

New television campaign highlights Baptist's benefits

Board members remembered

We can learn from the history of the U.S. financial market



Baptist breaks ground for Hospice House

A groundbreaking ceremony of the Baptist Trinity Hospice House and the Kemmons Wilson Family Foundation Center for Good Grief was held March 26, symbolizing the beginning of construction for Baptist Trinity's residential hospice complex. It's the first of its kind in the region. The new residence, or "hospice house," is designed to serve terminally ill patients who are unable to be cared for in their own homes. The Baptist Trinity Hospice House is being funded through a comprehensive fund-raising campaign by the Baptist Memorial Health Care Foundation. Pictured above, left to right, are Collierville Mayor Linda Kerley; Dr. Thomas Meriwether; Nancy Averwater, administrator and CEO of Baptist Trinity Home Care & Hospice; Bird Jackson, hospice nurse assistant; Stephen Reynolds, president and CEO of Baptist Memorial Health Care; Kem Wilson, principal and executive vice president of Kemmons Wilson Companies; Robert Wilson, principal and executive vice president of Kemmons Wilson Companies; Spence Wilson, principal and president of Kemmons Wilson Companies; Betty Wilson Moore; Stuart Mitchell, vice president and metro Memphis market leader for Baptist Memorial Health Care; hospice nurse Julie McLarty, RN; Karen Pope, Baptist Trinity Hospice family services specialist; Camp Good Grief camper Ivy; Angela Hamblen, director of bereavement services for Baptist Trinity Hospice; and Rod Robinson, executive director of hospice for Baptist Trinity Home Care & Hospice. More photos on page 3.

BAPTIST NORTH MISSISSIPPI

Autism program offers support for children and parents

Most importantly, you have to have a plan.

When a child has been diagnosed with autism, a plan for early intervention is crucial to that child's development.

On Jan. 21, Baptist Rehabilitation-North Mississippi in Oxford began treating its first patient with autism.

"Our autism program seeks to empower the patients and their families to enable more independent living for the patient," said Cindy Steiner, director of outpatient rehabilitation at Baptist North Mississippi. "It also links up the families with support and training, all designed to provide an environment for the child to become as independent as possible."

A statewide task force in Mississippi released a report in December 2007 titled "Caring for Mississippi Children and Families with Autism." The task force, comprising Mississippi physicians, psychologists, parents and therapists, assessed the state's services and their effectiveness in helping families with autistic children. They reported the state needed to do more.

"The need for change and quicker intervention was eminent," said Amy Moore, speech language pathologist at Baptist Rehab-North Mississippi in Oxford. "When diagnosis and a therapy plan are delayed, it affects more than the patient – it affects those who care for them."

The Baptist Memorial Health Care Foundation provided a grant to assist with

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Baptist Memphis raises money for March of Dimes

Ricky Pruitt, emergency department patient care technician at Baptist Memorial Hospital-Memphis, hangs a diaper of his niece, Addison Banks, on a display soliciting money to benefit the March of Dimes. Banks weighed 1 lb., 11 ounces when she was born. The March of Dimes raises awareness of the health of babies by preventing birth defects, premature birth and infant mortality.

Volunteers needed for Earth Day celebration

Baptist colleagues are needed for a volunteer team to participate at Down to Earth, an Earth Day celebration at Shelby Farms Park from 10 a.m. to 5 p.m. April 20. Baptist is a sponsor of the event, which includes live music, children’s activities and crafts, park beautification projects and more. Call Kimmie Vaultx at 901-227-3505 to be a Baptist volunteer. For information about Down to Earth, visit www.shelbyfarmspark.org.

Baptist Memorial Hospital for Women to offer free community seminars

Baptist Memorial Hospital for Women will host free community seminars in the hospital’s educational classrooms in April. The Dr. Sam P. Patterson Library Seminar Series addresses women’s health and wellness issues – from the benefits of massage therapy to stress management. Reservations are required and can be made Monday through Friday, 9 a.m. to 5 p.m., by calling 800-4-BAPTIST or 901-227-8478.

I Have a Digital Camera—Now What?
April 23, noon to 1 p.m.

Photographer Susan Duke will demonstrate how to download and save images and how to take a better photograph, along with many other aspects of photography.

What You Always Wanted to Know About Problem Feet
April 29, noon to 1 p.m.

Dr. Tyrone Davis, board-certified podiatrist, will provide an overview of foot pain; common foot conditions, including arthritis, arch strain and plantar fasciitis; sports injuries; foot health for diabetes; and comfort and performance footwear.

Baptist Collierville to host sixth annual Girls’ Day Out

Baptist Memorial Hospital-Collierville will host the sixth annual Girls’ Day Out, a free health and wellness fair for women, on Saturday, April 19 from 10 a.m. to 2 p.m. Girls’ Day Out will feature a variety of free health screenings, including blood pressure, hematocrit (red blood cell count) level, spinal screenings, body mass index, osteoporosis, allergy, asthma and vision. Vendors also will provide information about exercise, fitness and weight loss.

In addition to health information, the event features financial, beauty and home décor consultants. Vendors will provide massages, day spa relaxation and makeovers, plus Botox demonstrations and treatments will be available. All health screenings are free of charge. For information, call 901-227-8478 or 800-4-BAPTIST, or visit HerBaptist.org.

Let another man praise you, and not your own mouth, a stranger, and not your own lips.

PROVERBS 27:2

New television campaign highlights Baptist’s benefits

This spring, Baptist colleagues and the communities we serve will learn more about the benefits of a health plan that includes access to Baptist, as the organization launches a new television, radio, print and Web campaign on area media outlets.

The campaign’s theme is “The Benefit of Baptist,” and its elements explore various benefits for consumers who choose Baptist. Focusing on Baptist’s unique offerings such as the Baptist Women’s Hospital and the Baptist Heart Institute, the campaign’s elements also remind consumers and health care decision makers about Baptist’s Mid-South network of emergency rooms and the many free, convenient resources offered through the Her Baptist program, among others. The campaign will run throughout the spring.

The TV spots emphasize what a smart choice Baptist’s network is for people who want comprehensive, quality health coverage for themselves, their families and their employees.

“We’re excited about our new ‘Benefit of Baptist’ campaign because it lets our communities know more



about what differentiates Baptist from our competitors,” said Scott Fountain, senior vice president and chief development officer for Baptist Memorial Health Care. “Employers know providing excellent health benefits for their employees makes their business stronger, so we wanted this campaign to clearly show why Baptist is a top-notch choice. We are the only area health care system offering many of the services and technologies the campaign highlights, and it’s important for patients and their employers to know that. Of course, the biggest benefit we offer patients is our dedicated colleagues, who make a difference in the lives of patients each day.”

Baptist’s tagline will continue to be “Smart Medicine, Inspired Care,” and this new campaign will provide examples of the benefits that deliver on that promise.

Watch for the many benefits of Baptist – coming soon to a station near you.

**BMHCC Helpline/Hotline
877-BMH-TIPS**

If you have a question about legal or regulatory requirements, suspect any violation of BMHCC Standards of Conduct, legal or regulatory requirements or suspect that anyone is committing acts of patient abuse in any form, call 877-BMH-TIPS. Reports to the hotline may be made anonymously. Calls are handled confidentially to the extent allowed by law. Baptist does not tolerate retaliation for reports made in good faith. It is the policy of Baptist Memorial Health Care to admit and provide services to patients and guests without distinction due to race, color, age, religion, sex, national origin, handicap or disability. Marilyn Dunavant is Baptist’s corporate compliance officer.



Baptist Trinity Hospice House groundbreaking



In the above photo, Robert Wilson, right, gets "five" from former Camp Good Grief camper, Ivy, after the groundbreaking ceremony for the Baptist Trinity Hospice House and the Kemmons Wilson Family Center for Good Grief. In the photo at left, Kem Wilson, Baptist Memorial Health Care Foundation board chairman, talks with Baptist Trinity Home Care & Hospice administrator and CEO Nancy Averwater about the planned facilities on the campus of Baptist Memorial Hospital-Collierville. The Hospice House will be developed on approximately five acres and will be the first in the region.

AROUND THE SYSTEM

Got news about a colleague at your hospital?
E-mail Leader@bmhcc.org.

Project Diabetes

The state of Tennessee awarded a grant to the **Baptist Memorial Health Care Foundation** to provide diabetes education, prevention and treatment programs as part of a statewide initiative, called Project Diabetes. **Charlotte Cavin**, manager of diabetes education at Baptist Rehabilitation-Germantown, said state and matching Foundation grant money are being used to educate and help people who either have or are at-risk for diabetes.

"The grant is allowing us to assist these clients without a charge," Cavin said. "The pre-diabetes at Baptist Rehab-Germantown, RENEW at Baptist Memorial Hospital for Women, and diabetes classes in Ripley and Huntingdon are not reimbursable by insurance and many clients could not afford the cost."

For many communities, the grant gives Baptist colleagues a chance to spread information about diabetes management and prevention to many who have limited access to



Artwork from local students

Artwork by students from Carrie Hatton's and Sandy Chedister's art classes at Brookland School is displayed in the hallways at NEA Baptist Memorial Hospital in Jonesboro, Ark. Area students regularly provide their creative work to the hospital, and another classroom's work will be exhibited beginning April 14.

educational materials.

The grant allows the programs to expand in Shelby, Tipton, Lauderdale, Carroll and Obion counties.

Online auction to benefit the NICU

An online auction precedes "A **Preemie Affair**," a fund-raising dinner by the Baptist Memorial Health Care Foundation, hosted by Dr. Esmond and Pam Arrindell, to

benefit the NICU. The online auction donations include such items as gift certificates from local businesses including Malco movie passes, Redbirds' tickets, Fleming's, Texas de Brazil, Pei Wei, Par Masters, Germantown Charity Horse Show, MATA, and Ben & Jerry's, along with Ayala Bar jewelry, an outdoor Firepit, original artwork, handmade blankets, booties and bonnets, and Haverly's. If you would like to donate to this online auction, contact **Martha Flowers** at 901-227-9869 or martha.flowers@bmhcc.org. The auction will go live and the bidding starts April 23 at the Preemie Affair Web site at www.PreemieAffair.com. Those not interested in donating a craft or other items can sponsor an auction board for \$3,000 or a page banner for \$500. For dinner information, contact Baptist Memorial Health Care Foundation Development Officer **Susan King** at 901-227-7124 or e-mail susan.king@bmhcc.org.

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Baptist Union City donation benefits drug and alcohol abuse prevention education

Donald Hutson, administrator and CEO at **Baptist Memorial Hospital-Union City**, recently presented a donation of \$5,000 to Ron Green, chief professional officer for the Boys and Girls Club of Northwest Tennessee to support the club's Skills Mastery and Resistance Training prevention and education program, called SmartMoves. An award-winning drug and alcohol abuse prevention program, SmartMoves teaches participants ages 6-15 how to say no to drugs and alcohol by involving them in discussion and role-playing, practicing resistance and refusal skills, developing assertiveness, strengthening decision-making skills and analyzing media and peer influence.

"Baptist Union City is pleased to support the Boys and Girls Club of Northwest Tennessee, and we value the club's efforts to meet the needs of our community," Hutson said.

Board members remembered

C. Cameron Dean, 90, who served on various boards for Baptist Memorial Health Care for more than 50 years, died March 27 at his home in



Cameron Dean

Tribbett, Miss. The C. Cameron Dean Endowment Fund was established in his honor through the **Baptist**

Memorial Health Care Foundation.

In addition to serving on Baptist boards, Dean was a member of the Rotary Club, served on the board of directors of the Chamber of Commerce, welfare department, Red Cross, American Legion, Delta Council and YMCA. He received the 2003 Trustee Distinguished Service Award from the Mississippi Hospital Association board of governors. Memorials can be made to First Baptist Church, Leland, Miss., and the Baptist Memorial Health Care Foundation.

Dwight G. Williams, 75, died at his residence. He was president of the Baptist Memorial Hospital-Union County board of directors and a director of Baptist Memorial hospitals in Booneville and Memphis. He was also a 50-year member of the Ingomar Lions Club, a member of Cadis Deer Lodge, and a member of the board of Ingomar Water System.



Dwight G. Williams

Memorials may be made to Ingomar Baptist Church Building Fund, 1112 CR 90, New Albany, Miss. 38652; or American Cancer Society, 1599 Clifton Road NE, Atlanta, Ga. 30329; or Ingomar Cemetery Fund, c/o Larry Joe Williams, 1022 CR 90, New Albany, Miss. 38652.

Tribute luncheon celebrates women

The 10th annual tribute luncheon hosted by the Women's Foundation for a Greater Memphis is April 15 at the Memphis Cook Convention Center. The keynote speaker is Gloria Reuben, an actress, singer and activist. **Baptist Memorial Hospital for Women** is a sponsor of the luncheon. Tickets are \$100. Register online at www.wfgm.org or call 901-578-9346.



A place to get out, reflect

A walking path on the east side of Baptist Memorial Hospital-Memphis is being constructed for patients and colleagues near the emergency department entrance. Funding for the construction of the path is being provided through a grant from the Baptist Memorial Health Care Foundation. The trail is scheduled to be formally dedicated during late summer or fall of this year.

Baptist Huntingdon receives VHA award

Baptist Memorial Hospital-Huntingdon recently received the 2007 Leadership Award for Clinical Excellence in congestive heart failure treatment by the VHA. VHA serves more than 2,400 health care organizations supporting the enhancement of clinical and economic performance. Baptist Huntingdon is one of 303 member hospitals to receive the award, which honors organizations that have scored 90 percent or above on national clinical care measures. Other Baptist hospitals receiving VHA awards include **Baptist Memorial Hospital-Memphis, Baptist Memorial Hospital for Women, Baptist Memorial Hospital-Collierville, Baptist Memorial Hospital-Tipton, Baptist Memorial Hospital-Lauderdale, Baptist Memorial Hospital-Booneville and Baptist Memorial Hospital-Union City.**

Golden Triangle volunteers donate chairs for ambulances

The **volunteer auxiliary at Baptist Memorial Hospital-Golden Triangle** donated Stryker chairs for the ambulances at the hospital. Stryker chairs allow for the safe and efficient moving of a disabled or immobile patient. In 2007, the auxiliary provided more than 20,500 volunteer hours and \$62,440.

Baptist wins Mississippi Hospital Association awards

Some of Baptist's Mississippi hospitals won awards at the Mississippi Hospital Association's annual Maggie Awards, which recognize hospital marketing and communication efforts. Baptist won a Maggie and two Awards of Excellence for its North Mississippi campaign, one Maggie for Baptist Memorial Hospital-Union County's helicopter pad invitation and an Award of Excellence for Baptist Memorial Hospital-Booneville's community campaign.

implementing the program, offering services that were previously available only in Jackson, Miss., and Memphis.

According to autismspeaks.org, an organization that supports research and awareness, one in 150 individuals is diagnosed with autism, making it more common than pediatric cancer, diabetes, and AIDS combined.

Children diagnosed with autism are unique. Like snowflakes, those with similar developmental patterns exhibit extremely different symptoms. Some may be highly advanced in some aspects while being delayed in others. Some issues involve motor skills or social and emotional development, while others involve sensory response.

Developmental psychologist Emily Johnson performs assessments of children at Baptist Rehab-North Mississippi in Oxford, and if a child is diagnosed with autism, the family is then given all of their options for treatment and support. The program at Baptist Rehab-North Mississippi in Oxford is full.

Moore's child was diagnosed with autism about two years ago, and she started a support group in Oxford for families with an autistic child.

"When my son was diagnosed, we didn't have support or any follow up," Moore said. "But through increased awareness and this program, we're able to show families not only what is available, but also map out a therapy strategy to help their child."

A team that includes two occupational therapists, two speech language pathologists and a physical therapist develops a plan specific to the needs of each patient.

"We don't subscribe to a particular technique or plan; we subscribe to whatever works best for the patient and their family," Steiner said.

"We don't subscribe to a particular technique or plan, we subscribe to whatever works best for the patient and their family."

- Cindy Steiner, director of outpatient rehabilitation at Baptist Rehab-North Mississippi in Oxford

Baptist Rehab-North Mississippi in Oxford treats patients from all over North Mississippi, and have even had inquiries from a family in California seeking to relocate in the area.

"This is a very needed and specialized service we're able to offer," Steiner said. "From home life and school to integration into society, a family with an autistic child needs a network of support and tools to help give a child the best chance possible to reach his or her potential."

Scrubs needed for medical mission

Royal blue scrubs are needed for a medical mission trip to Zambia through Sycamore View Church of Christ. All sizes are needed, but small and medium are preferred. Scrubs can be donated at the employee health office at Baptist Memorial Hospital-Memphis or the gynecological unit on the third floor at Baptist Memorial Hospital for Women. Please submit your donations by May 10. Please be sure the scrubs are royal blue to be consistent with what missionaries will be wearing. For information, please e-mail cyndy.godley@bmhcc.org.

Admissions surpass 85,000

For the 2007 fiscal year, which runs from October 2006 to September 2007, Baptist's inpatient admissions systemwide totaled 85,017.

We can learn from history

Although it cannot be used to predict exactly what will happen in the future, history can be a guide for future planning. The following principles were taken from a recent article discussing the history of the U.S. market.*

Over the long term, quality stocks have historically outperformed quality bonds. From 1926 to 2005, large cap stocks returned 10.4 percent per year, vs. 5.5 percent for long-term government bonds and 5.9 percent for corporate bonds. Bonds offer greater short-term stability, while stocks have historically offered better after-inflation returns in the long run.* However, keep in mind that past performance is not an indica-

tion of future results.

Time in the market is more important than timing the market because stock returns are unpredictable. Although stocks have returned 10.4 percent annually over the long run, the actual yearly return has fallen between 8-12 percent on five occasions during the past 80 years. The market rose in 57 of those years, or 71 percent of the time, which means it declined 29 percent of the time.*

An investor cannot eliminate risks, but can take steps to help reduce them.

The best tool to help reduce risk is to diversify. If you buy four or five aggressive stock funds and trade frequently, don't expect to earn the historical per year return. It is important to note that diversi-

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Archer named distinguished faculty at BCHS

Nursing professor Elizabeth Archer shows off her Rose Y. Temple Distinguished Faculty Award during the Convocation ceremony at the Baptist College of Health Sciences recently. In the photo below, Archer holds her award, left, with BCHS president Dr. Betty Sue McGarvey.



CLASSIFIED AD GUIDELINES

Classified ads are published as a service to Baptist colleagues in each edition of Baptist Leader. Submissions for each edition of Leader must be received by 2 p.m. on the preceding Monday. For any ad, please include work number and location for verification purposes and **one non-work number for publication.**

Ads run at least once, and will run as space allows. New ads will receive preference over repeat ads. Services and goods offered must be legitimate and legal, and Leader cannot be responsible for misprints, omissions or false advertising. All ads may be rejected at the discretion of Baptist Memorial Health Care administration or the editor.

Ads for services and goods must be offered or wanted by Baptist colleagues, individuals or independent contractors. Franchises, other non-independent services, medical, dental and other clinical services are not eligible for classified ads.

To submit an ad, e-mail leader@bmhcc.org or fax to 901-227-3516.

HOUSEHOLD

- Antique couch and matching chair, Ivory color material, must see, \$900; two end tables, \$100. Call 901-867-7278 and leave a message.

REAL ESTATE

- Arlington area home for sale, 3 BR/2 BA, large bathtub in master bath, eat-in kitchen with bay windows, bonus room, family room, fireplace, ceiling fans and patio, convenient to interstate, \$163,900. Call 901-233-2696.
- Townhouse condominium for sale by owner, located in Creekwood Condominiums off Rasco Road in Southaven, 2 BR/ 1.5 BA, two levels, all appliances, some furniture to remain, \$74,000. Call 901-275-1187.
- Fayette County home for sale, 4 BR/3.5 BA home for sale on 12 acres, two-car garage, open floor plan, 11-foot ceilings in living room, fireplace, master bath with whirlpool tub, separate shower, double vanities and two walk-in closets, 24X40 foot shop with overhead door, paved drive, \$439,000. Call 901-466-7727.
- Cordova home for sale, 1198 Casentino Street, 3 BR/2 BA, large great room with kitchen, most appliances stay, others negotiable, master bedroom with large walk-in closet, master bath with Jacuzzi tub and separate shower, separate

laundry room, two-car garage, fenced-in back yard, \$154,900. Call 901-682-1868.

- Bungalow for sale near University of Memphis, update kitchen with new cabinets, appliances and floor, updated bath with new fixtures, separate laundry room, hardwood floors in living, dining and bedrooms with blinds throughout, fenced backyard with patio area and detached garage, covered front porch, 207 Marne Street. Call 901-387-1199.
- Land for sale in Paris Landing area, seven-plus acres, half wooded, close to boat ramp, public water at street, corner of Port Road and Lake Hill Beach, \$51,000. Call 901-466-7727 and leave a message.
- Horn Lake home for rent at 3140 Edenshire, 3 BR/2 BA, wood fence back yard, deck on the side, nice shade trees, convenient to library and park, \$850 per month rent with \$650 deposit. Call 901-301-1718.
- Seven-acre lot near Rosemark on Mudville Road, near Edmund Orgill Park. For information, call 901-382-0077.
- Vacation home for sale near Pickwick Lake, 2 BR/2 BA, covered front porch, screened in back porch, sun porch, gated community, two swimming pools, tennis courts, boat storage, community center and more, \$125,000. Call 662-415-3548.

WANTED

- Cut down trees, one pine, two oaks, about 40-foot tall, charity basis, you cut, you take. Call 662-801-6333.
- Someone wanted to carpool from Corinth area to Baptist DeSoto, day shift. Call 662-415-3548.

VEHICLES

- 1975 Plymouth Duster, all original body, engine and interior, runs well, \$2,500 OBO. Call 901-503-3429.
- 2000 Chrysler Town & Country Limited, 127,500 miles, leather interior, power windows, mirrors and front seats, heated seats, good condition, \$5,000. Call 662-449-0293.
- 2004 Georgetown RV, 36-foot, triple slide, 13,000 miles, like new, \$60,000. Call 662-404-0532.
- 1998 Dodge Ram 1500 king cab, low mileage, \$4,500. Call 901-743-4811.

SERVICES

- Custom kitchen and bathroom remodels, fire restoration, exotic custom tile, sheetrock and paint, free estimates. Call 901-503-3429.
- Junk removal, attic cleaning, removing yard waste; I haul anything. Call 901-327-6215.
- Home remodeling, room additions, attic conversions, decks, fencing, hardwood flooring, electrical and plumbing, call 756-4002 for estimate. Jobs over \$500 receive 15 percent discount.

Financial health (Continued from page 5)

fication can help reduce risk, but it doesn't necessarily ensure a profit or protect against losses when the market falls.

Market declines are a normal part of the investing process. They can be frequent and are usually temporary. For long-term investors, market declines offer the opportunity to buy investments at a lower price.

Our economy always faces challenges. As of 2006, the U.S. economy has grown in all but 23 months during the past 23 years.* Recessions have historically been short, and begin and end without warning. Again, the best way to prepare for this is to diversify your portfolio.

Your local GuideStone representatives are available to assist you with your account. Please refer to your human resources office and the Baptist Leader to find the schedule for their upcoming service visits to Baptist facilities. You can also reach the GuideStone representative by phone and e-mail: Ken Peavy, 901-226-3518; ken.peavy@guidestone.org; and April Mollerberg, 901-226-3516; april.mollerberg@guidestone.org.

** Alan Skrainka, CFA*

** Ibbotson & Associates – Stock returns were measured by the S&P 500 from 1957 to present and S&P 90 from 1926 to 1956. Long-term government bonds were measured by an approximate 20-year government bond maturity, and corporate bonds were measured by Solomon Bros. high-grade Corporate Bond index. An index is not managed and is not available for direct investment.*

** Actual figure is 59 months during period from 3/31/47–3/31/06; Ned Davis Research*

MISCELLANEOUS

- Refrigerator for sale, runs well, \$100. Call John at 901-327-6215.
- Pageant dress for sale, little girl size 5, white with sequins, \$100. Call 662-415-3548.