, what do you see as the key role of philanthropy and the Baptist Health Foundation as they relate to the needs of the System?

Well, I have a unique perspective because I view our needs from many different angles. Not only am I a board member and a physician, but I also experience health care as a purchaser of insurance (for my employees), as a patient, and from the administrative side of things [Dr. Cotter is currently pursuing an MBA from Auburn University]. Primarily, I see the Baptist Health Foundation, our philanthropic administrator, supporting the mission of the entire System by providing timely funding for needed resources that are just hard to come by in these days of budget tightening. Physicians benefit with better equipment and facilities. Patients benefit with cutting edge diagnostic technology. The community benefits when disasters like the April tornadoes occur. The Foundation helps fill those gaps -- it's critical. Jim Emack [past BHF Board Chairman], Gene Davenport [current BHF Board Chairman] and Mark Belcher [Foundation President] have done an incredible job getting the community involved, coordinating the

efforts between the Foundation and the System, and bringing awareness of the needs to the surface.

How does your work on the Quality and Missions Committee of the Board of Trustees seek to fulfill the BHS vision: "to reach superior levels of performance throughout the organization and to expand our faith-based approach to healing and caring to more people in need by engaging those who share in our vision?"

I was very honored and humbled when I was asked to chair this committee. What's exciting for me is that we were able to expand the scope of the committee in order to garner greater input from key people across the System. When I think about the work we're doing here, it really

brings me back to the "I CARE" portion of our mission.

INTEGRITY—In everything we do, we must act with the highest integrity. It's our mission to honor God; we have to keep that in mind.

COMPASSION—When I think about compassion, I keep coming back to our Patient Promise, which asks, "what am I going to do for you while you're here?"

ADVOCACY—We have some incredible initiatives happening at our hospitals. We're advocates when we see something like Princeton's community involvement initiative. This committee looks at that program and asks: How do we extend that throughout the System? If something is good for one part of the System, how can we make that happen in other places?

RESOURCEFULNESS—From our "Be

Heart Aware" campaign, to tackling Medicaid funding issues, to sharing robotic equipment between hospitals, our System is extremely resourceful. It's a mentality combined with a forward-thinking staff.

EXCELLENCE—We spend a lot of time looking at quality. This year three of our four hospitals received Joint Commission Key Quality Indicator Awards. We look at patient satisfaction (through Hospital Consumer Assessment of Healthcare Providers and Systems). This committee as a whole evaluates satisfaction at every level of the hospital starting with something as simple as how our housekeeping staff interacts with patients and family. Then, of course, we have a number of quality initiatives that exceed what the Joint Commission requires.

What do you see as the biggest challenge facing health care today?

Our challenge comes in the form of another question: How do you provide high quality, compassionate health care in 2011 and beyond?

“The Foundation Board and the System Board are working together with a shared sense of purpose”

How do you see BHS addressing that question?

One of the most obvious areas to address is the physician workforce arena. At Baptist Health System we are addressing the challenge of how to provide high quality, compassionate health care by educating the next generation of physicians at BHS. We believe physicians trained in a faith-based organization with values, such as those at BHS, bring additional intangible attributes to the practice of medicine that enhance the mission and vision of BHS. Through monies secured through the Patient Protection and Affordable Care Act (PPACA), BHS will receive increased funding for 11 additional spots in its graduate medical education programs. With these funds we will expand our General Surgery program and will be able to recruit for the full complement of the Internal Medicine program with hopes of expanding it further in the

future. In addition our Diagnostic Radiology, Pathology and Transitional Year programs remain strong. We believe that the strength of our System encourages these graduates to stay within the BHS family.

Tell us about the relationship between Baptist Health System and the Baptist Health Foundation; how do the two support one another?

There is a lot of integration now—the evolution is amazing. The Foundation Board and the System Board are working together with a shared sense of purpose. Each of the respective Board Chairmen sit on the other board. It's how we all know what the needs are; then we can work together to address those needs. I'm so impressed with the proactive work of both boards. It has led to many, many improvements that work toward solving that challenge of providing high quality, compassionate health care. †

“When I think about the work we're doing here, it really brings me back to the "I CARE" portion of our mission.”

rising to the TOP

Princeton Baptist continues on pace toward completion of expansion project

AT PRINCETON BAPTIST MEDICAL CENTER, REACHING THE TOP DOES NOT MEAN REACHING THE END.

Under a sparkling blue autumn sky, a topping-out ceremony was held at Princeton Baptist on November 8 in celebration of the placement of the highest beam atop the building's \$57-million expansion project. Now that the exterior shell of the structure is in place, construction work has shifted to completion of the interior. The new operating rooms are scheduled to open next summer, with the entire project slated to be finished by mid-2013.

"We're very pleased at the speed with which this project has gone," Princeton Baptist President Keith Parrott says. "We're within budget and ahead of schedule. For such a complex project, it's gone very smoothly."

The physicians at Princeton have been heavily involved in the project. Dr. Michael Drummond led the physician steering committee, which devoted significant time in going over the details of the planned construction to ensure the new facility would enable them to provide

the best possible care for their patients with the most efficient use of space, now and into the future.

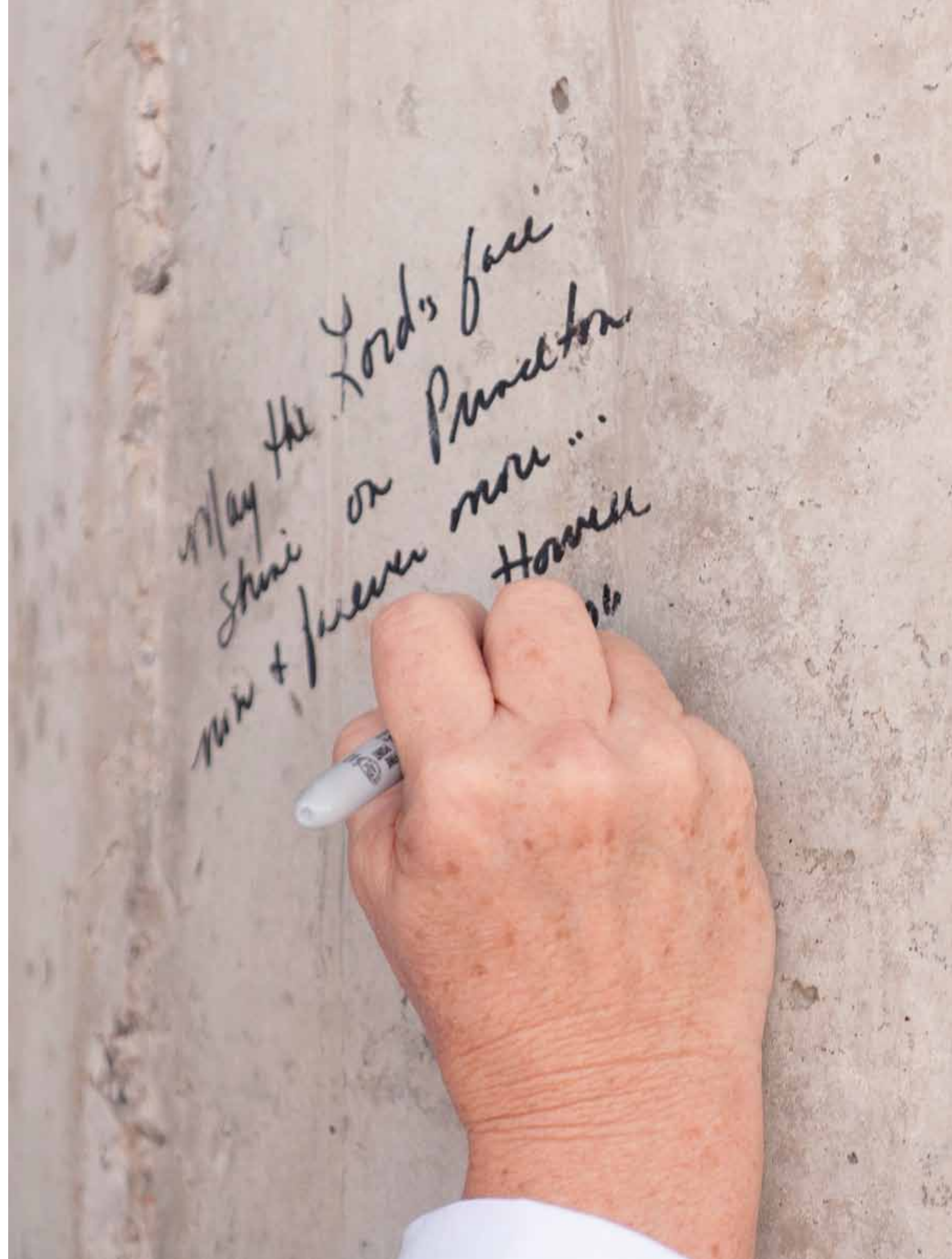
"This is just another step in a long continuum of care and development that we expect to see for years to come," Dr. Drummond says. "We are very proud to be moving into these new facilities."

The pace of fundraising efforts for the project has risen right along with the building itself. The Baptist Health Foundation's capital campaign has raised approximately \$3.5 million of its \$5 mil-

lion goal. Most of the initial donations came through Princeton physicians, board members, private foundations and area businesses. Now the focus turns toward employees and to those who will benefit the most from the expansion—the community at large.

A number of Princeton Baptist employees made their contribution during the topping-out ceremony. For a donation of \$100 or more, employees received a special memento—a brick taken from the Y-wing of the old building that was torn

BY JENNIFER JACKSON



down to make way for the expansion. The capital campaign title—“Answering the Call”—was engraved on a brass plaque on each of the ceremonial bricks. Employees and other Topping Out guests were invited to sign a concrete column within the new building.

BHF President and Chief Development Officer Mark Belcher says the commitment of Princeton Baptist employees is a key component in the success of the community fundraising efforts.

“Their commitment shows that the people who work here have ownership in this project, and that’s important,” Belcher says. “Our physicians and employees stepped up to support the campaign. That’s a powerful message. And it’s one that resonates with the community when we go to them asking for their support. It demonstrates how dedicated Princeton physicians and employees are to this project.”

All Baptist Health System employees are able to contribute to the Princeton expansion project through their annual Helping Hands campaign. Money raised through Helping Hands is designated for the Employee Benevolent Fund and the Baptist Health Foundation. The funds raised this year for the Foundation will go to the Princeton capital campaign.

“Our employees believe that giving starts at home, and they feel it’s important for them to be a part of this,” Belcher says. “This type of giving and commitment is a huge part of what we do.”

The Princeton expansion project will create 90,000 square feet of new space. All of the surgical suites are being replaced, and the total number is increasing from 14 to 16. The new building will provide replacements for all six of Princeton’s endoscopy suites. In addition, there will be a new hospital entrance, a new chapel and approximately \$15.5 million in new equipment. Renovation of another 60,000 square feet for surgical recovery areas, one-day surgery and support space is also part of the project.

“Having state-of-the-art surgical suites and operating rooms is critical for us,” Parrott says. “We’re also committed to bringing in the best technology. This allows us to improve some of our strongest service lines like cardiovascular surgery and colorectal surgery, and it also allows us to grow in some other specialties like neurosurgery. Ultimately, this will help us recruit more physicians and more surgeons, and continue to improve our performance.”

The building has long been anticipated among Princeton physicians and employees, who have eagerly committed time and energy in a variety of ways to help bring the idea of this expansion to fruition.

“If we counted the number of hours the staff and physicians at Princeton have put into this project, it would add up to years,” BHS President and CEO Shane Spees says. “The number of people it took to make this project possible is astounding.”

Parrott agrees, saying, “It’s taken a whole lot of people to get us to this day. Whether it’s a board member, a physician, a nurse or our partners in design and construction, they have all played an important role in helping this become a reality.”

That group includes construction manager Brasfield & Gorrie, which has its own personal connection to Princeton Baptist. Miller Gorrie, founder of the company, was born at Princeton, and his first project was to build the Y-wing of the hospital.

And while the end of this project is getting closer, it might not be the end of expansion at Princeton Baptist. The foundation of the building is being constructed to allow for four additional stories if future growth is needed.

“This will give us the ability to have another ‘topping out’ at some point,” Parrott says with a smile.

Because even after you reach the top, you can still try to climb higher.

You can be part of the Answering the Call Campaign. Visit baptisthealthfoundation.com online or call 1-877-474-4243. †



“The Baptist Health Foundation’s capital campaign has raised approximately \$3.5 million of its \$5 million goal.”



clockwise from top of page: Clockwise from upper left: Princeton employees Debra Howard and Teresa Croom tour the new building; Dr. Tommy Tomlinson signs a column in the new structure; Dr. John Mathews talks with Topping Out guests; Dr. Michael Drummond, chairman of the expansion steering committee; Princeton President Keith Parrott, Birmingham Mayor William Bell and BHS Board Chairman Wayne Pate; bricks from the old Y building were mementos for employee donors who contributed \$100 or more to the capital campaign.

a **solid** foundation

Built on a Legacy of Giving

“Our destiny is so often bound up with our heritage.”

—REV. ALLEN D. MONTGOMERY, IN A EULOGY OF R. HUGH DANIEL

THE DESTINY OF THE LATE HUGH DANIEL was shaped by one of life’s simplest principles—when you give of yourself, rewards follow. It’s a concept many believe in, but sometimes have a hard time living out. But when giving is engrained in your being, it becomes a part of who you are. If to give selflessly is how you were raised, then it’s the only way you know to be.

The mission of the Daniel Foundation of Alabama is to strengthen communities within Alabama and improve the quality of life for citizens from all regions of Alabama through the support of quality educational programs, arts and culture, civic and community programs, and medical care and research. Fortunately for the Baptist Health Foundation, similar guiding principles have forged a long-standing relationship between the two foundations. As a member of the BHF Board of Directors, Hugh Daniel understood the positive impact that the Baptist Health Foundation made—and would continue to make—on the community. The result of this supportive relationship allows BHF to live out its mission to provide Baptist Health System’s hospitals with the resources they need to provide quality medical care for all in the community.

For Bill Daniel, son of Hugh Daniel and current Chairman for the Daniel Foundation of Alabama, the partnership with Baptist Health Foundation continues today thanks to a shared vision. Mr.

Daniel, who is also a member of the Baptist Health Foundation Board of Directors, sees firsthand that both foundations support the greater community with outreach stemming from a genuine desire to provide for those in real need. And because of the legacy created by his father, philanthropy is more than a job or even a career for Bill Daniel; it’s a way of life.

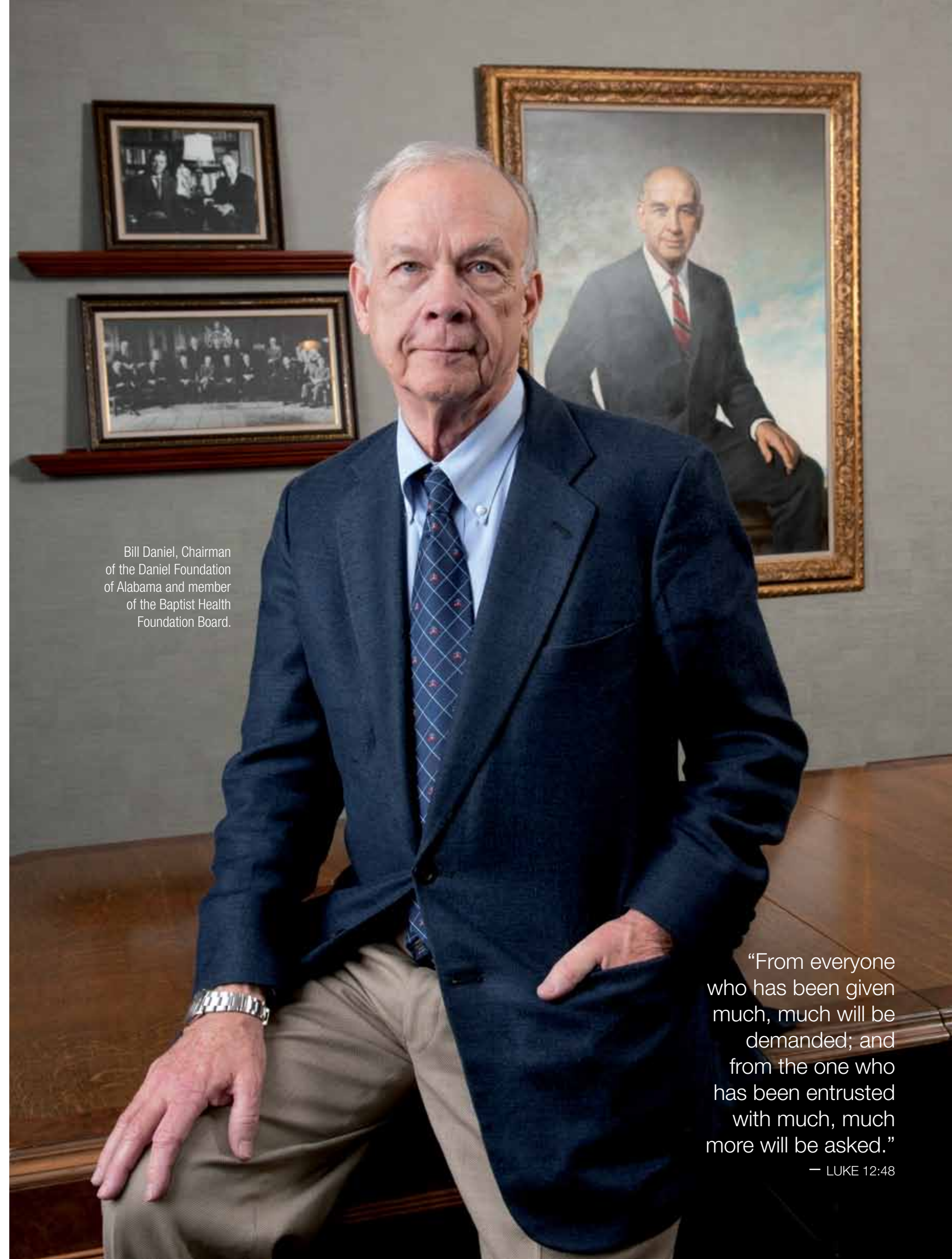
Along with grant criteria set forth by the Daniel Foundation, Mr. Daniel is especially passionate about dispersing funds to organizations that will engage their community and personnel resources to see a project come to fruition. “One of things I harp on when we make a contribution [to a bricks and mortar project] is how much does everyone else contribute—is anyone doing this for a minimal profit? In other words, we challenge everyone to step up and help. I hope we can leverage our giving and inspire others to follow suit. When we step up, we’re not afraid to ask others to step up, too. The next thing you know, the spirit of giving builds and builds; it gets to be an epidemic.”

Similar to the Princeton Baptist Medical Center capital campaign where executives, physicians, then employees were asked to support the campaign, Mr. Daniel believes strongly in the “giving begets giving” approach. “I love it when the entity asking for a grant gives first! This act makes people invested,” says Mr. Daniel. The Daniel Foundation is not just raising its expectations of those seeking funding—it’s reciprocal support of the Alabama community comes from a deep-seeded desire to enhance the world we live in.

Mr. Daniel understands the importance of community leaders, businesses and organizations like the Daniel Foundation working together to support entities like the Baptist Health Foundation. “Together, we can network with other leaders, foundations and staff. From sharing, new and innovative ideas are coming together. We’re more in tune with what the community’s needs are and how we can respond to those needs.”

Daniel Foundation Executive Director Maria Kennedy knows she’s in a unique position—as she says, not too many people get to be involved in grantmaking that directly benefits so many facets of the community. She gladly reports that the generous gifts are not forgotten once the check is issued. Her job is most rewarding when she hears back from grant recipients expressing gratitude through letters of thanks and success stories. “We love hearing about the success of a project, the lives that were changed,” says Kennedy. Mr. Daniel added, “We’re intimately involved in the end results. Seeing the impact and the results is wonderful. There are success stories I would have never thought possible. Many times we give money for one specific need but so much more good comes from that single contribution.”

With generous support from The Daniel Foundation, the Baptist Health Foundation is living their mission of ensuring that Baptist Health System has the charitable and community resources necessary to sustain its ministries that enhance the health, dignity and wholeness of those it serves. Together, both foundations are making a world of difference. †



Bill Daniel, Chairman of the Daniel Foundation of Alabama and member of the Baptist Health Foundation Board.

“From everyone who has been given much, much will be demanded; and from the one who has been entrusted with much, much more will be asked.”

— LUKE 12:48



4th Annual



Alabama Charity Clays



THE BAPTIST HEALTH FOUNDATION CONTINUES TO HIT THE BULLS-EYE WITH ITS ALABAMA CHARITY CLAYS SHOOT. The fourth-annual tournament was once again held at Selwood Farms in Alpine, Ala., and took place over two gorgeous autumn days in late October.

In addition to the main tournament and the women's-only Annie Oakley shoot, this year's event featured a new segment called GNAT shooting. Teams of four shooters each fired at a high-speed, maneuverable, radio-controlled drone airplane. Ten flash pods were attached to the wings and let off sparks whenever they were hit. GNAT shooting has been popular in England for several years, but this was the first time an event was held in Alabama.

Funds from this year's Alabama Charity Clays will go toward replacing the breast care stereotactic equipment at Princeton Baptist Medical Center. The new equipment will include a fully digital table biopsy system, designed with maximum patient comfort and lesion access in mind. This technology enables physicians to sample the tissue as efficiently as possible, while also keeping the patient in a more comfortable prone position throughout the procedure.

The Baptist Health Foundation raised a total of more than \$250,000 in the first three years of the Alabama Charity Clays. Those funds have been used to purchase beds and monitors for the Neonatal Intensive Care Unit at Shelby Baptist Medical Center, upgrade Princeton Baptist's GE 1.5 Telsa MRI, and purchase a Faxitron radiography system for Princeton's Breast Care Center.

The Foundation and Baptist Health System extend their sincere thanks to this year's Alabama Charity Clays chairman Gene Davenport, who is also chairman of the BHF Board, and Annie Oakley co-chairs Gail Braswell and Carol Drummond for all their time and hard work. We are also grateful to our sponsors whose generosity helped make this event a success:

Tournament Sponsor—Maynard, Cooper & Gale. **Event Sponsors**—Anesthesiologists Associated; BlueCross BlueShield. **Corporate Team & Other Sponsors**—ABC Supply; Alabama Power; Alagasco; AT&T; Baptist Health Centers; Banner Surgical; BBVA Compass Bank; Beretta; Birmingham Radiological Group-Princeton; BlackJack Horticulture; Brasfield & Gorrie; Chip Braswell; The Carnahan Group; Dan Tract; DeBardeleben Foundation; Drummond Company; Emack Slate; First Commercial; Gene Davenport; Guin Company; Highland Associates; Horizon Health; Iberia Bank; Industrial Chemicals; Johnson Development; KLMK; MedAssets; MedPlan; Medtronics; P & M Mechanical; Park Rite; Proventix; Dr. Duane Randleman; Regions; Robins & Morton; Saginaw Pipe; Sellers, Richardson, Holman & West; ServisFirst; Shelby Medical Staff; Sterigen/RiteWay; Dr. & Mrs. Tommy Tomlinson; University of Montevallo; and Workers First.

opposite page, clockwise: Dr. Patrick Mills, Jr. takes aim at the Annual Alabama Charity Clays event; Jennifer Stewart gets a hit during the Annie Oakley event; Kaye Emack gets some advice from Candace Thomas; Brasfield & Gorrie's Annie Oakley team rides in style to the next station with Chip Welch; Bill Daniel lines up his next shot; the GNATT was a new feature this year and a favorite with shooters; **above:** Celebrity Chef Scott Leyseth demonstrates his wild game cooking skills at the Sportsman's Social; **below:** Annie Oakley Co-chairs Gail Braswell and Carol Drummond welcome guests to Selwood Farms.

A CHARITY GOLF TOURNAMENT for a premier heart institute deserves to be played on a premier golf course. That is exactly what happened on Oct. 10 when the ninth annual Princeton Heart Institute Golf Tournament was held at prestigious Shoal Creek, site of two PGA Championship tournaments as well as this year's Regions Tradition Champions Tour event.

Proceeds from this year's PHI golf tournament go toward the purchase of new technology for the Multi-Specialty Imaging Room currently under construction at Princeton Baptist Medical Center. The special features of this unique room will enable Princeton Baptist physicians to perform open surgeries and minimally invasive procedures in the same room.

Approximately 80 players in teams of four took part in this year's tournament. Corporate teams taking part in the tournament included Sellers Richardson Holman and West; Buffalo Rock; Steel City Railroad; Jefferson Iron & Metal; Warren Averett Kimbrough & Marino; Willis Inc.; Maynard Cooper; TRO/JB; Parsons Lee & Juliano; St. Jude Medical; KLMK; and Alabama Plate Cutting.

Our sincere thanks to these committee members for their time and hard work in putting the tournament together: Dr. Tom Cawthon (chair), Dr. Martin Bailey, Dr. Scott McCord, Tom Twitty, Cecil Ingram, Sarah Dudley, Colleen Lankes, Lathrop Smith and Mark Belcher.



9th Annual PHI Golf Tournament

below: Dr. Martin Bailey talks with Warren Jones; **bottom:** Keith Parrott, Betsy Postlethwait and tournament chairman Dr. Tom Cawthon check their scores.



above: Lindsay Smith Puckett takes a swing; **above, right:** Dr. Michael Wilensky (middle) and Mike Herron discuss strategy for the next hole; **right:** Gary Wilkinson checks out his last shot.



Dr. Embry Honored



BHC Chief Medical Officer Dr. Elizabeth Ennis (far right) and Diagnostic Radiology Program Director Dr. Bibb Allen welcome guest of honor Dr. Bonnie M. Embry (center).

Medical Education holds 4th Annual Distinguished Lecture Event

LONGTIME DIAGNOSTIC RADIOLOGIST DR. BONNIE M. EMBRY, a former chair of the Princeton Baptist Medical Center's Radiology Department, was honored at the fourth annual Baptist Health Foundation Medical Education Distinguished Lecture Series.

Dr. Embry graduated from the Medical College of Alabama in 1967 as one of only two women in that year's class. She did a radiology residency at Baptist Medical Center before becoming a member of the Birmingham Radiological Group, covering Princeton, Montclair and Medical Center East.

During her 11-year association with Princeton Baptist, Dr. Embry spent three years as chair of the Radiology Department. And throughout her career, she has stressed the importance of medical education.

"I derived so much pleasure from teaching," Dr. Embry says. "It is our duty, our mission, to impart knowledge that we have to those coming behind us. Medicine has always been that way, and it's one of the hallmarks of being a doctor. If you're a physician and you never teach anyone anything, you've missed a wonderful opportunity. Teaching helps you keep abreast of the advancements in your field and makes you a better physician."

Guest speaker at this year's lecture at Park Lane was Dr. Richard Gunderman, a professor and vice chair of radiology at Indiana University. Dr. Gunderman is the author of eight books, including *We Make a Life by What We Give*, which also was the title of his presentation at the Medical Education Distinguished Lecture event.



left: Dr. Ricardo Bracer was one of the Princeton physicians who participated in the White Coat event at Shaia's. **below:** Racks of white coats were lined up, ready to be fitted for the physicians.



“Physician Champions” honored



above: Measurements are taken for Dr. Alain Bouchard's white coat. **left:** Dr. Michael Wilensky gets the perfect fit from a professional tailor at Shaia's in Homewood.

THIS FALL, SHAIJA'S IN HOMEWOOD sponsored a special evening for the capital campaign for Princeton Baptist.

“Our fundraising efforts were greatly empowered by the momentum built around gifts from key donors, our boards and the gifts received from our physicians,” said Mark Belcher, president of the Baptist Health Foundation. “In appreciation of the significant number of gifts from our doctors, we have teamed with Shaia's to provide our ‘Physician Champions’ with a special token of appreciation.”

Each of these “Physician Champions” received a special white physician's coat, personally fitted and tailored by Shaia's in recognition of their giving.

Belcher added, “We hope this coat will be worn proudly and serve as a special reminder to patients and other physicians that philanthropy is important at our Baptist hospitals.”

know before you go...

...with a text message to BHS

BAPTIST HEALTH SYSTEM hospitals are putting information about emergency care directly into the hands of consumers—the hands holding the cell phone.

Just text a message containing your zip code to 437-411. In seconds, a reply provides the current emergency room wait time at the Baptist Health System hospital nearest that zip code.

Empowering consumers

Today's health care consumers demand more information to make health care decisions, posting ER wait times falls into line with these demands.

“One of the first questions people ask when arriving in the ER, is ‘How long will it be?’” said Dr. Jason Begue, medical director of the emergency department at Citizens Baptist. “ER texting will give them the answer before they come through the door.”

“*Know Before You Go* offers a real time reflection of the wait time at the hospital,” said Ross Mitchell, BHS vice president for marketing and government relations. “It's convenient to use and widely accessible

to the 140 zip codes in the communities served by Baptist Health System.”

In addition to the hospital ER wait times, a second text message provides information on a nearby Baptist Health Center physician's office that offers same-day appointments, if one is available near that zip code.

BHS emergency departments triage or assess the seriousness of every patient's condition on arrival. “Patients who have life-threatening or serious medical emergencies such as stroke, cardiac arrest and trauma are always seen immediately,” said Dr. Rogers. “But for other emergency patients, ER texting provides valuable information before they arrive at one of our facilities. We believe patients will have a better understanding of the process and, as a result, will have a better experience in our ERs.”

In Case of Emergency

In conjunction with “Know Before You Go,” BHS launched a new health segment on WBRC FOX6. “In Case of Emergency” features the medical directors of the emergency departments at the four BHS hospitals. Each week, one of these physicians discusses conditions frequently treated in hospital emergency departments. “In Case of Emergency” airs each Monday morning and again on Thursday during the 9 p.m. newscast.

“The more information we can provide—the more transparent—the greater the service will be,” Mitchell said.

Transparency is an important commodity in the current health care environment. Whether it's quality scores, infection rates or provider comparisons, consumers trust what they can see.

Quicker care—better care

“Baptist Health System has made significant improvements in all of its emergency

departments recently,” said Dr. Jeremy Rogers, medical director of the emergency department at Princeton Baptist. “I'm very proud of that, and this is one way we can make the community aware of the progress we have made and the improvements that have been achieved in our emergency care and services.”

Patients approve

Those streamlined processes are finding favor with patients. The latest emergency department patient satisfaction scores at all four BHS hospitals—Princeton, Shelby, Citizens and Walker Baptist Medical Centers—were each rated in the “good to excellent” category—the highest level in the survey.

And the hospitals anticipate that the convenience and instantaneous information offered through the new ER texting service will increase patient satisfaction even more.

On the web

BHS has implemented other opportunities for consumer “transparency.” Each hospital's performance on quality measures for medical treatment as compared to national averages—as well as patient satisfaction scores—are posted on its web site at bhsala.com.

In addition, ER wait times are posted on the web site and are updated every five minutes.

There's an aspect of motivation that comes with a published ER wait time, explained Dr. Rogers. “We all want to be the best and we strive for excellence—even if we had a zero-minute wait. We want to continue working toward even greater performance improvement.

“It's clear that Baptist Health System is committed to incorporating the latest technology in the delivery of health care.”



save the date

FEBRUARY 18, 2012

Citizens Baptist Medical Center Annual Bass Fishing Tournament.

For information, call Roxiann Ramsey at 256-761-4664.

APRIL 13, 2012

Shelby Baptist Medical Center Golf Tournament at Ballantrae Golf Club.

For information, contact Jennifer Philpot at 205-783-3495.

achieve to succeed

Princeton Baptist's Achievers Program opens up a world of possibilities.

EVERY OTHER MONDAY NIGHT a packed meeting room on the Princeton Baptist Medical Center campus comes alive with aspiring collegians eager to get a glimpse into a future in health care. These 'Achievers' are high school students in grades 9-12 who are motivated not only in the classroom, but also by their potential career prospects. With their participation in the Achievers Program, these students receive a \$250 scholarship toward college. The program is completely free and made possible thanks to an incredible group of employee volunteers along with funding from the Princeton Baptist Neighborhood Missions Team.

So they gather en masse for a unique opportunity to immerse themselves in different parts of the hospital exploring health care career options. The evening kicks off with dinner, followed by a program. During the program, students meet with and observe a variety of hospital employees, from physicians to nurses to administrators and technical support personnel. Each staffer volunteers his or her time to present valuable insight into their chosen career. They cover everything from the educational requirements and range of pay to what it's like day-to-day to work in their position. According to Achievers, the program is educational, inspirational and fun!

Lanyé Webb attends Achievers with her daughter Jasmin and is a willing volunteer when it's time to serve dinner or lend a helping hand. "The least I can do is volunteer to help. This program – you just can't beat it. My daughter gains valuable career knowledge, is given a nice meal, and then she receives a scholarship, too! On top of that, there's a spiritual connection that can't be overlooked." Webb smiles and shakes her head almost in disbelief. "I just feel so thankful that we can be a part of this."

Mary Jane Wesler, program coordinator, is committed to ensuring the kids are engaged and inspired at each Monday session. She and her volunteer staff, Rodney Bailey and Tamika Waters, work hard to create distinct program content that goes well beyond a routine presentation of job descriptions. A good example is Senior Night when Achievers graduates come back to 'pay it forward.'

"Every year at Senior Night, graduates visit with current Achievers and share what the college experience is really like," says Mary Jane. "It's a chance for the high school kids to get a taste of what's to come. This night really motivates our kids to put in the work now so they, too, can have that incredible college experience."

Inspiring teens to continue their education also takes another form through Achievers, a financial one. Annually the program awards approximately \$17,500 in scholarships to Achievers. That represents 70 students who each receive a \$250 scholarship per school year. Once these students are enrolled in college, money is sent directly to the school of their choice, including four-year universities, junior colleges or colleges offering certificate training. Over the course

of their high school career, students can earn up to \$1,000 toward college. Attendance is the one requirement; to remain eligible for a scholarship, students can only miss three meetings during the year.

Perhaps one of the most amazing and heartwarming aspects of the Achievers Program is the fact that it is funded by employees through the Princeton Neighborhood Mission Team. "Education is part of our Mission at Baptist Health System," Mary Jane says. "As employees, this is one way we feel we can help live the Mission."

Lisa Repke has seen three of her children complete the Achievers program, and her last two are currently enrolled: Sarah, a tenth grader, and Mark, who is in the eleventh grade. "All of my children are home schooled and initially I just wanted to give them an idea of what's out there. Because of Achievers, I now have two children pursuing nursing careers, plus Sarah is interested in architecture because of the Princeton Tower construction project, and I was inspired to continue my education to be a medical transcriptionist. So you could say, it's been great for the whole family! The kids have also all volunteered in the summer youth program at Princeton Baptist. Thanks to this unique opportunity, they each now have a greater sense of what careers interest them."

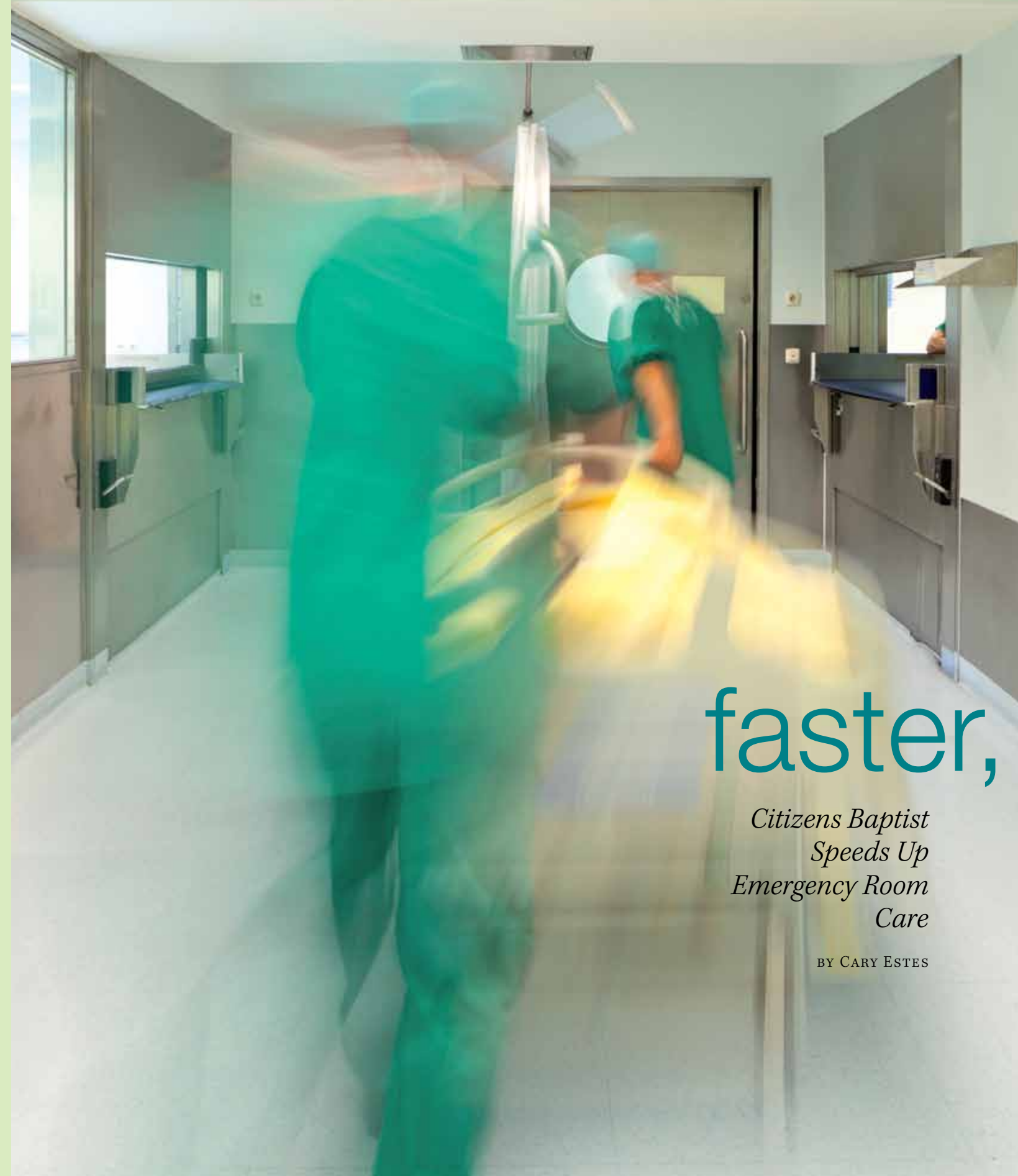
According to Mary Jane, "students learn that a career in health care is not limited to doctors and nurses." For these over achievers, it's a fresh perspective that's an invaluable lesson. †



Employees at Princeton Baptist like Kay McDevitt (above) and Frank Sims (right) volunteer their time to help the teens involved in Princeton Achievers learn about health care career opportunities.



BY SUSAN P. MOORE | PHOTOS BY ROBERT FARLEY



faster, more efficient care

Citizens Baptist Speeds Up Emergency Room Care

BY CARY ESTES

TIME SEEMS TO MOVE SLOWEST perhaps when sitting in the chair of a hospital emergency room. But at Citizens Baptist Medical Center, changes have made access to emergency care faster, more accessible and more convenient for residents of Talladega and the surrounding area.

And the latest patient satisfaction scores for the hospital's emergency department (ED) show the difference these changes are making. "Our latest scores were very positive," said Meg Gray, ED nurse manager, describing scores that ranked the emergency department at 91%.

Finding ways to improve

The ED staff and an interdisciplinary team at Citizens undertook an effort to shorten patient visits and speed the process of admitting patients who require hospitalization. "As a result, we made changes that helped us become more productive and efficient," said Gray.

"These changes mean patients are seen more quickly," added Dr. Jason Begue, medical director of the Citizens emergency department. "The faster we see patients, the quicker we can assess them and begin treatment. No one gets

to less than five percent the number of patients requiring two hours for admission and achieved its one hour goal for admission with more than 70 percent of admissions.

Teamwork pays off

This time-efficiency effort also helped improve the time non-admitted patients spend in the emergency room, which is an overall patient satisfier.

One of the most important improvements made was implementing bedside triage. Now, on average, ED patients at

care can begin—not in a series, but what I describe as in parallel. And, the changes we made have greatly enhanced our ability to see patients more quickly."

We're here for you, even when you go home

Another change the emergency department implemented is next-day follow-up calls to patients at home. "We check to make sure the patient had their medications filled, and just to remind them that 'we're still here for you' even if you're back home," said Gray.

The entire Citizens Baptist staff is supportive of the hospital's ongoing improvement process. "It's part of our Mission values – to be resourceful in providing excellence to our patients," said Gray. "And as employees, it has allowed us to become more aware of the impact one person's role can have

better while waiting."

The Citizens ED has approximately 19,000 visits annually with roughly 11 percent of the visits requiring admission to the hospital. The team set a goal of one hour or less for admitting—the time it takes to get a patient through the emergency department and into a hospital bed. Previously, this process routinely took two-plus hours for more than 30 percent of the admitted ED patients.

But through better organization and improved communication between the staff in the emergency department and the admitting floor, the team decreased

Citizens are triaged within five minutes of their arrival and seen by a physician within 15 minutes. Plus, the hospital's average length of stay in the ED for non-admitted patients is right at two hours—half the national average of about four hours.

"Our physicians are critical to our success," said Gray. "They provide appropriate, quality care, yet not in a rushed or hurried manner."

"Patients receive the same high level of care, but it's no longer performed in a series of steps," Dr. Begue said. "We get the patient to a bed where triage, registration, treatment and other

on someone else. We've always done a good job, but our new process encourages teamwork and makes us a more cohesive team."

"Being able to squeeze the inefficiencies from the processes in place reduces time away from patients and speeds up patient care without diminishing quality," Dr. Begue said. "It puts the focus on the patient, and that's the way it should be."

To help BHS hospitals continue to find ways to improve patient care, consider a gift to the Baptist Health Foundation. Call 877-474-4243 or visit us online at BaptistHealthFoundation.com.

a place like home

For 10 years, the Walker Cancer Care Center has provided quality treatment with a family touch

BY CARY ESTES

WHEN VELMA HAUN WAS DIAGNOSED WITH CANCER in the summer of 2010, she knew she wanted to stay near home for treatment. So Haun made the short 10-mile trip from her house outside Sumiton to the Walker Cancer Care Center.

Once she arrived, Haun quickly discovered that she was more than just close to home. She felt like she was at home, with the way she was greeted and treated by the professionals at the Walker Cancer Care Center.

"When you walk in that door it's like you're with your own family," says Haun, who underwent 35 radiation treatments and 144 hours of chemotherapy before being declared cancer free this past August. "The doctors and nurses were so nice to me. They are all wonderful people and that center is a wonderful place. It's just like you're at home."

That type of personal care has been offered for the past decade by the Walker Cancer Care Center, which celebrated its 10-year anniversary in September. The Center began when radiation oncologist Dr. Shelby P. Sanford joined with medical oncologists Dr. Michael Garcia and Dr. Joelle Hamilton to provide area residents with a single location for both chemotherapy and radiation services.

"They saw a need to come together in the same location for the convenience of our patients," says Walker Cancer Care Center administrator DeAnna Bagwell. "We provide the same type of oncology care that you can get in a larger city. And we're connected to the hospital, so it's only a two-minute walk

if you need a chest X-ray or CAT scan. You can't beat our convenience."

When the center first opened, it offered chemo services only two days a week. Now it provides chemo and radiation treatments every day Monday through Friday, and the number of patients has tripled to approximately 200 each week.

In addition, the center partners with the Baptist Health Foundation to provide ancillary services for patients in need through funds generated by an annual golf tournament. These funds are used for a variety of items, from the purchase of prescriptions and medical equipment to helping patients with transportation costs and even utility bills.

"We have so many patients who have needs for things like that," Bagwell says. "We want to be there to help them."

It is all part of the personal touch that the Walker Cancer Care Center has offered patients for the past 10 years. It is a facility that provides quality services to the surrounding community while also being an active part of that community.

"It truly is our family taking care of your family," Bagwell says. "We've been right here for 10 years, and we will be here for many more years to come."

Velma Haun, for one, is certainly glad that the Walker Cancer Care Center



Velma Haun visits with her Walker Cancer Care Center "family": **(above left)** with Center Administrator DeAnna Bagwell; **(above right)** Velma Haun; **(below)** Velman with nurses Judy Pinion (left) and Darlene Sherer (right).

is nearby.

"I hope I never have cancer again. But if I do, I'll go back to Walker," Haun says. "They have everything there that I need. I wouldn't go anyplace else."

To help cancer patients in need, contact the Baptist Health Foundation. Call 877-474-4243 or email Foundation@bhsala.com. You can also make a gift online at BaptistHealthFoundation.com or scan the QR to visit our donation page.



Scan the QR code to visit the BHF donation page.

in the right hands

Dr. Christopher Jahraus speaks from experience as patient

WHEN DR. CHRISTOPHER JAHRAUS TELLS HIS PATIENTS THEY WILL BE WELL TAKEN CARE OF AT SHELBY BAPTIST'S CANCER CARE CENTER, HE SPEAKS FROM PERSONAL EXPERIENCE. AND NOT JUST AS A PHYSICIAN.

Dr. Jahraus, a radiation oncologist who has been at Shelby Baptist Medical Center since 2009, recently discovered a mass on the outside of his chest wall. So the operating table was turned and the doctor became the patient. He received a scan from Dr. Susan Ferguson and then underwent outpatient surgery performed by Dr. Rex Sherer.

Dr. Jahraus says the experience enhanced his appreciation of the quality of care offered at Shelby, with an emphasis on "care."

"I was so impressed by the whole system," Dr. Jahraus says. "Shelby has this wonderful ability to be a high-tech medical center, and yet we have the small-town attitude in terms of treating you like a real person. That's what I love about it."

Like most patients facing a surgical procedure, Dr. Jahraus says he was "a nervous wreck" as he was being prepared for the operating room. His nerves calmed, however, once his pre-op nurse arrived and began to help him relax.

"Oh my gosh, she was so wonderful," Dr. Jahraus says. "She had this motherly nature about her that just calmed me down. You don't always get that at hospitals. That's what I mean when I say the people at Shelby work in a "big-time" hospital, but they have a sense of community and personal care usually only found in small towns."

Dr. Jahraus says he was placed further at ease by Dr. Sherer in the moments before his surgery began.

"He came in and said, 'You're going to be in my hands, and we're both going to be in God's hands,'" Dr. Jahraus says. "That reinforced to me that there is something different about this place. Something that drives the spirit here and sets the tone."

"From the nurses who took care of me to my doctors and colleagues at Shelby Baptist, I can't fully express the magnitude of my confidence in this place and expertise and compassion of the people who work here. Going through what I did made me value this hospital all the more."

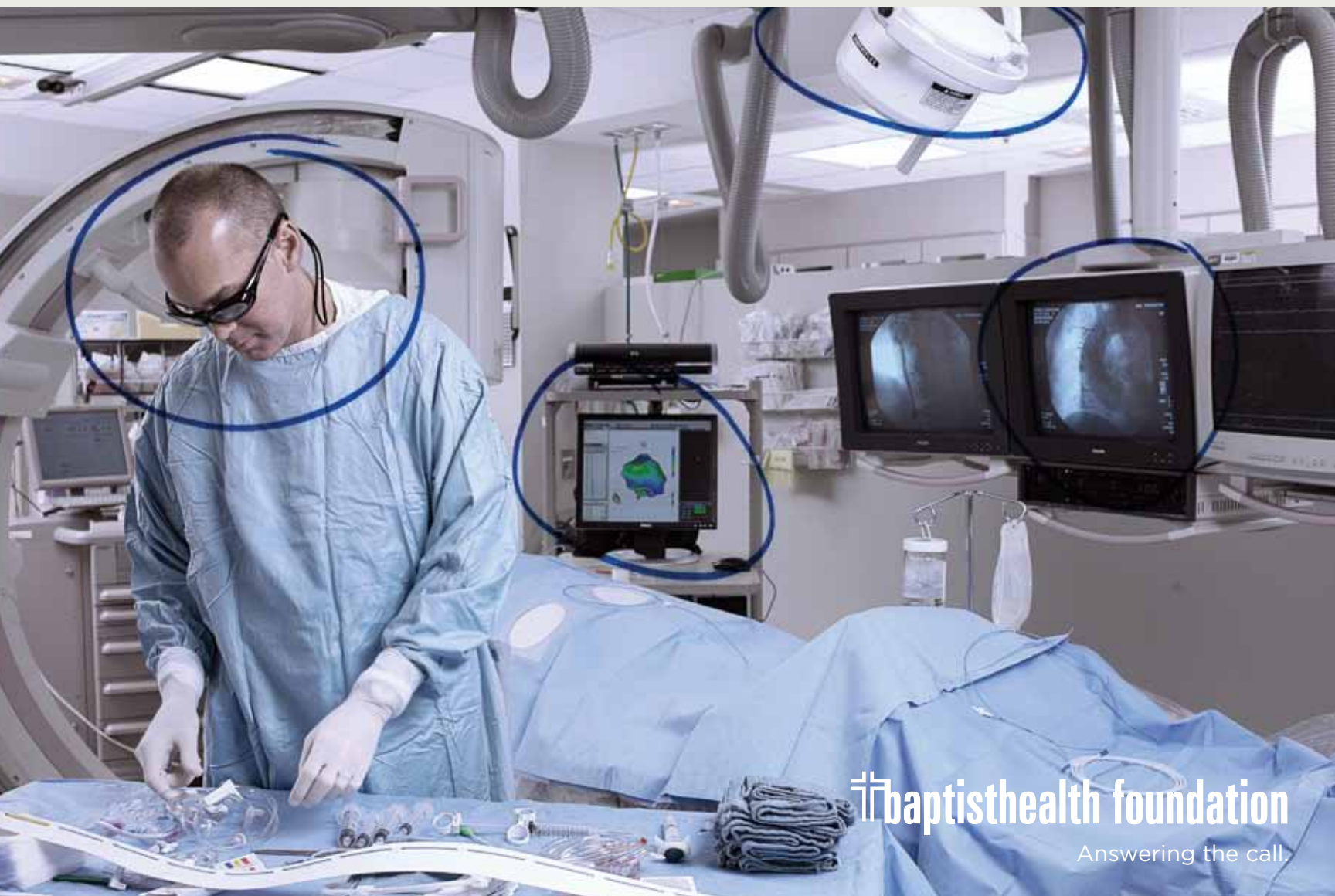
It is a confidence that Dr. Jahraus now passes along to his patients. He wants them to fully understand they are in good hands at Shelby Baptist. Hands that will comfort you, guide you and get you back on the road to recovery.

And Dr. Jahraus makes sure his patients know this isn't just talk. He is speaking from experience. He is speaking from the heart.

"Having gone through this experience gives me the confidence of knowing that patients are not only taken care of here, they're cared about," Dr. Jahraus says. "I tell my patients to have great confidence in these people. I've put myself in their hands and I know I can trust them. If I can trust them and know firsthand the quality of their work, then you can be all the more confident in them."

"Not only do I value the partnership of my colleagues at Shelby, but I trust them so much that there is no way that I would go anywhere else for health care. Period. I know without a shadow of a doubt that I can get the best care right here at Shelby Baptist."

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