



COMMUNITY REPORT 2016

MISSION: Baptist Health demonstrates the love of Christ by providing and coordinating care and improving health in our communities.

VISION: Baptist Health will lead the transformation to healthier communities.

FAITH-BASED VALUES: Integrity, Respect, Excellence, Collaboration, Compassion and Joy.



BAPTIST HEALTH®

Corbin | Floyd | La Grange | Lexington | Louisville | Madisonville | Paducah | Richmond
Managed Hospital in Elizabethtown | Baptist Health Plan | Baptist Health Medical Group

A MESSAGE FROM OUR LEADERSHIP:

CENTERED ON YOU

Baptist Health has experienced tremendous growth and earned some very impressive accolades over the last year. The organization has also mapped a clear, strategic course for the future.

For all of this, we would like to thank someone very special ... You.

You may be a patient, a care provider, a thought leader – or maybe all of the above. Whatever your role in this vibrant community, we know that when we keep our focus *centered on you*, good things start to happen:

- Employees find meaning and purpose in the workplace
- Researchers make new discoveries and breakthroughs
- More people stop smoking and start losing weight
- Our community becomes a healthier, happier place

As you read this report, we hope you are as inspired as we are at the prospect of building a healthier future for all. We're in this together.



From left, Baptist Health Chief Executive Officer Steve Hanson, Board Chairman R. Christian Hutson, and Incoming Chairman Allen Rudd



When we keep our focus centered on you, good things start to happen.



Handwritten signature of Steve Hanson in blue ink.

Stephen C. Hanson
Chief Executive Officer

Handwritten signature of R. Christian Hutson in blue ink.

R. Christian Hutson
Chairman of the Board

Handwritten signature of Allen Rudd in blue ink.

Allen Rudd
Chairman of the Board (Incoming)

93%

SURVEY SAYS:

I understand the long-term strategy for the organization.

CENTERED ON:

OUR EMPLOYEES



Baptist Health was named one of the 2016 **Top 15 Best Places to Work in Kentucky** among large companies by the Kentucky Chamber of Commerce and the Kentucky Society for Human Resources Management. Here are just a few highlights of the Best Places to Work employee survey:

- My job provides a sense of meaning and purpose (88% of respondents)
- Baptist has created an environment where I can do my best work (88% of respondents)
- I feel like part of a team working toward a shared goal (90% of respondents)

This is the **12th consecutive year** for one or more Baptist Health facilities to be honored among the state's large firms. That's every year since the program began.

Cover photo: Greg Jamison, RN, assists a patient with cardiac rehabilitation at Baptist Health La Grange. The hospital recently earned ANCC Pathway to Excellence® designation, an honor shared by Baptist Health Paducah and Baptist Health Madisonville. Baptist Health Lexington and Baptist Health Louisville are both ANCC Magnet®-recognized hospitals. See "Our Patients" for details.

CENTERED ON:

OUR PATIENTS

SAFETY

Each day, wins and challenges in patient care are recounted in safety huddles at each Baptist Health hospital. For the long term, teams identify the best protocols, practices and tools to provide the high-quality patient care for which Baptist Health is known.

Patient safety measures range from the simple – patient identification and hand hygiene – to complex technology, such as:

- Epic electronic health records, which aid in coordinating care
- Barcoded wristbands to identify patients
- Robots to fill drug orders

At the very heart of patient safety is Baptist Health's focus on the patient and the desire to provide the same excellent experience every time.

PATIENT EXPERIENCE

Checking on patients every hour is part of the treat-you-like-family care that sets Baptist Health apart. Nurse leaders also look in on patients and families to see if there are any concerns and to ensure excellent care is provided.

85%

Patients visited by a nurse leader during their stay

"I couldn't have asked for any better treatment. While no one wants to have to be in the hospital, if one does have to go for anything, I won't hesitate to tell them of my stay at Baptist Health and how wonderful everyone was to me."

"The doctors and nurses provided 'EXCELLENT' care the entire time that I was there. I have already recommended Baptist Health to my family and friends."

"This was the first time ever in a hospital that all nurses, doctors and other staff made me feel that I was important."

QUALITY

Magnet Recognition

Only 6 percent of hospitals ever earn the American Nurses Credentialing Center (ANCC) Magnet Recognition® for nursing excellence. Baptist Health Lexington has earned the designation three consecutive times; Baptist Health Louisville, twice.



Pathway Designation

Baptist Health La Grange, Baptist Health Paducah and Baptist Health Madisonville are three of only four Kentucky hospitals named an ANCC Pathway to Excellence® organization for encouraging nurses to excel.



U.S. News & World Report

For the fifth consecutive year, Baptist Health hospitals have been among Kentucky's top hospitals in the *U.S. News & World Report* rankings, which rate Baptist Health Louisville #2 and Baptist Health Lexington #3 in the state.



BAPTIST HEALTH MEDICAL GROUP

Baptist Health Medical Group brings together all of Baptist Health's employed providers into one organization across the system, providing comprehensive, patient-centered care. The multispecialty group comprises nearly 800 providers, including 500 physicians and more than 300 advanced practice clinicians. Led by physicians, the Medical Group strives to fulfill its promise to treat each patient "the way we would want to be treated, every time, at every Baptist Health location," offering the right care, at the right place, at the right time.



500
PHYSICIANS



85
SPECIALTIES COVERED



300 ADVANCED PRACTICE CLINICIANS

CENTERED ON: OUR COMMUNITY

OUTREACH & WELLNESS

Baptist Health's Wellness team is constantly seeking creative new opportunities to change the health of our communities for the better, one individual at a time. The team strives to create a culture of health and accountability, effectively engaging participants to help them reach their health and wellness goals. Baptist's innovative, award-winning wellness programs include smoking-cessation classes, weight-management programs, diabetes prevention, nutritional health, stress management and fitness/physical activity. Partnerships with other like-minded organizations within the community further enhance, support and promote these successful initiatives and programs.



Smoking-cessation program completion rate (most comparable programs have a completion rate of 25%)

"The program provided an extra push in the right direction. I rarely ever think about cigarettes now, and I don't crave them. I had tried medication before, but my heart wasn't in it. This time I felt more encouraged, and I found it to be a lot easier than I expected. I think it helped to know that I wasn't the only one – others were in the same boat."

COLLABORATIONS

Improving the health of those in the communities we serve at the grassroots level takes partnerships.

Baptist Health is a founding member of **Shaping Our Appalachian Region (SOAR)**, which aims to improve the quality of life in Eastern Kentucky.



In Paducah and Corbin, a **Congregational Health Network** links those just released from the hospital to trained fellow church members willing to help with their care needs.



40 PARTICIPATING CHURCHES
60 TRAINED LIAISONS
700 MEMBERS

Physically fit youngsters is the goal of the **Project Fit America®** partnership, bringing funding, equipment, teacher training and a curriculum in 33 elementary and middle schools in 21 communities.



Baptist Health is among 10 health systems that founded the **Kentucky Health Collaborative** to share best practices for improving the health of the Commonwealth's residents.



PHILANTHROPY

Each Baptist Health hospital has a **foundation** with a goal of making their communities better by keeping families healthier. Foundations marshal community support for enhanced patient care – raising funds to purchase needed medical equipment for charity care patients, advanced technology and equipment, and provide specialized training for doctors, nurses and staff.

Community involvement in a variety of **events** helps raise these funds, mixing fun with a sense of purpose. Foundation events range from golf scrambles and runs, to fashion shows and debutante balls. Baptist Health employees can also contribute. Learn more at SupportBaptistHealth.org.

ADVOCACY

Baptist Health is working with community and state leaders, local schools, health departments and other partners to improve the health of our communities. Our efforts focus on the passage of **smoke-free legislation** to help children breathe clean air; tort reform, which can lower the cost of healthcare; **telehealth** to make healthcare more accessible; and opportunities to combat substance abuse and addiction.

CENTERED ON: GROWTH

PATIENT CARE

2,483: Licensed beds
93,000: Inpatients
1.6 Million: Outpatients
320,000: Emergency room visits
1,100: Open-heart surgeries
13,000: Births
93,000: Oncology visits

RESEARCH

300: Clinical research studies

ECONOMIC IMPACT

SYSTEM —
\$2.13 Billion: Total revenue
\$1.11 Billion: Wages and benefits
\$394 Million: Local purchases
\$30 Million: State and local taxes

EMPLOYEES —

\$275 Million: Local purchases
\$50 Million: State and local taxes

TOTAL LOCAL PURCHASES
AND TAXES: **\$749 MILLION**

COMMUNITY BENEFIT

\$29 Million: Charity care for those unable to pay
\$48 Million: Medicaid costs not reimbursed
\$24 Million: Care provided for those who have not paid their bill
\$10 Million: Services provided at a loss
\$6.5 Million: Health improvements, education and research

TOTAL COMMUNITY
BENEFITS: **\$117.5 MILLION**

URGENT & EXPRESS CARE



Percent of patients who rate their care as "excellent"

OCCUPATIONAL MEDICINE



124,544
Number of visits

HOME CARE



26,328
Average annual mileage to visit patients, equivalent to five round trips across the United States

OUTPATIENT CARE



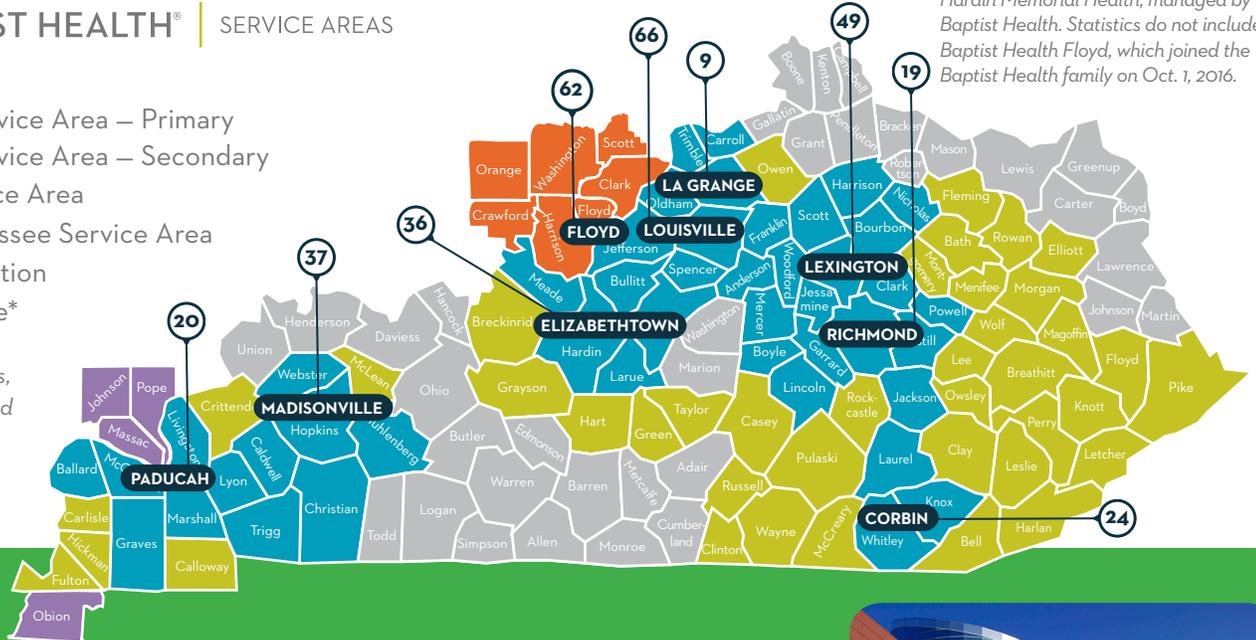
314
Number of outpatient care locations



BAPTIST HEALTH® | SERVICE AREAS

- Kentucky Service Area – Primary
- Kentucky Service Area – Secondary
- Indiana Service Area
- Illinois/Tennessee Service Area
- Hospital Location
- Points of Care*

*Number of Hospitals, Physician Offices and Outpatient Clinics per Market



All Community Report statistics are from FY 2016. Patient Care figures also include Hardin Memorial Health, managed by Baptist Health. Statistics do not include Baptist Health Floyd, which joined the Baptist Health family on Oct. 1, 2016.

WELCOME TO THE FAMILY, BAPTIST HEALTH FLOYD

As of Oct. 1, 2016, Floyd Memorial Hospital and Health Services is officially Baptist Health Floyd.

7: Southern Indiana counties served • 236: Staffed beds • 2,500: Employees



CENTERED ON:

EXPANDING OUR FOCUS

ACCESSING RECORDS THROUGH MYCHART

As part of its efforts to provide the best patient care possible, Baptist Health recently invested in a new, award-winning electronic health record system. The system, which will be fully implemented across Baptist Health by 2018, offers a patient portal called MyChart that lets patients view their Baptist Health medical records in one secure location that's easily accessible from a personal computer or mobile device.



Patients can schedule appointments, view lab results, send messages to their physicians, review financial records and much more through the portal. **Signing up is easy. Just call toll-free at 1.844.764.7820 to get started.**

COMMUNITY CARE

To help Baptist Health accomplish its mission to transform the health of our communities, the entire organization is embracing a new way of thinking. Our providers remain focused on helping people get well and stay well, but the system is investing in new ways to provide quality, personalized care that is both efficient and proactive, preventing individuals from becoming sick in the first place. Baptist Health Community Care is helping achieve these goals by providing services such as Care Advising programs, data analytics and quality monitoring, which support Baptist Health's employed and independent physicians, outreach and wellness programs, Medicare accountable care organization, and Baptist Health Plan, the system's insurance arm.

RESEARCH

In addition to Baptist Health's Cancer Research Network now offering clinical trials statewide, some 300 research studies are ongoing at Baptist Health hospitals, focusing on oncology, cardiology, orthopedics, neuroscience, pulmonary conditions, gynecology, nursing and allied health, among others, involving more than 2,200 patients to date. Additionally, Baptist Health is partnering with the Guardian Research Network to provide even more patients with an opportunity to participate in clinical trials more quickly.

Learn more at BaptistHealth.com or call 859.260.6369 for details.



**300 RESEARCH STUDIES
INVOLVING 2,200 PATIENTS**

BAPTIST HEALTH PLAN

Baptist Health Plan provides comprehensive health benefits to individuals, families and employers, offering both a broad network of physicians and healthcare providers across the region, and a narrow network plan built primarily around Baptist Health hospitals and Baptist Health Medical Group. While the Baptist Health Plan name is new, Baptist Health has offered health insurance through area employers for more than 20 years.



**18 CARE
ADVISORS
HELPING
327 PATIENTS**



Care Advising programs strive to create a profound, personalized care experience by delivering the right care, at the right time, at the right place.

