

Community Report

Baptist Memorial Hospital-Golden Triangle



The dedication of Baptist colleagues, physicians and volunteers to our mission of preaching, teaching and healing fuels our commitment to serving the Golden Triangle community.



In 1993, Baptist Memorial Health Care made a commitment to the city of Columbus and Lowndes County to provide residents with the services and technology they need to live long, healthy lives. For the past decade, Baptist Memorial Hospital-Golden Triangle has strived to do just that, investing \$100 million into the hospital so we can provide high-level services, build advanced facilities, hire and provide top-notch pay and benefits to our colleagues and donate funds to local schools, clinics and charitable organizations.

Baptist believes in the benefit of providing advanced care as close to home as possible. With that goal in mind, we have added and expanded a number of services at Baptist Golden Triangle so Columbus-area residents don't have to travel far for high-level services. To help ensure we provide the best service possible, we employ more than 1,000 hard-working health care professionals, a number of whom have worked at the hospital for 10 years or longer.

In addition, we have provided hundreds of thousands of dollars in aid to groups as diverse as the

Administrator's Message

American Heart Association, the Mississippi University for Women and the Good Samaritan Clinic. We also provide millions of dollars a year in uncompensated care to patients in need throughout the Golden Triangle area.

This Community Report provides more information about what we offer and how we complement our community. We thank the city of Columbus, Lowndes County and the Golden Triangle community for entrusting us with the awesome responsibility of caring for your health. We look forward to continuing to meet your health care needs for decades to come.

Jason Little
CEO and administrator
Baptist Memorial Hospital-Golden Triangle



Committed to our Patients and Colleagues

Our colleagues are our most important asset. Demonstrating our appreciation is as important to them as the compassionate care they provide to you. The importance of teamwork and caring in the Baptist family is reinforced through the following:

Colleague Recognition

In a variety of ways, we try to demonstrate our appreciation to our colleagues for their hard work and dedication. Every year during National Hospital Week in May, we plan special events for our colleagues every day. We also honor our colleagues' achievements. For example, we awarded a trophy to our emergency department staff when they achieved the highest patient satisfaction scores in the Baptist system.

Not only do we value what we give our colleagues, we value what they give us.

Our Service First council, which includes colleagues from each department, is designed to routinely review patient satisfaction and feedback, as well as assist hospital leadership in identifying priorities for enhancement. They communicate these Service First initiatives back to their departments. In addition, they name Service First champions, or colleagues

who go above and beyond the call of duty, once a quarter. We like to think these and other efforts are part of the reason why we reached our goal score on our most recent colleague satisfaction survey.

Colleague Appreciation Banquet

In this day and age, people switch employers so often it's sometimes hard to keep track. That's why we appreciate those colleagues who choose to spend a significant part of their careers with us. Once a year, we host an appreciation banquet for those colleagues who have been with Baptist Golden Triangle for five years or longer.

Salary and Benefits

Our compensation program is a key ingredient to attracting, retaining and caring for our team that in turn cares for you. Our colleagues earn wages that are extremely competitive throughout our market and region. In fact, during the last 10 years, we've increased spending on salaries and benefits by more than \$17 million.

Plus, our benefits package is very generous, and despite rapidly rising health care costs, our colleagues have paid the same for health insurance for the past three years.

Baptist Golden Triangle Part of Four-Generation Family Tradition

Four generations of the Jones family call Baptist Golden Triangle their home away from home. For the past 33 years, members of this close-knit family have been dedicated hospital colleagues. From the oldest, Margie Gunter, to the youngest, Monique Jones, they all agree it is a blessing to work around family members. Margie and her daughter, Doris Jones, work in food and nutrition services, and Monique works as a unit secretary. Doris' son, Charles, and his wife, Dorothy, complete the family tree at Baptist Golden Triangle.

"You feel like you are at home even when you are at work," Monique said. "Being the

youngest makes me want to work hard and do an excellent job so other family members will be proud of me. They are all good to encourage and uplift me when I need it."

Margie holds the top family position as grandmother.

"I feel blessed to work here with so many members of my family. They expect me to set an example, and I try to teach them the right thing to do," Margie said. "I really enjoy working around younger people. They keep me active and that makes me feel better."

Charles and Dorothy agree there are advan-

tages and disadvantages to working under the same roof. Dorothy works as an outpatient radiology scheduler, and Charles serves as receiving supervisor



Four generations of loyalty to Baptist Golden Triangle



Pat Sams, Director of Food and Nutrition Services, gives Catherine Singleton a corsage at the appreciation banquet



Service First Trophy in ER, August 2003

Four-Generation Famil cont.

in materials management, where he has worked since 1981. Charles was named Colleague of the Month in September 1991 and was chosen as Colleague of the Year in 1992.

"It's like having your best friend working nearby," Charles said. "No matter how the day is going, whether it's good or bad, you have someone to talk to and get you motivated when you need it. When we get home, we are able to discuss issues and concerns, and we can relate to each other."

Charles isn't the only family member who has

been recognized by his co-workers for going above and beyond. Doris earned the Service First Champion award for the second quarter of 2004. She has worked as head cook at Baptist Golden Triangle since 1971.

"Service First means striving to be the best at what you do even when you aren't feeling it," Doris said. "Having goals in your life and at your job gives you something to work toward and a good feeling when you achieve them. I thank God for being at the head of my life and blessing me with a mother who told me to treat people the way you would like to be treated." Doris could be considered one of the hospital's

best recruiters. She was responsible for helping the others get a job at the hospital, where they all enjoy steady employment with great benefits.

"I've enjoyed having the Jones family as part of our food service family," said Pat Sams, director of food and nutrition services for Baptist Golden Triangle. "They have proven to be steady, hard working and dependable. They are loyal to their family members as well as to the family here at Baptist Golden Triangle."

Caring for our Community

Helping Those Who Help Others

Baptist Golden Triangle has partnered with a number of community organizations dedicated to improving our community's health. Below are just a few examples of what we have done.

Relay for Life

Our colleagues are faithful contributors to the American Cancer Society's Relay for Life. Baptist Golden Triangle colleagues raised more than \$10,600 for the 2004 relay, which will help the ACS fight cancer.

WalkAmerica

For the past three years, Baptist Golden Triangle has been a corporate sponsor for the March of Dimes WalkAmerica. We raised more than \$3,000 for the 2004 walk and were awarded the "Battered Boot" trophy. But for us, the biggest reward is helping the March of Dimes prevent prematurity, birth defects and low birth weight.

Heart Walk

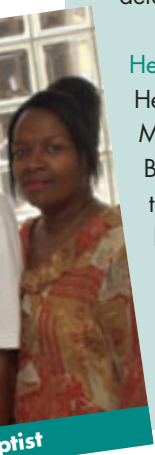
Heart disease is the No. 1 killer of Mississippians. So it's only natural that Baptist Golden Triangle help organizations dedicated to preventing it. Our colleagues raised more than \$15,000 for the American Heart Association's 2003 Heart Walk. That money will be used to fund heart disease research and education.

Senior Citizen Day

Baptist Golden Triangle provides staff each month during Senior Citizen Day at McRae's. Each month more than 100 people take advantage of free blood pressure checks and other screenings. We also share educational information on topics such as stroke, breast cancer, organ donation, diabetes, heart health and nutrition during these events.

Other Contributions

Baptist Golden Triangle is a major contributor to many other community groups, including the Columbus Junior Auxiliary, Kids With Character Camp and the Lowndes County Boys and Girls Club.



American Heart Association Testimonial

The American Heart Association works every day to advance groundbreaking research, spread lifesaving knowledge and help all Americans live longer, healthier lives. In communities throughout the country, we help safeguard people of all ages from the devastation of heart disease and stroke, the nation's No. 1 and 3 causes of death. But, we cannot do it alone. We count on valuable partners, like Baptist Memorial Hospital-Golden Triangle, to join us in our fight to reach our national 2010 impact goal of reducing coronary heart disease, stroke and risk by 25 percent.

During the past 10 years, Baptist Golden Triangle has been a top sponsor of the Golden Triangle Heart Walk and the Top Walker Company. Hospital employees have served on the Golden Triangle Heart Walk executive committee, as well as given their time, tal-

ents and fund raising efforts by raising tens of thousands of dollars in the fight against heart disease and stroke.

Baptist Golden Triangle also has taken the lead in advocacy efforts by participating in Lobby Days at both the Mississippi and U.S. Capitols, fighting for legislation that will lead to healthier communities for us all.

Baptist also has served as a training center for basic and advanced life support training programs since 1998. Since its inception, the center has trained more than 11,200 health care professionals and non-professionals in the lifesaving skills of cardiopulmonary resuscitation, first aid and advanced life support, as well as how to use an automated external defibrillator. During this time, the center received the Training Center of the Year Award, as well as the Chain of Survival Award for outstanding efforts in securing grant money to

purchase automated external defibrillators for Lowndes County Sheriff's Department and City of Columbus Police Department vehicles.

Baptist Golden Triangle and the AHA do these things because we want what you want – the opportunity to live better in communities made safer from heart disease and stroke. Cardiovascular disease kills and disables men and women, boys and girls, people of every age, race and ethnicity. It won't just go away, so we must defeat it. With the continued support of partners like Baptist Golden Triangle, we're more optimistic than ever that we can get the job done.

Karen Bell
Regional Manager II, Mississippi
Emergency Cardiovascular Care
Programs
American Heart Association



Caring for our Community

Healing Outside our Doors

At Baptist Golden Triangle, we realize our responsibility to the community goes far beyond caring for patients inside our hospital. Our colleagues have provided services to the community outside the hospital through prostate screenings, stroke screenings and free physicals for more than 500 area student athletes. Here are some additional ways we bring health care to our community.

Good Samaritan Medical Clinic

Baptist Golden Triangle, in partnership with the Baptist Memorial Health Care Foundation, gave a \$150,000 grant to the clinic, which helps provide free primary health care, health-related information and referrals to the working poor, a medically underserved population that often has little or no health insurance.

Donation to First Responders

In addition to protecting us from crime, police officers and sheriff's deputies in our

community save lives. They are the first people to respond to medical emergencies. To help make their jobs a little easier, we equipped 20 of their cars with automated external defibrillators. These machines deliver a potentially lifesaving electric shock to people in cardiac arrest. Baptist Golden Triangle colleagues also taught them how to use AEDs. The donation was made possible through a gift from the Baptist Memorial Health Care Foundation.

Emergency Medical Services

Our emergency medical services colleagues and ambulances visit schools during transportation days, fire safety week, conservation and environmental awareness, community helper days and career fairs. During these visits, they help keep children safe by educating them on important topics.

Speakers Bureau

Baptist Golden Triangle offers speakers

Caring for our Community cont.

knowledgeable in a wide range of health care subjects to community groups and organizations free of charge. These speakers impart wisdom that can help make a difference by encouraging listeners to take better care of their health.

Health Fairs

We serve thousands of residents in our community each year through health fairs and free, potentially lifesaving screenings for blood pressure, blood sugar, cholesterol, stroke, depression, prostate cancer and much more. We also help sponsor annual free athletic physicals to area students, and we participate in Mississippi University for Women's Commit To Be Fit day.



Vaccinations

Each year, Baptist Golden Triangle colleagues give Hepatitis B vaccines to school children and flu shots to area teachers.

Maternity Fairs

Our yearly maternity fair attracts dozens of expectant mothers and new moms. During the events, our physicians speak on a variety of topics, from "When Do I Call the Physician" to "Allergies in Children."

Meeting Facilities

Many valuable support groups don't have facilities of their own for meetings. So, we invite them to hold meetings at our hospital, free of charge. Support groups for grief, head injury, stroke and diabetes regularly accept our invitation.

Education Department

Baptist Golden Triangle's education department instructors have taught more than 2,200 participants and students valuable skills that often help them save lives. They have taught classes in first aid, cardiopulmonary resuscitation, the use of automated external defibrillators, pediatric advanced life support, advanced cardiac life support and childbirth classes.

Baptist Golden Triangle Helps Provide Care for the Working Poor

The Good Samaritan Medical Clinic of Lowndes County, a nonprofit organization, provides the working poor of Lowndes County, Miss., with free primary health care, health-related information and referrals to physicians. Utilizing volunteers and donations, The Good Samaritan Clinic's mission is to provide primary medical care in a nonjudgmental, Christian atmosphere.

The clinic opened in August 2001 and now has a volunteer staff of more than 50, which includes physicians, nurses, pharmacists, pharmacy technicians, a social worker, office assistants and nonmedical volunteers. The clinic has served an average of 22 patients on Thursdays, the center's clinic night, while screening an average of five new patients a week and referring patients to volunteer licensed physicians in the community. The clinic pharmacy dispenses an average of 70 prescriptions weekly.

Baptist Memorial Hospital-Golden Triangle provides diagnostic testing for clinic patients, while local physicians have provided interpretation of the tests at no cost to the clinic or to the patient.

As this cause is noble, it requires financial support and a loyal, dedicated team of volunteers.

Citizens of Lowndes County have answered the call with countless hours of time dedicated to patients' needs, and various entities have generously contributed monetarily. Many community leaders have served on the board of directors, providing professional guidance, expertise and support. These individuals have volunteered their time and skills to enhance the success of this community effort.

In 2002, the Baptist Memorial Health Care Foundation approved a grant totaling \$150,000 over a three-year period to further its mission of providing quality care to all those who require health care services within the communities Baptist serves.

Baptist Golden Triangle has been a vital part of this program and instrumental in the day-to-day operations of the clinic. The hospital has enhanced the mission of The Good Samaritan Medical Clinic and demonstrates a community spirit throughout Lowndes County.

Sincerely,
THE GOOD SAMARITAN
MEDICAL CLINIC
Kathy Tentoni
Executive Director

Caring for our Community

Helping Educate Future Leaders

Teaching is an important part of our mission, which mirrors the three-fold ministry of Christ – preaching, teaching and healing. We fulfill that part of our mission in a variety of ways, including contributing to schools and working with children. Below are a few of the ways we support education in our community.

To help ease the nursing shortage facing our community, Baptist Golden Triangle, along with Oktibbeha County Hospital and North Mississippi Medical Center, jointly began funding additional nursing faculty positions at several area colleges in July 2003. In addition, faculty positions were funded at Northeast Mississippi Community College and Itawamba Community College.

School Partnerships

Baptist Golden Triangle has provided a great deal of support to Cook Elementary School through the Partners In Progress program. A few of our donations include providing snacks to teachers on the first day of school, donating a Wellness Center membership to the school's Employee of the Year, book covers and "All As" ribbons to students and providing ambulance tours and a Teddy Bear Health Fair for kindergarten students.

Programs for Students

We offer many opportunities for high school students to learn about our hospital from the inside. Our teen volunteer program, job shadowing events and school tours all help teach students more about the health care profession and about Baptist Golden Triangle.



Daniel Foley, a paramedic, teaches safety to area school children

Mississippi University for Women: A Tradition of Excellence for Women and Men

Founded in 1884 as the first public college for women in America, Mississippi University for Women has a tradition of excellence for both women and men. For the seventh time in 10 years, MUW is currently ranked a best value or best buy among Southern master's universities by U.S. News & World Report. In addition, MUW is ranked 67 of the 100 best public colleges in America by Kiplinger's Personal Finance magazine. As high-tech as it is historic, MUW features a fiber optic backbone that links residence rooms, classrooms and offices to the Internet. In addition, it has interactive videoconference classrooms, state-of-the-art computing facilities and a satellite uplink.

The division of nursing at Mississippi University for Women and Baptist Memorial Hospital-Golden Triangle have an ongoing partnership to address the national nursing shortage and the health care needs of our community and North Mississippi. Collaborative efforts have provided immense benefits to partners, the local community and North Mississippi.

Collaborative partnerships during the past 15 years have included Baptist Golden Triangle funding key nursing faculty positions. This

began in 1992 when the hospital provided funding for a new critical care chair faculty position. This bold move by the hospital allowed the university to obtain a highly qualified critical care faculty member to provide intensive care clinical experiences for nursing students. More recently, Baptist Golden Triangle, in partnership with North Mississippi Medical Center, funded three new nursing faculty positions to further address the nursing shortage in North Mississippi. With these new positions, the nursing division will be able to admit 30 more nursing students each year. During a time when the nation is experiencing a shortage in nurses, these types of partnerships help ensure increased numbers of highly educated nurses entering the local workforce.

Another collaborative effort resulted in a \$225,000 grant, through the Baptist Memorial Health Care Foundation, to provide a nursing externship program at Baptist Golden Triangle. The goal of the externship program is to provide nursing students with additional critical thinking and clinical skill experiences during the summer before their final year in the nursing program. Student externship programs also assist hospitals in recruiting new graduate nurses, decreasing

the orientation time of new graduate nurses and retaining larger numbers of new graduate nurses. Additional support from the hospital includes the donation of electric beds for the division of nursing skills lab, clinical experiences for nursing students and learning labs in specific areas, such as mobility.

As a result of these types of collaborative partnerships between the hospital and the university, increased numbers of nursing students have been admitted to the nursing programs, and increased numbers of graduates have entered the nursing workforce in North Mississippi. This positive outcome is occurring at a time when the nursing shortage is reaching critical levels in many areas of the nation. The division of nursing at Mississippi University for Women is grateful to the hospital for its support and looks forward to continued partnerships with Baptist Golden Triangle to meet the current and future health care needs of this community.

Sheila Adams,
Head, Division of Nursing
Mississippi University for Women
Columbus, Miss.

Caring for our Community

Growing for the Future of Your Health

When Baptist became a part of the Golden Triangle community, we knew you needed more than just a hospital. You needed a regional referral center that offered high-quality, leading-edge services and facilities. For the past 10 years, we have worked hard to provide our community with that. In fact, we already have invested more than our original 35-year lease required. And, we've won six awards from Information Quality HealthCare, an organization that provides peer review for hospitals in Mississippi. Here's an overview of some of our most significant projects.

\$44 Million Construction/Renovation Project

In 1998, Baptist Golden Triangle completed a \$44 million construction/renovation project that included:

- A new emergency department
- A new critical unit
- The Baptist Outpatient Pavilion, where patients go for preadmission testing and outpatient surgeries
- The Baptist Centers for Cancer Care-Golden Triangle, which provides radiation therapy, chemotherapy and advanced technology designed to make cancer treatment easier for patients.

\$34 Million Patient Bed Tower

In 2005, Baptist Golden Triangle will open a new bed tower that will include:

- 151 new rooms, each with a private bathroom
- New labor and delivery suites
- A well baby nursery
- A newborn intensive care unit

Increasing Medical Staff

During the past decade, we have added several physicians to our medical staff, which now numbers more than 100. In recent years, we've added physicians specializing in neurosurgery, radiology, anesthesiology and cardiothoracic and vascular surgery. In the past year alone, we have added specialists in obstetrics and gynecology, otolaryngology (ear, nose and throat), occupational health and rheumatology (a physician who specializes in treating conditions such as arthritis).



Contributions to the Community Since 1993

Baptist Memorial Hospital–Golden Triangle has provided \$232,631,263 in community benefit since the hospital joined the Baptist system in 1993. Included in this total are Baptist Memorial Health Care Foundation grants, charity care and unpaid patient accounts. This does not include the hospital's community outreach activities, such as health fairs and screenings.

Mission, Vision and Values

Mission

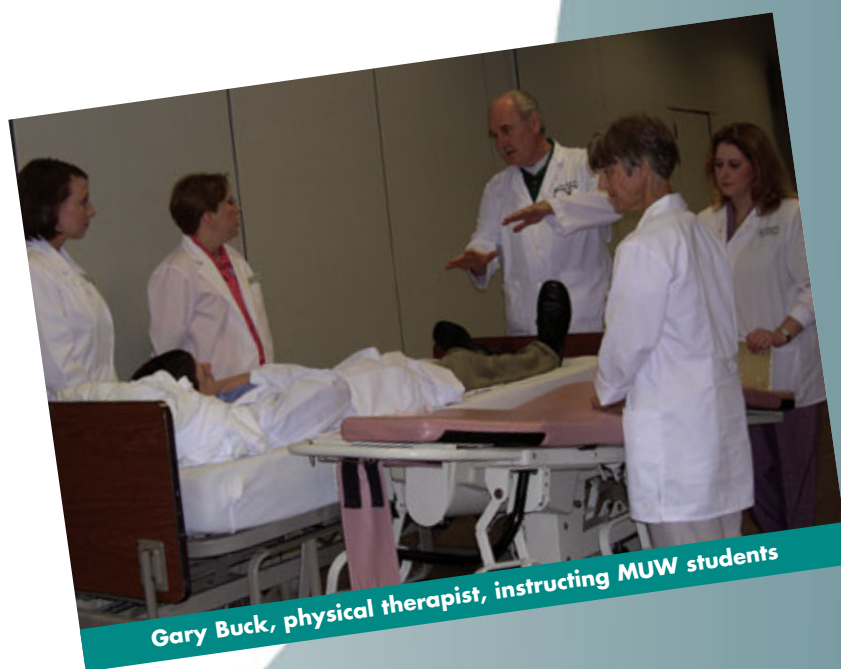
In keeping with the three-fold ministry of Christ – preaching, teaching and healing – Baptist Memorial Health Care is committed to providing quality health care.

Vision

Baptist Memorial Health Care will be the provider of choice for quality, patient-focused health care in collaboration with the physicians and the communities we serve.

Values

Friendly, compassionate and responsive care as reflected in our "Service First" philosophy: Respect for the individual and the value of diversity, trust and teamwork and continuous improvement.



Gary Buck, physical therapist, instructing MUW students

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Memorial Hospital
Golden Triangle

(662) 244-1000

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