



## 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 our community benefit totaled more than \$541 million as our colleagues pulled together like never before to support health and human service initiatives vital to our region.

— THE BENEFIT OF —



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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.

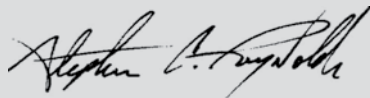
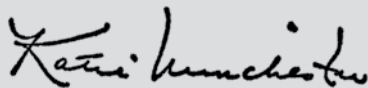
Our community report is an account of our mission in all its forms, and we hope it demonstrates that we take our three-fold ministry of healing, preaching, and teaching very seriously.

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,



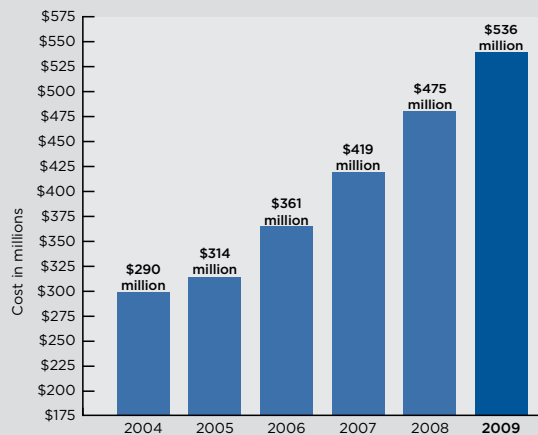
Katie Winchester  
Chairperson  
Baptist Memorial  
Health Care Corp.  
Board of Directors



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 Metro-Memphis 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.

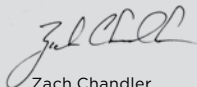
But one of the many rewards for our work in the community is the way it changes how we look at one another. When we spend time together side-by-side at health fairs, the back-to-school events, and the charitable causes, it strengthens us as an organization. Pulling together brings us closer together,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



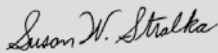
Nancy Averwater  
Administrator and CEO  
Baptist Trinity Home Care  
& Hospice and Baptist  
Minor Medical Centers



Zach Chandler  
Administrator and CEO  
Baptist Memphis



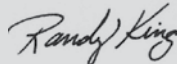
Betty Sue McGarvey  
President  
Baptist College  
of Health Sciences



Susan Stralka  
Administrator and CEO  
Baptist Rehabilitation-  
Germantown



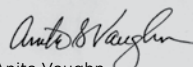
Glenn Baker  
Administrator and CEO  
Baptist Collierville



Randy King  
Administrator and CEO  
Baptist DeSoto



Janice Hill  
Administrator and CEO  
Baptist Restorative  
Care Hospital



Anita Vaughn  
Administrator and CEO  
Baptist Women's Hospital

## 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 Memorial Health Care** is one of the key organizations always willing to invest in community resources that eliminate health care barriers for disadvantaged families in Shelby County. They have enabled **Porter-Leath**, in conjunction with **The Urban Child Institute**, to develop a unique curriculum that will be invaluable in educating parents with young children about important health issues that affect everyone.”

— Michael V. Warr, executive vice-president, development & new business, Porter-Leath. Baptist invested \$10,000 in the Porter-Leath Wellness pilot, an evidence-based program designed to improve early childhood development. Baptist colleagues also contributed more than 200 toys and \$4,100 during the holidays to the **Porter-Leath Children’s Home**, and approximately \$4,000 in volunteer time to the organization during the **United Way Day of Caring**.

“**Baptist Rehabilitation-Germantown** does so much more than give money. They are a partner, helping us educate people about who arthritis affects and how you can deal with it. Ten years ago arthritis sufferers were told to soak in a hot tub. Now, with physical therapy and new medicines, you can keep leading an active lifestyle.”

— Meghan Cloud Beasy, community director, **West Tennessee chapter of the Arthritis Foundation**. Baptist Rehab-Germantown donated \$2,500 and was a major participant in the annual Arthritis Walk.



**Baptist Memorial Hospital for Women** hosted the **Infant Loss Remembrance Ceremony**, a free event open to all parents in the Mid-South area who had experienced the death of a baby. The ceremony, a collaborative effort with the **Memphis/Shelby County Health Department’s Infant Mortality Initiative**, brought approximately 100 parents together and gave them a place and opportunity to grieve and acknowledge their children.

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.





**Baptist's corporate building colleagues** collected toys and clothes for more than 70 "angels" on the **Salvation Army Angel Tree** for the holidays.

"The AHA is very fortunate to have the support of **Baptist Memorial Hospital-Memphis** in the fight against our community's No. 1 and No. 3 killers, heart disease and stroke. This year Baptist was not only a signature sponsor of the Heart Walk, but helped raise more than \$82,000 – the most Baptist Memphis has ever raised!"

— Russ Ellis, vice president of field operations, **American Heart Association**, Greater Southeast Affiliate.

"We have so many people look forward to the Baptist booth at the Expo. Whether it's the free flu shots and screenings or all the information to help us lead healthier lives, **Baptist Memorial Hospital-Collierville** gives so much back to the community. They are a wonderful corporate citizen."

— Fran Persechini, president of the **Collierville Chamber of Commerce**. Baptist Collierville has been a gold sponsor of the Expo for nine years.

**Baptist Rehabilitation-Germantown** colleagues contributed more than 200 volunteer hours to organizations that treat stroke, diabetes, and children with disabilities.



"**Baptist Trinity Home Care & Hospice** plays a major role in the lives of the students at the Shrine School. It gives them the chance to have a community connection they wouldn't otherwise have. The perfect attendance award especially means a lot to the kids. Having someone from the community applaud and recognize them – I've seen how much attendance has improved because of it."

— Charlie Reese, principal of the **Shrine School**, a Memphis public school for children with severe physical disabilities. Baptist Trinity Home Care & Hospice has been its adopt-a-school partner for three decades, participating in events throughout the year and sponsoring its perfect attendance award.



“The employees of **Baptist Restorative Care Hospital** helped make the holidays brighter for more than 600 homebound seniors through **Meritan’s Silver Bells program**. The requests from the seniors were modest, just basic necessities such as towels, robes, and slippers, but just knowing someone cared about them is priceless. The commitment of Baptist to community involvement and philanthropic endeavors is well-known through-out the Mid-South. I am truly grateful for their support of Meritan.”

— Deborah Cotney, president, **Meritan**, a nonprofit organization providing services for seniors, specialized foster care for children, assistance for the visually impaired, and programs for the developmentally disabled. **Silver Bells** is its Holiday Gifts for Homebound Seniors program.

**Baptist College of Health Sciences** participated in a medical mission trip to Ometepec, Mexico, to provide care to the Amusgo Indians. The team, led by Dr. David Lewis of Seeds Ministries, included 17 Baptist College students and treated more than 500 people during the four-day trip.



**Baptist College** continued to focus on projects that helped the Memphis homeless population. They provided back-to-school uniforms for Memphis City Schools children who live in shelters, participated in the annual **Memphis Walks for the Homeless**, provided clinical support at the annual City of Memphis Thanksgiving Dinner for the Homeless and Hungry, collected Christmas presents for homeless families, and donated \$1,000 to the Baptist Operation Outreach health care van for the homeless.

## **BAPTIST’S CONTRIBUTIONS FROM METRO-MEMPHIS ENTITIES IN 2009**

Total Metro-Memphis community benefit

**\$296,459,000**

Uncompensated care (includes charity care and unpaid patient accounts)

**\$150,763,000**

Unpaid Medicaid/TennCare accounts

**\$144,799,000**

Community support provided by hospital facilities

(includes free community health fairs, screenings, patient education classes, cash contributions and sponsorships, and health and wellness projects)

**\$896,788**

Education/Public Service Communication Efforts

**\$72,000**

**Baptist Memphis** raised more than **\$50,000** for the cure and treatment of **Amyotrophic Lateral Sclerosis** (ALS, or Lou Gehrig’s disease).

**Baptist Women’s Hospital** provided a free car seat education program to approximately **1,000** expectant and new parents.

**Baptist DeSoto** contributed the final **\$10,000** of a five-year, \$50,000 grant to the **DeSoto Health and Wellness Center**, and collaborated with the center on outpatient care and offering free mammograms.