



BAPTIST HEALTH®

Community Report





Gerard Colman, Baptist Health CEO

Baptist Health hospitals were created by compassionate citizens who saw a need in their communities and rose to meet it. Today, we continue a nearly 95-year commitment to help individuals across Kentucky and southern Indiana become healthier.

We take seriously our mission to take care of you and your family by delivering high-quality healthcare services right to you, in the places you live. Every day, we work toward meeting your healthcare needs through clinical excellence, compassionate care and growth – a vision shared throughout our system.

In addition to healing you when you're sick, Baptist Health is dedicated to helping you stay well. Across the region, we have played a role in community efforts to promote healthy living and

have offered innovative health and wellness programs of our own.

In deciding what services we should offer, Baptist completes an in-depth study in each of our communities every three years. For these Community Health Needs Assessments, our planners take a close look at those who live in the communities we serve, pinpoint the most pressing health problems, and forecast how we can meet those needs from a healthcare perspective.

This year, to complement this research, we're sharing the stories of individuals who have sought to live healthier lives with the help of our services. We're introducing these faces of Baptist Health to our communities in this publication, on our website, and through other efforts. More important, we're introducing them to our leaders, our providers and our staff as a reminder of Baptist Health's shared goal to keep our communities healthy.

I hope you enjoy meeting these special people and their families. They are shining examples of why we're here.

A handwritten signature in black ink, appearing to read "Gerard Colman". The signature is fluid and cursive.

Gerard Colman, Baptist Health CEO



Breast Cancer Awareness

Baptist Health Corbin

Baptist Health Corbin's Paint the Town Pink Glow Run brings breast cancer survivors together with Cancer Center caregivers and the entire community. The annual event, which supports the Tri-County Cancer Coalition, celebrates the strong network in place for women and families fighting breast cancer in eastern Kentucky.

"Our little small town really has this big support system. It's amazing to have a cancer center here that we can love and trust – and know that we are in good hands."

– Keysha Hammons

Smoking Cessation

Baptist Health Floyd

Kicking a two-pack-a-day habit he had never been able to quit has helped Jeff Jones of Corydon become healthier for his great-granddaughter. After he began coughing, having trouble breathing, and struggling to do yardwork, Jeff attended a smoking-cessation class at Baptist Health Floyd. Using the strategies he learned, such as keeping a smoking log and staving off cravings with breathing exercises, he was able to stop smoking.

"It turned out that most of it (smoking) I did because I was bored. I've always done everything on my own. On that, I needed help. It's not impossible, not if I did it – anybody can do it."

– Jeff Jones





Opioid Education

Baptist Health La Grange

In choosing an Eagle Scout project, Baptist Health La Grange Volunteer Noah Meece decided to combine his passion for the medical field with addressing a significant need in the community, opioid addiction. He coordinated a drug takeback program to allow individuals to dispose of their unused prescription medications properly during the hospital's community health fair.

"As my father is in law enforcement, we'd had various talks about substance abuse across the U.S. The 32 pounds of drugs that were brought in meant there were 32 pounds of drugs that weren't in people's cabinets or flushed into the water supply."

— Noah Meece

Cardiac Wellness

Baptist Health Louisville

Triathlete John Zeydel began running to live a healthier lifestyle and set an example for his teen-age son. When a heart blockage sidelined him while training for an Olympic-distance race, he looked to Baptist Health Louisville's cardiac rehab program to help him gain back his confidence.

"The fixing of that was five seconds, but what happens next is the mental, the confidence. It really started here at Baptist having that confidence back. Having people with that positive attitude who believed in me, that I could do it, helped me get there faster."

— John Zeydel





Diabetes Prevention Program

Baptist Health Lexington

Cynthia Barton knew something needed to change. After learning she was pre-diabetic, she was determined to lose weight and reverse her numbers to stay healthy for her children, but didn't know where to start. That's when a dietitian from Baptist Health Lexington called.

After participating in the hospital's 12-month, science-based Diabetes Prevention Program, Cynthia learned to exercise, watch her portion sizes, and make better choices.

"I wasn't looking for the program. The program found me. I'm thankful that they called and told me about it because without it, I wouldn't be where I am today."

— Cynthia Barton

Knowing Your Numbers

Baptist Health Madisonville

Sometimes, what you don't know can hurt you. Brad Franklin of Hanson, Kentucky, is afraid of what might have happened had he not taken advantage of a simple screening offered by Baptist Health Madisonville, which partners with Hopkins County Community Clinic to provide free and low-cost healthcare. The retired baseball commissioner and coach thought he was living a healthy life, yet had dangerously high blood pressure.

"I never would have known that my numbers were so high and at stroke level if it hadn't been for Baptist Health's screening. It was a real wake-up call. Having a screening like that could save you the same way it saved me."

— Brad Franklin





Project Fit

Baptist Health Paducah

By investing in local students, Baptist Health Paducah hopes to have a positive impact on the heart health of entire generations of families within the community. Through the innovative Project Fit program, a partnership with Project Fit America, the hospital provides physical fitness equipment and a classroom curriculum to encourage students to learn good habits while they are young – and share them with others.

Adam Ford, whose father had heart surgery at Baptist Health Paducah, is pleased his son can be part of the program at Reidland Intermediate School.

“Athletics isn’t everything, but exercise, your health, is. It makes me feel great that my family is gaining knowledge on how to set goals in general for life.”

– Adam Ford

Breast Cancer Awareness

Baptist Health Richmond

Baptist Health Richmond’s annual Paint the Town Pink event brings the community together to increase breast cancer awareness. Survivors join friends, family, healthcare providers, and other supporters to emphasize the importance of early detection, encourage mammogram screenings, and support one another through the healing process.

“I cannot begin to explain what a wonderful experience I’ve had at Baptist Health. From the very first appointment, to my very last treatment, I had excellent doctors, nurses and care that ultimately enabled me to beat this ugly disease.”

– Angela Phillips



BY THE NUMBERS

Economic Impact: System

Total revenue:	\$2.69 billion
Local purchases:	\$389.2 million
State and local taxes:	\$24.6 million

Economic Impact: Employees

Local purchases:	\$240.7 million
State & local taxes:	\$57.3 million

Patient Care

Licensed beds:	2,693
Inpatients:	116,419
Outpatients:	1.7 million
Emergency room visits:	366,010
Open heart surgeries:	1,279
Births:	13,728
Oncology visits:	150,659
Medical Group providers:	1,100
Urgent/Express Care visits:	230,000
Home Care visits:	151,874

Community Benefit

Health improvements, education and research:	\$13.9 million
Subsidized health services:	\$16.9 million
Medicaid costs not reimbursed:	\$24.6 million
Charity care for those unable to pay:	\$28.2 million
TOTAL	\$93.4 million

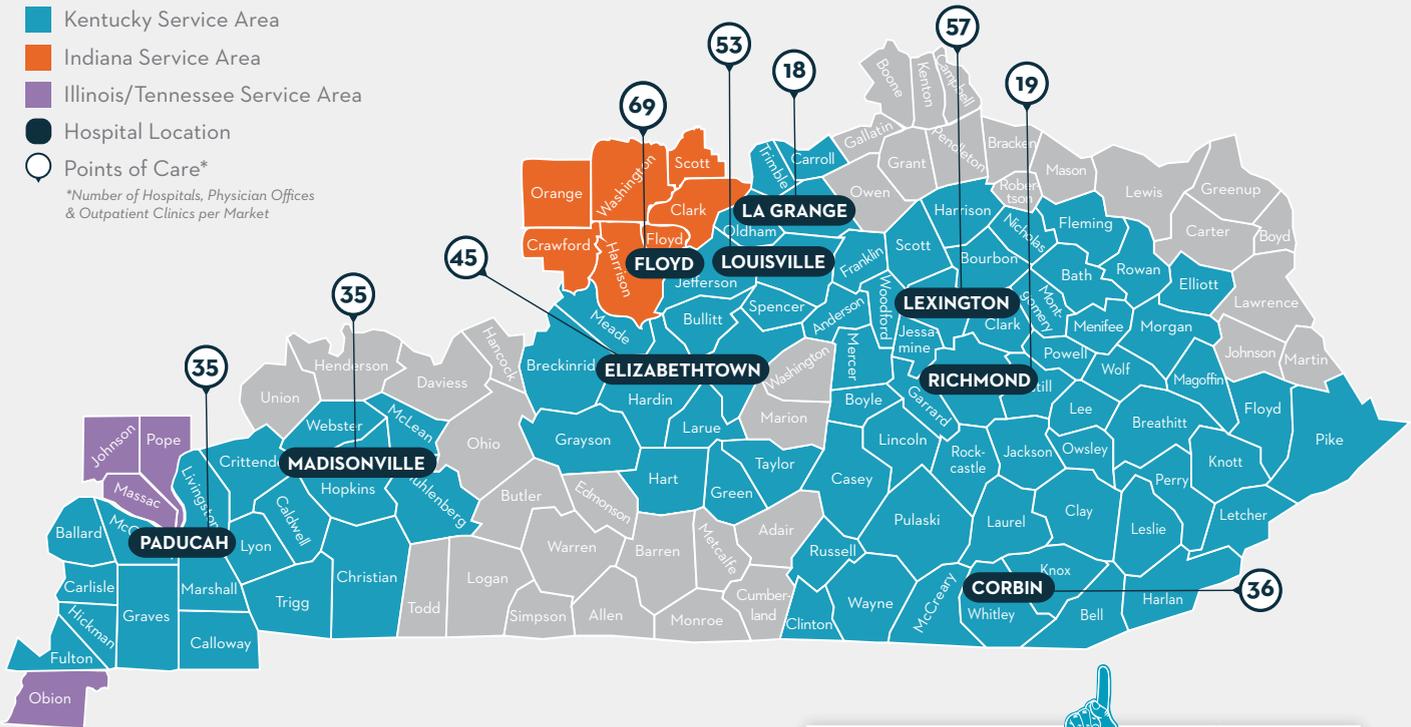
Our Mission: *To demonstrate the love of Christ by providing and coordinating care and improving health in our communities.*

Our Vision: *To lead in clinical excellence, compassionate care, and growth to meet the needs of our patients.*

Our Faith-Based Values: *Baptist Health will live out its Christ-centered mission and achieve its vision guided by Integrity, Respect, Compassion, Excellence, Collaboration and Joy.*



- Kentucky Service Area
 - Indiana Service Area
 - Illinois/Tennessee Service Area
 - Hospital Location
 - Points of Care*
- *Number of Hospitals, Physician Offices & Outpatient Clinics per Market



SERVICE	RANK	VOLUME
Kentucky Births	#1	1 in 5
Admissions	#1	1 in 7
Cancer Patients	#1	1 in 4
Open Heart Surgeries	#1	1 in 5
Emergency Visits	#1	1 in 8

*Baptist Health Lexington and Baptist Health Louisville were ranked #2 and #3, respectively, in the 2018-2019 U.S. News & World Report **Best Hospitals** rankings for Kentucky.*



Did You Know?

In August 2018, Baptist Health became the only health system **worldwide** to have all its affiliated hospitals receive a designation from the American Nurses Credentialing Center (ANCC), with a combination of Pathway to Excellence and Magnet®.

