A MILESTONE IN MEDICAL MINISTRY

Mission Impossible? Not for BHF

Betsy Postlethwait: A conversation with Princeton Baptist’s new president
a letter from
Gene Davenport & Mark Belcher

THIS YEAR MARKS AN IMPORTANT MILESTONE for Baptist Health System and for its first hospital, Princeton Baptist Medical Center. It was 90 years ago that a group of Baptist laymen and churches put their faith to work and established a Baptist health ministry in Birmingham’s western area. Those early pioneers could not have imagined how the faith, hard work and generosity of its supporters would turn that small hospital into one of the state’s largest health care systems. On pages 4-9 in this issue of Stewardship we invite you to read about the growth of our System over the past 90 years.

New Princeton President Betsy Postlethwait offers her thoughts on exciting initiatives underway at the hospital, its patient-centered culture and the many ways the Baptist Health Foundation has helped the hospital and its patients through the years.

There is much news to report about Foundation activities in the “Foundation Spotlight,” beginning on page 11. Read how your gifts are helping educate tomorrow’s nurses and fund innovations that will improve patient care. On page 12, we’re announcing the establishment of the Mission Society to recognize donors who make an annual gift of $1,000 or more. Details and results of fundraisers at Shelby, Walker and Citizens Baptist are included, plus a “Save the Date” for this fall’s Alabama Charity Clays and recognition of two new “White Coat” events honoring Physician Champions of the Princeton capital campaign.

Our hospitals continue to earn recognition for their clinical abilities (pages 17 & 19), bring new services to their communities (page 18), go the extra mile to bring comfort to patients (page 20) and bring new medical professionals onboard (page 21).

We hope you enjoy reading about these accomplishments. But most of all, we hope you feel a sense of pride. It is your support that helps make these things—and much more—possible. On behalf of our hospitals and our patients, thank you for being part of the Baptist Health System’s health care ministry.
A conversation with Princeton's new president

Betsy Postlethwait

BETSY POSTLETHWAIT was promoted to the position of President of Princeton Baptist Medical Center in January of this year. It’s the latest achievement in a 25-year health care career that includes the positions of Princeton’s Chief Operating Officer since 2004, chief financial officer and chief executive officer. With construction sounds of the East Expansion Project in the background, Princeton’s first woman president shares her vision for the hospital’s future.

You’ve been affiliated with Princeton for a number of years. Now as its President, what is the path your leadership will take?

My path will continue to lead Princeton on its strategic direction built around our critical success factors—those factors that we often speak of: mission, engagement and excellence. We have a very detailed strategic plan that we believe will make us successful and continue to position Princeton as the market share leader and tertiary referral center in the western half of Birmingham. We will focus on making Princeton the best that it can be—not just for the patients that we care for, but also for the staff members who work here and for the physicians whose medical home is here with us. Together, we will continue to grow and be strong in this community, providing quality health care for years to come.

What excites you about leading Princeton as its President?

I am both thrilled and honored to serve as the president of Princeton Baptist during such an incredibly exciting time. The East Expansion is a significant development for us, and this is a period of growth that has really excited our medical staff. We are engaging in so many initiatives right now. We just successfully completed the first phase of our rollout of Epic, our electronic health record system. Completion of the final phase next year will give us a full electronic health record. That’s a major milestone for us.

We’re also working with Baptist Health System and our physicians who are part of the Baptist Physician Alliance to improve clinical integration. That’s a key initiative for a successful partnership with physicians to provide quality, cost-effective health care for our patients.

In addition, we are developing opportunities to work with other providers to shape the transition of care for our patients. This era of health care reform certainly has provided its challenges. But we believe these challenges present new opportunities for us to be innovative in how we care for our patients in the most efficient, cost-effective and patient-friendly manner. It’s a time of great opportunity.

Princeton began as a faith-based ministry of healing. How has that shaped its mission and culture?

I think culture is the key word. The cornerstone of who we are is that faith-based mission, which really pervades everything we do. Princeton has a culture of compassionate care, and we take every opportunity to bring that faith to the healing environment for our patients and their families—and for our staff and physicians as well. Our culture is one of clinical excellence. Again, it’s that compassionate faith-based care that drives us to want to provide clinical excellence.

Our culture is very patient-centered. It’s reflected in our Patient Promise and the Baptist Experience. It’s recognized by our staff and demonstrated by their professionalism. We’re very proud of our team members and the professional excellence they display.

As we transition from the older health care delivery model to a new patient-centered one, we are seeing improvements in coordination for the patient’s continuum of care from pre-hospital to post-hospital. It’s a better way to keep patients healthy. The focus is on wellness and good health—to care for patients in a more holistic way.

Princeton began as a faith-based ministry of healing. How has that shaped its mission and culture?

This year as we mark Princeton’s 90th anniversary, what does the future hold for the hospital?

Princeton has been an active community partner in the West End area. Do you expect that to continue in the coming years and if so, how?

Yes, absolutely. Princeton has been a bedrock of this community and a very important player in terms of health care and economic development. The City of Birmingham and Princeton have partnered frequently to make a positive impact in the West End community. We remain very committed to that.

Princeton initiated and participates in numerous community programs every year—from our Achievers program for high school students to our Vacation Bible School program to the recent 5K Race for Kids. We are always looking for ways to encourage health and wellness in our community. We’re also developing programs to be good community partners with other providers in the community, such as Ball Healthcare down the street and Princeton Towers right on our campus. We constantly look for ways to be important and vital to the West End of Birmingham.

What does the support of the Baptist Health Foundation—and the philanthropists who support it—mean to Princeton’s future?

The Foundation and the generous people that support it have helped Princeton in innumerable ways over the years. On the near horizon is the opening of our East Expansion project, which is so significant for Princeton. It’s really monumental because it is our first state-of-the-art project in decades, and it is currently the largest project in the West End community.

The Board approved $57 million for the project, but we needed more to complete the full scope of our plans. The Foundation’s $5 million capital campaign is essential to completion of the new building. Specifically, to build out and equip the central instrument processing department, the area where instruments for surgery and endoscopy are sterilized. It is a critical element that would not have been upgraded had it not been for the support of Foundation donors.

The campaign is also providing funds for construction of our new chapel, which will be a beautiful, peaceful area for reflection and prayer for our patients and their families, for physicians and staff members, and the whole Princeton community. The chapel will be the center piece of the new construction and is truly an architectural jewel.

Over the years, the Foundation has helped Princeton with projects, both large and small...

Foundation funds are also creating a large classroom space to comfortably house community, as well as hospital events. Over the years, the Foundation has also helped with other projects—both large and small. Noteworthy during the last three years is the Alabama Charity Clays, which raised funds for our Breast Care Center. Thanks to the proceeds from these events, we have been able to purchase new diagnostic equipment and enhance our MRI and other therapeutic equipment to help patients on the difficult journey with breast cancer.

The Foundation’s continued support is essential to Princeton’s future.
“SEVEN LOTS, FRONTAGE OF MORE THAN 350 FEET ON AVENUE AND A DEPTH OF 190 FEET TO ALLEY IN REAR. ACCOMMODATION FOR 150 BEDS. MANY PRIVATE ROOMS HANDSOMELY FURNISHED. LABORATORY AS GOOD AS CAN BE FOUND ANYWHERE. INCLUDES BOTH PATHOLOGICAL AND X-RAY EQUIPMENT. THIRTY ROOMS WITH ACCESSORY EQUIPMENT, ALL THAT COULD BE DESIRED...GROUNDS BEAUTIFUL AND RESTFUL.”

That was the description in 1922 of a farmhouse turned infirmary on Tuscaloosa Avenue that has grown into a 499-bed major medical center – Princeton Baptist Medical Center – and marked the beginning of Baptist Health System.

In her book The First Fifty, written to celebrate the 50th anniversary of the System and Princeton Baptist, author Janie Lott wrote: “...we wish those early pioneers could see it today ... born of their vision and their faith to see it through, and carried on by present-day pioneers whose vision and faith look to a future of heretofore undreamed of depth and breadth.”

Now, 40 years past that landmark anniversary, the same can be said. Princeton Baptist and Baptist Health System are still blessed with “present-day pioneers” who continue to bring new, cutting-edge health care to the people of north and central Alabama. And it is still vision and faith that guide us.
In January 1922, following a special service at West End Baptist Church, several hundred people traveled just up the street to see this building that was to be the home of the Birmingham Baptist Association’s new ministry of healing. It was the culmination of much hard work and perseverance and the answer to many prayers, as well as an act of faith of a very dedicated group of Baptists.

In fact, when Birmingham Baptist Hospital began operation on January 20, it had 39 patients—and admitted 11 more that day—but not one dollar of operating capital. Today’s Princeton Baptist and the entire Baptist Health System stand as proof of the faith, vision and generosity of BHS supporters over the past 90 years.

THE TRADITION CONTINUES
Just as the leaders of the fledging hospital faced challenges but moved forward with faith and confidence, so do those who lead today’s organization.

Baptist Health System is among the state’s largest health care systems with 1,080 licensed beds. And as one of Alabama’s largest employers, BHS not only provides employment for approximately 4,300 people, but has been honored as one of the “Best Places to Work” in Birmingham for the last three consecutive years and as one of the “Best in Alabama” for the last two years. In addition, more than 800 credentialed physicians choose to practice at BHS facilities.

“While this era of health care reform certainly has provided challenges, it is truly a time of great opportunity,” said Princeton Baptist President Betsy Postlethwait. “She cites opportunities to work with other providers to shape the transitions of care for patients, to expand key service lines and to clinically integrate with physicians—all while providing care in the most efficient, cost-effective, patient-friendly manner.

GROWTH TO MEET COMMUNITY NEEDS
Growth has been characteristic of Baptist Health System throughout its long history. From a $75,000 expansion in 1937 that added a new kitchen, a maternity ward and X-ray equipment to the current $57 million East Expansion, Princeton Baptist has seen many improvements in its 90-year history. In 1966, a major expansion at the hospital added a new north wing with physicians—all while providing care in the most efficient, cost-effective, patient-friendly manner.

Today’s Princeton Baptist and the entire Baptist Health System stand as proof of the faith, vision and generosity of BHS supporters over the past 90 years.

LEADING BY FAITH
In January 1922, following a special service at West End Baptist Church, several hundred people traveled just up the street to see this building that was to be the home of the Birmingham Baptist Association’s new ministry of healing. It was the culmination of much hard work and perseverance and the answer to many prayers, as well as an act of faith of a very dedicated group of Baptists.
Baptist Health System's longstanding commitment to the communities it serves is as strong as ever. It is evident in the bricks and mortar changes underway at Princeton, but also in quality and technology improvements taking place across the System.

The implementation of Epic, a new electronic medical record system, will provide better access and integration of health care delivery, which means improved care for patients. Sophisticated medical technology – such as robotic surgery – along with new programs and services are regularly added. Among the most recent are home infusion and expanded home care services.

As in the early days, partnership with physicians reinforces the System’s commitment to quality. For example, the Baptist Physician Alliance is a collaborative effort among physicians and the System to continue improving in the quality of patient care.

Since its beginning, BHS has been committed to training health care professionals for the future – nurses, physicians, allied health workers. Today, BHS continues to keep that promise. The result is an outstanding medical residency education program, the first clinical pastoral education program and highly respected clinical education collaborations to train nurses, health care administrators and allied health professionals.

In looking back over 90 years, Shane Spees, BHS president and CEO, applauds the conscientiousness of our employees and the generosity of our donors. Truly, we have been blessed. Yet we will do so much more. We are on a good path and are positioned for even greater success. We look forward to the next 90 years.

BHS “FIRSTS”

1945 | A new formula room, the first of its kind in the state, was added to the maternity department at Birmingham Baptist Hospital (today’s Princeton Baptist Medical Center).

1950 | Pioneering brain surgery was done at BBH on two babies who contracted meningitis shortly after birth.

1960s | The Baptist hospitals collaborated in a medical first: electrocardiograms were transmitted by telephone directly from a patient to a remote doctor for clinical interpretation.

1965 | First for this year included:

First use of electronic monitoring equipment for patient care in an Alabama community hospital was introduced when BBH opened its first intensive care unit.

BBH acquired the first comprehensive cardiac pulmonary resuscitation unit in the Southeast.

In addition, construction began on an eight-story professional office building connected to BBH, the first of its kind in Alabama.

1972 | Princeton Baptist established the Southeast’s first center for Neurological Sciences.

1980 | Princeton Baptist became one of the first hospitals in the state to establish a hospice program.

1990 | Princeton Baptist’s cancer program, the only one in an Alabama hospital to have both a cancer registry and hospice program, was approved by the American College of Surgeons.

1993 | Princeton Baptist was the first hospital to participate in two investigational studies where medicine may be injected into the heart to potentially grow new blood vessels.

2007 | The region’s first “top-down” mini-maze operation was performed at Shelby Baptist.

2012 | Shelby Baptist installed the first DaVinci Robot in all three BHS hospitals.

2012 | Shelby Baptist opened a new $92 million South Tower, the largest single project in Shelby County history.

2012 | The System’s first clinically integrated physician network, Baptist Physician Alliance, was formed to foster a collaborative effort with physicians to better control costs and improve the quality of patient care.

–Citizens, Princeton and Walker Baptist are named among the nation’s top performers on key quality measures by The Joint Commission.

–Princeton and Walker Baptist rank among the top hospitals in the Birmingham metro area in U.S. News & World Report’s 2012-13 “Best Hospitals.”

–Business Alabama magazine names Baptist Health System One of the Best Companies to Work for in Alabama.

–Three BHS facilities in Walker County earn national recognition for patient-centered medical care practices.
Baptist Joint Venture To Offer Home Infusion Therapy

BAPTIST HEALTH SYSTEM and St. Vincent’s Health System have entered into a joint venture with Birmingham-based ContinuumRx to serve patients requiring home infusion services. (In infusion therapy, medication is administered through a needle or catheter.)

Through this joint venture, BHS is able to provide patients with a well-coordinated transition from hospital-to-home as they continue to receive infusion therapy to manage their condition.

Home infusion services are typically ordered for patients discharged from the hospital with continuing need for intravenous antibiotics, enteral (tube) feeding or total parenteral nutrition. High-cost chronic disease states such as cancer, gastrointestinal problems, heart failure and others also often require home infusion therapy.

Nearly one in five Medicare patients discharged from a hospital is readmitted within 30 days – a readmission many could have avoided if their care outside the hospital could have been more aggressive and better coordinated.

“ContinuumRx has demonstrated in other markets significant experience in coordinating and managing the successful outcome of patients with chronic and complex conditions,” said Scott Fenn, BHS chief integration officer. “Their vision of where home infusion fits into the overall transformation of health care played a major factor in our decision. We are excited to have them as the operating partner for our home infusion service.”

NEW PARTNERSHIP TO IMPROVE HOME CARE SERVICES

A NEW JOINT VENTURE between Baptist Health System and Louisiana-based LHC Group will help provide much-needed home care services for the residents of central Alabama.

“The creation of Baptist Health System HomeCare allows us to address the needs of our patients by providing services important in the continuum of care,” said BHS President and CEO Shane Spees.

“Through BHS HomeCare, we will be able to serve patients throughout our seven county region and complement our existing home care services offered by Citizens Baptist Medical Center in Talladega,” Spees said. “Through this full-service home health agency, patients across our service area can seamlessly transition from high-quality hospital care to high-quality care in the comfort of their home.”

As part of LHC Group, a national provider of post-acute care, BHS HomeCare offers local patients a number of benefits, including access to proven clinical programs and leading patient education materials. In addition, qualified BHS HomeCare patients receive Philips Lifeline medical alert service at no additional charge as part of their plan of care.

“At Baptist Health System, it’s our vision to reach superior levels of performance throughout our organization – and to engage those who share our vision,” said Spees. “In LHC Group, we have found a partner that places patient care and employee satisfaction at the forefront of every decision, and that’s a great fit for Baptist. Working together, we’ll expand the quality and scope of services available to our patients and communities across Alabama.”

Foundation Funds IVM Scholarships

IN APRIL, eight Sanford University nursing students were the recipients of scholarships funded by the Baptist Health Foundation. The scholarships were presented as part of the University’s annual awards day program sponsored by its Ida V. Moffett School of Nursing.

SCHOLARSHIPS PRESENTED BY THE FOUNDATION WERE:

- The Ida V. Moffett Caring Award given to the senior student who “demonstrates an exceptional and consistent caring attitude in providing care for patients and their families.” The recipient was Molly Caplin of Demopolis.
- The Elizabeth Cathoun Memo- rial Award for the graduate student who “exemplifies the highest professional qualities and a commitment to nursing” was presented to Michelle Atkinson, a doctor of nursing practice student from Carthage, Miss.

Four students enrolled in the adult health class received scholarships earmarked for junior students with at least a 3.5 grade point average. The scholarships and recipients were:

- The Lucy Jarrell Estes Memorial Scholarship went to Caroline Smith from Birmingham.
- The Marion A. Marx Nursing Scholarship was awarded to Anna Jankowski of Gardendale.
- Megan Bryant of Birmingham and Taylor Jordan, of Baton Rouge, La., both received Ida V. Moffett Memorial Scholarships.

The Foundation also awarded scholarships for academic achievement to two additional students.

- The Lucy Jarrell Estes Academic Achievement Scholarship was awarded to Lindsay Terry of Vestavia.
- The Marion A. Marx Nursing Academic Achievement Scholarship was awarded to Lindsey Robinson of Tippah, Miss.

Providing resources to help educate tomorrow’s health care professionals is one of the goals of the Baptist Health Foundation,” says Mark Belcher, president of the Foundation. “We are grateful to the many donors who have helped make possible this support for tomorrow’s nurses.”
“Prize Catch” for Citizens Baptist Bass Fishing Tournament

CITIZENS BAPTIST MEDICAL CENTER landed another prize catch on February 18 when the hospital held its third annual Bass Fishing Tournament. A total of 81 boats and 362 fishermen participated in the event, which once again was held on the beautiful waters of Logan Martin Lake. This year’s tournament raised more than $30,000. Citizens Baptist physician marketing liaison Roxann Ramsey says the funds will go toward the purchase of a variety of equipment for the women’s and children’s unit in the hospital, including an infant blanket warmer and ophthalmic equipment.

Citizens Baptist administrator Joel Taylor says the tournament has become a much-anticipated staple on the local fishing calendar after only three years of existence. “It is an event that people really look forward to,” Taylor says. “We have had great participation and feedback, and it has been a success with the money raised. We have become the model for some of the other local fishing tournaments.”

It is also a different type of charity event, which Taylor says adds to the popularity. “In April alone there are three or four golf tournaments here in Talladega. I think we have harnessed something that is different than other local charitable events,” Taylor says. “It really capitalizes on the local resources. Logan Martin is a fantastic fishing lake. The fishermen are happy to support our hospital and the cause. Each time we get very positive comments.”

Once again, the Citizens Baptist Bass Fishing Tournament would not have been possible without the generous support of sponsors, including Maynard Cooper & Gale, Citizens Auxiliary, Birmingham Radiological Group, Horizon Health, Aegio Health Group, and sponsoring the tournament director Rusty Burnworths for all his hard work.

Teams that took the Top Ten winning spots and earned prizes of $100 to $1,500 were: Adam Bain and Kris Colley, Ricky Smith and Tony Shudy, Joey Stewart and Gina Jones, Philip Winnett and Robert Winnett, Philip Jinks and John Vardaman, Mike Freeman and Brannon Hurst, John Layton and Scott Phillips, Mike Cleveland and Alan Gwynn, Shannon Vinson and Willie Gardner, Terry Burns and Mike Davis. Winners of the “Big Fish” contest were Philip Jinks and John Vardaman.

MISSION IMPOSSIBLE?
Not for the BHF Mission Society

SINCE ITS INCEPTION 45 YEARS AGO, the Foundation has worked hard to fulfill its mission to ensure that Baptist Health System has the resources necessary to sustain its ministries to enhance the health, dignity and wholeness of those we serve.

And now the Foundation has established a donor level dedicated to helping achieve that goal. It is called, appropriately enough, the Mission Society and is a way to recognize donors who make an annual gift of $5,000 or more to the Foundation.

“In commemoration of our 90 years of medical ministry, we are establishing the Mission Society this year to honor the friends of Baptist Health System who are committed to partnering with us and supporting our mission,” says Jennifer Philpot, the director of development for the Foundation. “This is another way we can recognize the strong relationships we have with our donors, let them know their gifts are critical to this health ministry, as well as properly thank them each year.”

Philpot says members of the Mission Society will be invited to special events throughout the year and recognized in the Foundation’s annual report and at a yearly Mission Society function. In addition, through this ongoing relationship Mission Society members will be able to learn more about the impact they have in terms of patient care. Mission Society members will be able to learn first-hand that through their donations, they are investing in the health and wellness of their community.

“We want to make sure our patients receive the best quality, compassionate care,” Philpot says. “The Mission Society helps us purchase state-of-the-art equipment and provide funding for programs and services that enhance the patient experience at BHS hospitals.”

“At Baptist Health System, we put great emphasis on living the mission every day both inside and outside the walls of our hospitals and health centers. And we are grateful for donors, like the members of the Mission Society, for helping make this possible.”

For more information on the Mission Society or to become a member, call 205-776-5336, dial toll free 1-877-408-4243 or visit us online at www.baptisthealthfoundation.com.

2013 TOURNAMENT
FEBRUARY 16
CALL 256.761.4664

10TH ANNUAL WALKER GOLF TOURNAMENT
ANOTHER SUCCESS

EVERY YEAR the Walker Baptist Cancer Center golf tournament is held, it exceeds the expectations of administrator Deanna Bagwell. That’s because Bagwell’s expectations for the tournament didn’t extend much beyond her hopes for the very first year the tournament was held. Now, 10 years later, it’s a wonderful success for the Cancer Center and the community.

On April 15, Walker Baptist held its 10th annual Cancer Center golf tournament at Musgrove Country Club in Jasper, with 22 teams and 88 golfers competing in the event. “When we had the very first tournament, I never realized that we would be able to create enough steam behind it to carry it for 10 years. I thought it might just be a one-time event,” Bagwell says. “We’re thrilled that we have been able to keep it going this long.”

This year’s tournament raised approximately $30,000, which Bagwell hopes to use to purchase wheelchair lifts to help transport patients from one treatment area to another more easily. Last year the hospital used funds from the tournament to purchase a $5,000 blanket warmer for cancer patients. “The blanket is a wonderful comfort to a cancer patient who is here several hours for an infusion,” Bagwell says. “They get cold and have chills sometimes. To have a warm blanket to put on them is just wonderful.”

Funds from the event also are used to help uninsured patients purchase prescriptions and medical equipment. Gas cards also are offered to lower-income patients in order to defray the cost of traveling to and from the clinic.

Bagwell says a number of sponsors and golfers have participated in all 10 of the tournaments. The business sponsors who have contributed each year are: Jim N. Nails, Duskin Point Marina, Southern Orthopedics, Drummond Company, L.J. Morgan & Associates, New Beacon Hospice, Scott Crump Toyota, MedFusion Specialty Pharmacy, Dot Dial and Walker Medical Diagnostics.

Individuals who have participated every year include Tommy Bagwell, Terry Bagwell, Tim Bagwell, Brian Bagwell, Dr. Larry Baker, Greg Benefield, Daniel Mayfield, Chip Mullinax, Dr. B.E. Richardson, Bob Swinney, Randy Sumner, Doug White, Bill Walker and Dr. Jan Wasterman. Special thanks go to Phil Green, the pro at Musgrove, who sees that everything runs smoothly with the tournament every year.
Smallest Patients Benefit from Shelby Golf Classic

IN GOLF, A LONG DRIVE IS A GOOD THING. But when it comes to needing the services provided by a neonatal intensive care unit (NICU), a long drive to the hospital is the last thing somebody wants.

Shelby Baptist Medical Center keeps those services close to home, and the driving to a minimum, with the only NICU between downtown Birmingham and Montgomery. And for the fifth consecutive year, the Shelby Baptist Medical Center Golf Classic helped raise funds for that unit.

Ninety-eight golfers competed in this year’s tournament, which was held April 13 at Ballantrae Golf Club in Pelham. The event raised over $35,000, bringing the five-year total to more than $150,000. The money is used to purchase new equipment for the hospital’s NICU.

In addition to raising money and enjoying an afternoon of golf, participants in the tournament were able to learn more about the Shelby Baptist NICU and the important role it plays in providing women and infant care for central Alabama.

“It is important to have events like this because it raises awareness in a large group of people,” said David Wilson, president of Shelby Baptist. “We brought in several new players and sponsors this year, which is really exciting. It enables them to learn more about our mission at Shelby Baptist and Baptist Health System. It’s always great to have people come out and hear a little bit more about your cause.”

Robins & Morton was once again the title sponsor of the tournament. Thanks also to our other generous sponsors: Maynard Cooper & Gale, Johnson Development, TRO/Jung Brannan, Sherlock Smith & Adams, Crothall Laundry Services, Lemak Sports Medicine & Orthopedics and Hospital Housekeeping Systems. A special thank you as well to Shelby Baptist physicians Dr. Mark Scofield and Dr. Malcolm Simmons for serving as this year’s tournament chairman.

FUNDING INNOVATION

THE BAPTIST HEALTH FOUNDATION (BHF) is willing to invest much more than a penny for innovative thoughts.

For years, BHF has invested heavily in making physical improvements to Baptist Health System in terms of facilities, equipment and personnel. But more recently, the Foundation has started using what they call “innovation capital” to fund ideas and projects that will have a positive impact on the System and its patients.

INNOVATION IS THE KEY

“ Innovation has been the real crux of our growth and development as a System,” BHF President and Chief Development Officer Mark Belcher says. “What can we do better? How can we improve our efficiencies? What programs can we build that will benefit our patients? We want to innovate around those ideas.

“So we developed a fund designed specifically to promote innovative ideas. It’s not money out of the primary budget, so if the experiment isn’t as successful as we hoped, the System won’t be hurt. It gives us an additional opportunity to seek out innovative health care delivery methods.”

INNOVATION FOR EXCELLENCE

One of the first programs funded by innovation capital from the Foundation was a nurse simulation lab at Princeton Baptist Medical Center that is under development. Belcher compares the lab to the type of simulation that airline pilots use for training before they actually begin flying.

“If nurses are trained to respond to stressful situations in a controlled environment, they are going to obviously perform better under stress in real life circumstances,” Belcher says.

“In addition,” Belcher says, “the level of care a person receives while in the hospital is often impacted by the nursing relationship with the patient. We believe we can improve that relationship by supporting our nursing education program with this simulation lab.”

NATIONAL ACCLAIM FOR BHF

The Foundation’s successful use of innovation capital has caught the attention of The Advisory Board Company, a global research and consulting firm. The Advisory Board cited the Foundation with an Innovation Capital award before they actually begin flying.

“In fact, there was so much interest in our program that I hosted a webinar that included about 90 participants from around the country. They were interested in learning more about innovation capital and how we run our program. It’s something we are doing really well, and it’s done a lot to help the Baptist Health System.”

WINNERS:
1ST PLACE
Dr. Michael Patterson (tournament co-chair) and Friends

2ND PLACE
Richard McGirr

3RD PLACE
Dr. John Wilbanks, Gerald Adams, Mike Perry and David McCarty

CLOCKWISE FROM TOP LEFT: SHELBY PRESIDENT DAVID WILSON HOLDS THE FLAG WHILE TREY CRITTENDEN PUTTS; DR. MALCOLM SIMMONS (TOURNAMENT CO-CHAIR); CAITLIN BUSH; DR. MALCOLM SIMMONS (TOURNAMENT CO-CHAIR) AND DR. MARK SCOFIELD CELEBRATES WINNING THE LONGEST PUTT; AND TOURISM WITH DR. MARK CLEVELAND, DR. CHIP BRASWELL, DR. CLIFTON VANCE AND DR. DAVID BRENNER.
IN APRIL, the second “White Coat” event was held for physicians at Princeton Baptist who have championed the fundraising efforts for the hospital's new expansion project. Shai’s in Homewood partnered with the Baptist Health Foundation to sponsored a special evening for the physicians.

“The momentum we were able to generate for the capital campaign was put into motion by the generous gifts from key donors, our boards and our dedicated physicians who support the hospital in so many ways every day,” said Mark Belcher, president of the Baptist Health Foundation. “Our White Coat events are our way to say a special ‘thank you’ to these physicians who made a significant number of gifts to the campaign.”

Each “Physician Champion” received a special white physician’s coat, personally fitted and tailored by Shai’s in recognition of their giving.

“We hope our physicians will wear this coat with pride, knowing the contribution they have made to bringing much-needed improvements and expansion to the hospital,” Belcher added. “And, we hope others who see the coats will be reminded that philanthropy is critical to the future of our Baptist hospitals.”

BEN FRANKLIN’S QUOTE, “an ounce of prevention is worth a pound of cure,” is still relevant in the 21st century. And being proactive, particularly in the case of one’s health, can yield high rewards. Even something as elementary as hand hygiene can make a huge impact.

Baptist Health System is four medical centers – Princeton, Shelby, Walker and Citizens – are among 27 hospitals in the state partnering with Alabama Power and Proventix Systems, Inc. in a new hand hygiene initiative. The “Putting Power into Healthcare” initiative (PPHI) focuses on increasing hand-washing habits, which studies show can help reduce health care-associated infections. These infections can complicate a medical condition, extend the time a patient stays in the hospital and boost the costs of health care and health insurance.

HOW IT WORKS
The Proventix’s nGage System uses radio-frequency badges worn by hospital personnel and a compliance monitoring system. The system measures when and how often badged employees and healthcare professionals wash their hands. BHS and other participating hospitals have installed the system in patient rooms and other places where patient care is provided.

STUDY AT PRINCETON BAPTIST
“Hand washing seems like such a simple thing, yet it is the most important action a caregiver can take to protect a patient from infection,” said Dr. Rich Embrey, chief medical officer of Princeton Baptist Medical Center in Birmingham. “The nGage System finally provides a way for our caregivers to know they are providing this lifesaving action for each and every patient they touch.”

Dr. Embrey and a team at Princeton Baptist conducted a seven-month study to determine whether increased hand-washing prompted by the nGage System could reduce infection rates. The results were significant: during the study period, infection rates dropped 22 percent in the unit where the system was installed. That translated into 159 fewer patient days and estimated health cost savings of more than $133,000.

FIRST OF ITS KIND INITIATIVE
Harvey Nix, Proventix’s chief executive officer, board chairman and founder, said PPHI is the first initiative to use a sophisticated, data-backed network to encourage and track hand-washing across multiple hospitals in a single state.

“PPHI is part of a bigger vision that goes beyond merely improving hand hygiene,” Nix said. “We have an opportunity to improve the delivery of care through collaboration among health care workers and standardized processes. This effort is focused not only on infection prevention, but on quality care driven through effective communications.”

ALABAMA POWER LENDS HELPING HAND
Alabama Power understands the importance of this program and the positive effect it will have in the community. The company is providing “seed money” to help the participating hospitals implement the hand hygiene monitoring system in their facilities.

Charles McCrary, Alabama Power president and CEO, said the program is a natural extension of Alabama Power’s health and wellness programs, which have played a role in keeping employees healthier, reducing sick days and improving productivity.
Serving the Needs of the Community

THE POPULATION IN SHELBY COUNTY is not only growing in numbers. It is also growing older in age. And Shelby Baptist Medical Center is keeping up with both areas of growth by creating a new geriatric psychiatric unit and by adding 30 new medical/surgical beds to the general hospital.

The geriatric/psychiatric (geri/psych) unit, which is scheduled to open January 1, 2013, will be a 20-bed facility specifically designed for the treatment of patients age 65 and older who are facing both medical and psychiatric issues such as dementia and Alzheimer’s. Currently, patients at Shelby Baptist who also need psychiatric care often have to be transferred to Birmingham in order to receive the appropriate treatment.

“There is a significant need in our community for a geri/psych unit as the population in Shelby County ages,” Shelby Baptist Medical Center Chief Operating Officer Scott Williams says. “We are seeing an increasing number of patients come to our hospital and our emergency room who have psychological diagnoses as well as medical diagnoses that require care.

“Weith the opening of the geri/psych unit we will be able to keep those patients in Shelby County and treat them here, which is what they want,” Williams says. “We have received that request from our patients and their family members multiple times over the last year or so, and we have responded to that need.”

The new unit, which will cost approximately $1.3 million to create, will have an activities room and a dining area, as well as private rooms where patients can receive one-on-one counseling and psychiatric treatment. The entire facility will be secured, so patients will be able to safely move around and engage in group events. Williams says new staff members will be hired to work specifically in the geri/psych unit, and a director will be brought in to oversee the program.

“At the same time, since it is in the hospital, we will have medical physicians who are already on our staff who will have the ability to come in and work closely with the psychiatric staff,” Williams says. “So the patients’ physical needs will be addressed as well as their psycho-social needs. I have already talked with several family members who are very excited about the opportunity for us to have a geri/psych unit here in Shelby.”

“We are seeing tremendous growth in our general hospital population, particularly in the past year,” Williams says. “The addition of these beds will add capacity and give us the ability to care for more patients who want to come to Shelby Baptist.

“Our community is growing, and Shelby Baptist continues to grow right along with the community. So we are continuing to expand our capacity, services and programs in order to meet the needs of our growing community.”

“With the opening of the geri/psych unit, we have a specific need in the community which we are committed to adhering to a higher standard of care,” said BHS President and CEO Shane Spees.

Just as Princeton was the area’s first hospital to become an accredited chest pain center in 2009, it’s now the first to achieve Heart Failure Accreditation by the SCPC.

To receive Heart Failure Accreditation, Princeton engaged in rigorous reevaluation and refinement of its cardiac care processes to integrate the health care industry’s successful practices and standards of care in the treatment of heart failure patients. Heart Failure is a leading cause of death in the United States, and Princeton’s new status in Heart Failure Accreditation demonstrates its commitment to effectively managing the increasing number of heart failure patients seeking emergency care.

“Princeton’s Heart Failure Accreditation enhances the quality of care for our patients suffering from heart failure,” said Ann McEntire, RN, nursing director, Princeton Cardiovascular Services. “Heart Failure affects a large segment of our patient population, and we want to provide the best standard of care upon admission. And, upon discharge, we want to help our patients avoid readmissions.

“Our Heart Failure Accreditation coupled with our Chest Pain Center Accreditation sets us apart,” McEntire said. “By taking the extra step to go through this intense accreditation process, we prove to the community that it is our desire to go above and beyond and that we are committed to adhering to a higher standard of care.”
Citizens Aprons Help Preserve Patients’ Dignity

BY DIANNA KNIGHT

THE AUXILIARY AT CITIZENS BAPTIST saw a need on the hospital’s Senior Care Unit and moved quickly to champion the project.

Members of the Auxiliary are using their sewing talents to help these patients in a very practical way – and one that also helps the seniors maintain their dignity. Jancie Johnson, who is leading the initiative, and other volunteers are making bib aprons for the patients.

“One of our overall treatment goals is to assist our patients in preserving their dignity,” said Dianna Knight, senior care program director. “But, as our patients lose coordination and begin to experience tremors and other movement disorders related to their mental and physical health conditions, it becomes more difficult for them to feed themselves or to eat without assistance.

“Even if a patient cannot remember his name, he understands enough to not want a towel tucked into his shirt at meal time or to feel ashamed of food stains on his shirt.”

When the volunteers heard about this issue, they voted unanimously to support the project and stepped up by providing handmade aprons for the patients. They have already presented a number of the colorful bib aprons to the unit.

“They come in an array of patterns that make the men and women on the unit feel more comfortable,” Knight said. “The aprons have even eased the work-load of our mental health technicians. After a meal, the techs can simply gather the aprons and throw them in the washer, instead of having to change the patients and wash their clothes.

“Aprons are familiar to our patients. Many of the women grow up in a time when aprons were part of the daily wardrobe, and the men relate when we talk about them in terms of a barbecue apron. These aprons have not only eased the way our patients view themselves, but an unexpected benefit has been that they stimulate a trip down memory lane.”

FOUNDCATION STAFFERS SARAH HUGHES (LEFT) AND DORRETHA GREEN MODEL BIB APRONS MADE BY THE CITIZENS BAPTIST AUXILIARY FOR SENIOR PATIENTS.

THE HUMAN RESOURCES DEPARTMENT at Citizens Baptist Medical Center has been extremely busy lately. That’s because the small, rural hospital has been welcoming in an unusually large number of new physicians over the past 18 months. Five physicians and a nurse practitioner have been recruited by Citizens Baptist during that time, increasing the availability of specialists and improving the overall level of patient care the hospital is able to provide to Talladega and surrounding communities.

“Our focus has been building a primary care base to serve and meet the needs of Talladega County and our entire service area,” Citizens Baptist administrator Joel Taylor says. “We have a great need for primary care physicians, and with all the changes taking place in health care, the role of such physicians is only going to increase. So in order to better meet the needs of our patients we have been specifically focused on adding primary care physicians.”

The new physicians who are now working with Citizens Baptist include:

• Dr. Hector Caceres, an OB/GYN who is working with Dr. Dennis Dase.

• Dr. Peter D’as, a gastroenterologist who has joined Dr. Bashir Hakim to provide full time gastroenterology coverage to Talladega County.

• Dr. Milko Martinez, an internist who specializes in hepatology (liver disease) and has joined Dr. Stanley Jett in Lincoln.

• Dr. Sara Sadiq, an internist who joined Merit Health Care in Talladega.

• Dr. Phil Smith, a family practitioner specializing in women’s health and obstetrics returned to Talladega, after spending a number of years in the Navy, to join in practice with Dr. Dennis Dase.

Citizens Baptist also has recruited Amy Ledbetter, a nurse practitioner who is practicing at Talladega Family and Internal Medicine and sees patients of all ages, including pediatrics.

Taylor is especially pleased that the addition of Dr. D’sa has enabled Citizens Baptist to provide full time gastroenterology coverage to Talladega. Previously, Dr. Hakim had to split his time between Talladega and Sylacauga.

“To have consistent gastroenterology coverage in a town the size of Talladega is a fantastic service to be able to offer,” Taylor says. “Dr. D’sa is already quite busy and has built a successful practice very quickly.”

Taylor says the addition of so many new physicians is part of the hospital’s long range plan to meet the health care needs of the surrounding community.

“This has been a consistent focus for us for the last couple of years. There has been constant recruitment,” Taylor says. “We knew we needed additional primary care physicians. The largest growing segment of the population in Talladega County is people age 65 and older. We needed to respond accordingly.

“This is the foundation of our strategic plan over the next four or five years. Getting these physicians in place was the first step. Now we are going to continue working to offer the best care available for our community.”
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