



## Making a Difference In Our Community

**BAPTIST MEMORIAL HEALTH CARE** is committed to serving our community through programs that heal, educate, and inspire others, guided by the example of Christ. In 2009 the community benefit of our Mississippi hospitals totaled more than \$251 million as our colleagues pulled together like never before to support health and human service initiatives vital to our region.

THE **BENEFIT** OF

 **BAPTIST**. Memorial Hospitals of Mississippi

BOONEVILLE | COLUMBUS | NEW ALBANY | OXFORD | SOUTHAVEN



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# Benefiting Our Community

A message from Katie Winchester, chairperson of the Baptist Memorial Health Care board of directors, and Stephen C. Reynolds, president and CEO of Baptist Memorial Health Care

In many ways, the mission of Baptist Memorial Health Care is a celebration of life. From the inspiring Christian message of being able to do all things through Christ who strengthens us, to our medical resources that help us fight sickness and disease, to our community outreach efforts that seek to better the quality of life all around us.

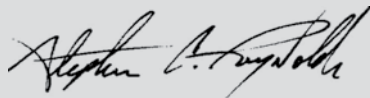
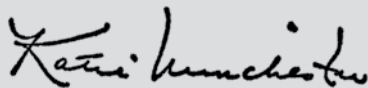
Our community report is an account of our mission in all its forms, and we hope it demonstrates that we take our three-fold ministry of healing, preaching, and teaching very seriously.

Inside this year's community report, you'll read firsthand quotes from representatives of the many charitable organizations that have benefited from Baptist's involvement. We never fail to be moved by what our colleagues have achieved throughout the year, pulling together to give back to their communities. This year, with these outreach activities, is no exception.

With all that said, it's our pleasure to share with you Baptist's community report for 2009. Our total community benefit this year exceeded any year in our nearly 100-year history. But as far as we're concerned, these figures aren't a celebration of what we've done, but a reminder of how much we can accomplish and motivation to do even more.

As always, we feel privileged and thankful to work alongside so many dedicated colleagues who make a difference both on the job and off.

Sincerely,



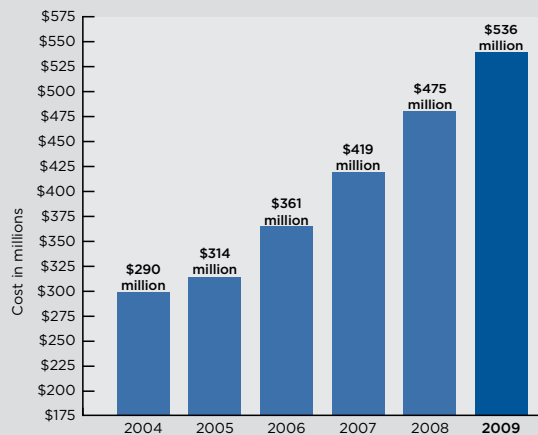
Katie Winchester  
Chairperson  
Baptist Memorial  
Health Care Corp.  
Board of Directors



Stephen C. Reynolds  
President and CEO  
Baptist Memorial Health  
Care Corp.

P.S. This chart provides a snapshot of how our community benefit has grown over the years, reaching its highest level ever in 2009. We invite you to log onto [www.BaptistOnline.org](http://www.BaptistOnline.org) to read an online version of our community report and share it with your friends and family.

**Uncompensated Patient Care Provided by Baptist\***  
(Includes charity care, unpaid patient accounts and unpaid Medicaid and TennCare accounts)



# A Letter from Your Mississippi Hospital Leaders

Dear friends and neighbors,

The purpose of the community report is, naturally, to show some of the ways Baptist gives back to the communities we serve. As a Christian organization, we minister not only to the needs of our patients, but to the body of our region as a whole — whether raising money for a good cause, offering free health education, or providing care to those who cannot afford it. God calls us to serve the underserved.

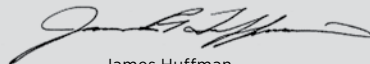
But one of the many rewards for our work in the community is the way it changes how we look at one another. When we spend time together side-by-side at health fairs, the back-to-school events, and the charitable causes, it strengthens us as an organization. Pulling together brings us closer together, and it makes us a better company and a better corporate neighbor.

The pictures and stories inside represent just some of our colleagues' many contributions. We're proud of all they've accomplished, and we look forward to the year to come.

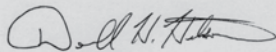
Sincerely,



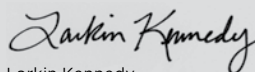
Paul Cade  
Administrator and CEO  
Baptist Golden Triangle



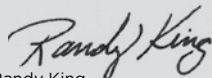
James Huffman  
Administrator and CEO  
Baptist Union County



Donald Hutson  
Administrator and CEO  
Baptist North Mississippi



Larkin Kennedy  
Administrator and CEO  
Baptist Booneville



Randy King  
Administrator and CEO  
Baptist DeSoto

## BAPTIST'S CONTRIBUTIONS TO OUR COMMUNITIES IN 2009\*

Uncompensated Care  
(includes charity care and  
unpaid patient accounts):  
**\$270,414,000**

Unpaid Medicaid/TennCare  
Accounts:  
**\$266,069,000**

Community Relations and  
Corporate Support (includes  
education/public service  
communication efforts, free  
community health fairs, faith-  
based initiatives such as Memphis  
Healthy Churches, health and  
wellness projects, speakers  
bureaus, cash contributions and  
child and youth initiatives):  
**\$911,000**

Baptist Memorial Health Care  
Foundation Grants and Support  
from Donor-advised Funds:  
**\$493,000**

Baptist Memorial Health Care  
Foundation Nursing Education  
Assistance Awards:  
**\$1,000,000**

Community Support  
Provided by Hospital Facilities  
(includes free community health  
fairs, screenings, patient education  
classes, cash contributions and  
sponsorships, and health and  
wellness projects):  
**\$2,640,000**

Total Baptist Community Benefit:  
**\$541,527,000**

\*Numbers are unaudited as of  
this release and are rounded to  
the nearest thousand. Cost of  
providing community benefit was  
\$189,423,000.

**Baptist North Mississippi's** Girls Day Out, a women's health and wellness event, offered free health screenings as well as exercise and self-defense classes to more than 300 participants.

"**Baptist Memorial Hospital-Union County** is a wonderful resource for us year-round, both for the kids and our teachers. Health fairs; vaccinations; flu shots; physical education programs; education about nutrition, tobacco, breast cancer ... I could go on and on. They help us identify kids and families who need extra help. It's just a great partnership."

— Tammie Reeder, RN, school nurse for the **New Albany City Schools**. Baptist Union County serves as the community representative for the \$168,000 John D. Bower Grant to improve health care in Mississippi schools.

"I want **Baptist Memorial Hospital-DeSoto** to know how much their support has meant to this community. There's nowhere else for the uninsured to go, except the emergency room. Baptist's grant has allowed us to staff both a nurse and a nurse practitioner; buy supplies; and move to a new, more central location, and last year we treated more than 4,000 uninsured."

— Billie Wilhite, chairman, board of directors, **DeSoto Health and Wellness Center**. Baptist DeSoto contributed the final \$10,000 of a five-year, \$50,000 grant to the center in 2009.



"Parents and kids can come to our booth and meet me and really see what the club's all about. Each year it's been better, to see the themes and see more children come. This year was just a blessing. People stayed around eating, fellowshiping. And anytime I need something, Sergio Warren, marketing director for **Baptist Memorial Hospital-Booneville**, sends someone to help me out."

— Angelique Jumper, director of the **Booneville Boys and Girls Club**. More than 300 people attended Baptist Booneville's Back-to-School Health Fair, where they received free health screenings, safety information, and Boys and Girls Club literature.

**Baptist Memorial Hospital-North Mississippi** held a Children's Wellness Fair and Bike Safari, which offered basic health screenings and featured a bike safety class. Special guests McGruff the Crime Dog, Smokey Bear, and Sparky Firedog attended the free event.





“**Baptist North Mississippi** is such an important part of what we do. The Double Decker Spring Run is by far our biggest fundraiser. It has grown from 100 runners the first year to 800 this year, from 12 different states, and we could not do the event without the hospital’s support in terms of facilities, volunteer hours, support staff, and whatever help we need.”

— Pam Swain, vice president, **Oxford-Lafayette Chamber of Commerce**. Baptist North Mississippi was a cosponsor of the Double Decker Spring Run, which raised more than \$4,000 to benefit the Chamber’s many community outreach efforts.

Employees at **Baptist DeSoto** collected more than 500 care packages to send to DeSoto County service members overseas as part of the **Shoebboxes for Soldiers** program – just part of the \$104 million in total community benefit provided by Baptist to DeSoto County in 2009.

**Baptist DeSoto** raised more than \$24,000 through various fundraising efforts to support the **American Heart Association**, in addition to performing hundreds of hours of volunteer work.

**Baptist Union County** partnered with the Mississippi Extension Service Clinical Nutritional Director on Mississippi in Motion, Healthy Steps Weight Management, senior health fairs, and other events throughout the year.



“Our partnership with **Baptist Memorial Hospital-Golden Triangle** has allowed us to grow our nursing program at a time when the nursing shortage is reaching critical levels across the nation. By funding new faculty positions and externship programs, the hospital is helping us put increased numbers of well-trained nurses into the local workforce.”

— Sheila Adams, dean, College of Nursing and Speech-Language Pathology, **Mississippi University for Women**. Baptist Golden Triangle has helped fund nursing faculty positions for the past 15 years and also provided a grant to fund a nursing externship program, which helps provide nursing students with additional critical thinking and clinical skill experiences.





In 2009, **Baptist Memorial Health Care's** \$60,000 sponsorship of a Habitat for Humanity home was the largest financial commitment by a health care organization in the Memphis area. Baptist colleagues volunteered more than 2,400 hours of labor to build the home and contributed approximately \$2,500 in additional furnishings and housewarming gifts.



Along with the Ole Miss Lady Rebels basketball team, **Baptist North Mississippi** co-sponsored Tickled Pink, an annual fundraiser for breast cancer. This year's event took place at the Mississippi State game and raised \$3,500 while serving 600 women affected by breast cancer.



## **BAPTIST'S CONTRIBUTIONS FROM MISSISSIPPI ENTITIES IN 2009**

Total community benefit provided by Baptist's Mississippi hospitals

**\$251,270,000**

Total community benefit, including uncompensated care, unpaid accounts, and community support, provided by **Baptist Booneville**

**\$9,726,000**

Total community benefit, including uncompensated care, unpaid accounts, and community support, provided by **Baptist DeSoto**

**\$103,664,000**

Total community benefit, including uncompensated care, unpaid accounts, and community support, provided by **Baptist Golden Triangle**

**\$62,077,000**

Total community benefit, including uncompensated care, unpaid accounts, and community support, provided by **Baptist North Mississippi**

**\$51,179,000**

Total community benefit, including uncompensated care, unpaid accounts, and community support, provided by **Baptist Union County**

**\$24,624,000**

**Baptist North Mississippi** provided more than **\$26 million in uncompensated care** to Lafayette County in 2009.

**More than \$300,000 of Baptist Golden Triangle's community benefit** was administered through free health fairs and screenings, donations and sponsorships, and health and wellness projects.

**Baptist Union County** provided almost **\$13 million of unpaid Medicaid care** to the community.