As the only not-for-profit, locally governed health system in Northeast Florida, Baptist Health is constantly reaching beyond our walls to help our neighbors, especially those without access to quality health care. That is our social responsibility, and it is about far more than donations — it’s about catalyzing change.

We have begun sending a bold, new message to our community — promising that we are changing health care for good in Northeast Florida.

The truth is, this work is not new. It is what we have been doing since we were founded by the community in 1955. Times may have dramatically altered the world in which we operate, but our commitment to the community remains steadfast.

We gratefully acknowledge our extraordinary employees, medical staff, volunteers and community partners for lending their hearts and hands to help us make a difference ... for good.
Changing from the ground up.

School’s out for the day. But instead of stopping at the slides and swings of Biltmore Elementary School’s playground, the children run straight to the school’s newest planting boxes, where rakes, wheelbarrows and 40-pound bags of topsoil await.

Biltmore’s school nurse was concerned that the students’ unusually high rate of asthma and illness was caused in part by not eating enough fresh fruits and vegetables.

To help bring healthier food into the lives of these children and their families, Baptist Health provided a grant for the Biltmore Elementary School Garden.

Biltmore fourth- and fifth-grade teacher Steven Mendenhall reflects on the people and organizations that helped him create the “fields of dreams” that now live on Biltmore’s grounds: “The county extension office shared their agricultural expertise, the Department of Health has been a great supporter and our after-school program director made it all possible by agreeing to let us do it.

“My dad wanted to start eating healthier and he wanted me to do it, too,” says Garren, a third-grader at Biltmore who has achieved junior master gardener status.

Then Baptist Health stepped in. Their grant funded our planting boxes, irrigation equipment, topsoil and everything else we needed to create the garden.”
The Biltmore garden has come a long way since it started a year ago. The school’s first bumper crop of 20 kinds of vegetables was planted by four students. Today, 50 students participate in the program, which helps them cultivate healthy eating habits.

Developing an appreciation for food from seed to plate is a long-term strategy for helping children grow into healthy adults. The American Journal of Preventive Medicine states that areas with easy access to fresh and healthy foods have the lowest rates of diseases such as diabetes and heart disease.

In 2012, the Department of Health declared Biltmore a model program for expansion into public schools throughout Duval County.
Every seed planted in Biltmore’s garden sprouts a new opportunity for students to cultivate healthy eating habits.
Giving children a special place.

In the last two and a half years since Marian learned that her granddaughter, Kayden, has cerebral palsy, she has become her full-time caregiver.

“My daughter is in a situation where she can’t take care of Kayden,” Marian says. “It’s like the car bumper stickers that say ‘If I could have been a grandparent first, I would have.’ Kayden has been a great joy to me. I would not change it for anything.”

Marian’s story might be different, if not for DLC (Developmental Learning Center) Nurse and Learn, a unique day care center that serves children with moderate to severe disabilities from birth to age 22. Baptist Health helps fund the center’s nursing staff, which provides the children with specialized care each day, including physical and occupational therapy. This support frees up other money that DLC uses to provide scholarships.

“Many families are challenged to afford medical care, therapy, equipment and everything else that is needed for their child’s development,” says Amy Buggle, executive director and founder of DLC. “More than half of the children attending DLC are from low-income families, and so it’s important for those parents to have the freedom to go back to school or work during the day, while their children are in our care.”
Children like Kayden benefit from the highly specialized care provided by DLC’s nursing staff, which Baptist Health helps fund.
DLC Nurse and Learn is an inclusion school, so Kayden’s class includes children without disabilities. As classmates play, sing, and learn, the special-needs children receive nursing care and therapy in the midst of normal daycare activities.

“The staff understands each child’s needs, so they work with Kayden after a nap and when she’s at her best,” Marian says. “Before DLC, we’d run all over town to appointments. Now, I can go back to work knowing that she is receiving the care she needs in an environment that helps her learn and grow.”

Wolfson Children’s Hospital President Michael Aubin adds, “Our nursing staff refer children and families to DLC throughout the year. They are an invaluable community resource for Wolfson Children’s Hospital and true partners in child health.”
By serving children of all abilities and families of all means, this unique day care center incorporates therapies into daily activities and helps children say, “Yes, I can!”
Collaborating for healthier seniors.

“We’ll know if this works if I’m not here too often,” jokes Mrs. Eisen, 85. She is about to have her first appointment with her Baptist Health doctor, who now works full-time at the River Garden Hebrew Home in Mandarin.

Mrs. Eisen is quite a survivor. She beat lymphoma 11 years ago, but has some nerve damage in her leg as a result of her treatment. She also has thyroid and heart conditions that require visits to specialists. In short, Mrs. Eisen is a prime example of the variety of medical needs that many seniors have.

“A new model of care is needed, and that’s why we entered into an agreement with Baptist Health,” says Martin A. Goetz, MS, MPA, chief executive officer of River Garden. “We see what’s coming, with the tsunami of Baby Boomers entering Medicare, the projected shortage of primary care providers and the Affordable Care Act. We all have to work together to deliver care that is safer, smarter and more efficient – and provides better outcomes for patients.”

This innovative model is based on successful efforts in other communities, but it is the first of its kind in Northeast Florida.
Mrs. Eisen smiles as she meets her new doctor, Anna Orman, MD, a Baptist Health family physician working full-time at River Garden.
In 2012, Baptist Health and River Garden embarked on a plan to enhance the comprehensive care that so many seniors need.

The agreement places Baptist Health’s staff into all areas of the River Garden community, including independent living, rehabilitation and nursing home care. Electronic medical record technology is used to connect the care at River Garden Hebrew Home to Baptist Medical Center South. Supporting all of these services is Baptist AgeWell Institute, serving seniors with complex health needs under the medical leadership of a fellowship-trained geriatrician.

Shikha Iyengar, executive director for Baptist AgeWell Institute says, “We are working with River Garden to address commonly seen illnesses in the nursing home environment. We plan to offer what we have learned to other nursing home providers to help reduce unnecessary hospital admissions.”

Ron Robinson, Hospital President at Baptist Medical Center South agrees, “The best way to help an older person maintain quality of life is through a continuum of care. We’re building an integrated health care system for seniors through collaboration.”
Quality of life is the goal of the partnership between Baptist Health and River Garden.
Providing compassion by the sea.

Each one of the people served by Mission House has arrived at a point in their lives where they have nowhere else to turn. Many have health and financial difficulties that are inextricably intertwined.

Mission House is the only day center in Jacksonville Beach providing homeless and low-income, uninsured adults with programs designed to get them back on their feet and back into the community.

Founded in 1997 by four churches and more than 160 donors, Mission House’s goal is to help homeless people return to lives of independence and self-sufficiency.

“Here, I get help to keep going,” says Valerie, who has been without medical insurance since she lost her last job. “This is about the only place where I am treated like a person.”

In addition to meals, showers, clothing and medical care, case managers work one on one with clients to help them obtain essentials like personal identification and bus passes for job interviews.

“Mission House first opened as a day shelter, but it became obvious almost right away that we needed to add medical care to our menu of services,” says Mission House Executive Director Lori Delgado Anderson. “Baptist Beaches stepped right in. They helped us open our clinic in 1998 with two exam rooms and a pharmacy, and they’ve supported us every year since.”
The face of those in need in our community has changed dramatically over the years.
Dedicated support from Baptist Medical Center Beaches has helped the clinic at Mission House expand. Each day the clinic is open, about 30 patients receive treatment.

The clinic at Mission House now serves patients three days each week – Tuesday and Thursday evenings and Saturday mornings.

“So many of our clients have health issues and economic difficulties that intertwine,” Anderson says. “That’s why the financial support and medical expertise provided by Baptist Beaches is such a blessing.”

It’s a blessing that works both ways, says Baptist Beaches President Joe Mitrick. “We are grateful for the volunteer support of our nurses, physicians and staff. We are a better organization because of our work with Mission House.”
Volunteer doctors, nurses, pharmacists and administrative staff give their time and talent to provide care to hundreds of people in need.
Connecting body and soul.

Thanks to a little encouragement from his wife, Mr. Howard took advantage of a free prostate cancer screening at his church provided by Baptist Health. The screening may have saved his life.

Mr. Howard, 74, is one of thousands of people who receive free screenings and other health information each year through the Baptist Health Faith-Based Partnership Program, which annually holds nearly 200 events and health fairs.

“Men won’t go through the exams and everything that’s necessary for prostate cancer diagnosis,” Mrs. Howard says. “But after the screening at the church, where we discovered he had a very high PSA (prostate specific antigen), my husband followed up with a specialist and is now receiving radiation therapy.”

Howard is one of many Jacksonville residents whose health is changing for good because of the Faith-Based Partnership Program at Baptist Health. All those healthier people are part of a body-and-soul connection that gives the program its power, says Lynn Sherman, who oversees the program.

The partnership includes 26 religious organizations of many faiths throughout the First Coast, including Islamic, Jewish and Christian.
Mr. Howard credits Baptist Health's Faith-Based Partnership Program with early detection of his prostate cancer.
Many of Baptist Health’s faith-based partners are located in Jacksonville’s Health Zone 1, also known as the “urban core,” which has the city’s highest health care disparities in cancer, heart disease and diabetes.

The partnership model is essential for reducing those disparities. For example, a year ago, Mrs. Smith turned to her church, North Pearl Street Baptist, and its health ministry. In just 12 months, she reversed her high blood pressure, lowered her blood-insulin level from pre-diabetic to normal and lost 30 pounds. Smith says, “It got me motivated, and it made me pay more attention to my weight.”

“I may be 60 years old,” Smith says, “but now I feel like I have a young body.” Smith says she got her young body the old-fashioned way — walking more, and eating more vegetables and less fast food.

With results like these, it’s easy to see why the U.S. Department of Health and Human Services has cited Baptist Health’s Faith-Based Partnership Program as a model for improving health in communities across the nation.
Putting essential wheels in motion.

More than 1,200 trips each week. That’s the number of life-enhancing connections being made for seniors who otherwise would lack easy access to transportation.

All of the most important things in life are right at Mr. Cochran’s fingertips. Cochran, 76, moved to Fernandina Beach to live in the same city as his two sons after being diagnosed with dry macular degeneration. Although he can’t see much beyond the reach of his own hands, he focuses extremely well on all the things that matter.

“The doctors told me they couldn’t fix my vision, but they could prevent it from getting worse,” says Mr. Cochran, who spent more than 40 years as a medical technician. “I thank God I’m not blind, and I feel very blessed to see my granddaughter every day.”

Mr. Cochran says he owes a large part of his happiness to the support he has from Nassau County Council on Aging (COA) social programs and the care he receives from Baptist Medical Center Nassau.

But there is an even more fundamental contribution these two organizations are making, which not only helps Mr. Cochran, but hundreds of other seniors every week as well.
Transportation is a fundamental piece of any program designed to benefit seniors, especially in Nassau County, which has no public transit system.
In 2012, Baptist Health made a commitment to fund the COA’s transportation service, which helps seniors throughout Nassau County access vital services.

“Our transportation program makes more than 5,000 trips each month and it helps hundreds of seniors each week,” says Janice Ancrum, executive director of the COA. “We are tremendously grateful for Baptist Health’s support and our ongoing relationship with them.”

The transportation connection is part of a long-standing link between the COA and Baptist Medical Center Nassau. The organization’s headquarters is on the Baptist Nassau campus, providing a firm foundation for reaching out into the community, says Baptist Nassau Hospital President Stephen Lee. The hospital provides the building rent-free.

“I see our support for the Council on Aging and its transportation program as a vital form of outreach, a way of recognizing that we need to go beyond our hospital campus to meet people half way, to help improve health and quality of life for everyone in our community,” Lee says.
Bridging the gap for those in need.

When Codie and Crystal discovered they would become parents, their biggest concern was whether they would find prenatal care for Crystal. Neither of them has medical insurance.

The Way Clinic offers medical care to people in need throughout Clay County. Services are provided free of charge by more than 100 volunteer doctors, nurses, specialists, translators and staff.

“The support from Baptist and other community partners is essential,” says Jeannie Gallina, who founded The Way Clinic after a church retreat opened her eyes to the needs of her community’s most vulnerable citizens. “Thanks to their support, we provided more than $1 million worth of medical services for free to our patients last year alone.”

Supporting The Way Clinic is important for Baptist Health, says Michael Mayo, hospital president of Baptist Jacksonville and one of the clinic’s earliest supporters. “Our growing partnership with The Way Clinic demonstrates our commitment to the people of Clay County,” Mayo says.
Crystal and Codie’s fears washed away once they visited The Way Clinic in Green Cove Springs. “I’m so grateful they took me as a patient,” Crystal says, “I feel like our baby has a better chance now.”
With the opening of the new Baptist Clay Medical Campus on May 1, there will be even more opportunities to work together, according to Nancy Simon, vice president of patient care services at Baptist Jacksonville. Simon not only lives in Clay County but also volunteers as a board member of The Way Clinic.

“The Way Clinic’s volunteer staff is bridging the gap for patients in need of basic medical care,” says Simon. “They also are educating their clients about taking charge of their own health — and that can help strengthen the fabric of our community for generations to come.”
The Way Clinic relies on more than 100 volunteer doctors, nurses, specialists and translators to keep Clay County residents healthy.
As the only mission-driven, locally governed, not-for-profit health system in Northeast Florida, Baptist Health dedicates substantial resources to social responsibility and community health. Our goal each year is to contribute 150 percent of our tax-exempt benefit outside our hospital walls. In 2012, we far exceeded that goal, investing more than 200 percent back into the community we serve.

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- **Health Fairs**: 195
- **Health Screenings**: 28,844
- **Volunteer Hours**: 36,154
Our social responsibility

Our Social Responsibility and Community Health Committee at Baptist Health is made up of community leaders from our various health system boards, each of whom is dedicated to ensuring that people in need in Northeast Florida have access to high-quality health care.

But we don’t do it alone. We work in partnership with other non-profit organizations throughout Duval, Clay and Nassau counties. Sometimes Baptist Health is a funder of those organizations. Sometimes we set up health fairs and provide free screenings. Sometimes our employees volunteer their time to help those in need. And many times, we do all three. Because at Baptist Health, we believe that by giving back, we can change health care for good.
OUR LOCAL GOVERNANCE

Governance

BAPTIST HEALTH
Board of Directors

- Robert E. Hill, Jr.
  Chair
- Joseph L. Barrow, Jr.
  Vice Chair
- Jack R. Groover, MD
- Michael Grebe
- M.C. Harden, III
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  President & Chief Executive Officer
- John F. Wilbanks
  Executive Vice President & Chief Operating Officer
- Frank R. Martire
- Ava L. Parker, Esq.

Emeritus
- T. O’Neal Douglas
- Preston H. Haskell
- Robert L. Rowe, Jr.
- William C. Mason, EdD
- Judson S. Whorton
- John H. Williams, Jr.

A. Hugh Greene serves as an Ex Officio member of all Baptist Health Boards. John F. Wilbanks serves as an Ex Officio member on Baptist Beaches, Baptist Nassau, Baptist South and Wolfson Children’s Hospital Boards.
Guided by a volunteer Board of engaged business, medical and civic leaders, Baptist Health is owned by the community—not by shareholders.
Local governance allows us to anticipate, understand and respond to the health care needs of people in our community at every stage of life.
We thank our Board members, staff, physicians, volunteers and donors for their dedication and leadership in support of our mission: “...to continue the healing ministry of Christ by providing accessible, quality health care services at a reasonable cost in an atmosphere that fosters respect and compassion.”
Working closely with nonprofit organizations throughout Northeast Florida is critical to the success of our social responsibility efforts at Baptist Health.

American Cancer Society
American Diabetes Association
American Heart Association
American Lung Association
American Red Cross
Angels for Allison
ARC Jacksonville
Barnabas Center Samaritan Clinic
Beaches Community Health Center
Beaches Emergency Assistance Ministry
Boys & Girls Club of Nassau County
Camp Boggy Creek
City Rescue Mission
Community Hospice of Northeast Florida
Cystic Fibrosis Foundation
DLC Nurse and Learn
Downtown Ecumenical Services
Duval County Health Department
Duval County Public Schools
Edward Waters College
ElderSource
Girls, Inc.
Girls on the Run
Health Planning Council of Northeast Florida
Hope Haven Children’s Clinic
ICare
Jacksonville Sports Medicine Program
Jacksonville University
Jacksonville Urban League
Jaguars Foundation - NFL Play 60

Jessie Ball duPont Fund
JASMYN
JCCI
Jewish Community Alliance
Komen Foundation
Let Us Play Foundation
Memories of Love Foundation
Micah’s Place
Mission House
MOCA Jacksonville
Museum of Science and History (MOSH)
Nassau County Council on Aging
Nassau County Health Department
Northeast Florida AIDS Network
Northeast Florida Healthy Start Coalition
OneJax
Pine Castle
River Garden Foundation
Ronald McDonald House Charities of Jacksonville
Senior Life Foundation
Seniors on a Mission
The Bridge of Northeast Florida
The Sulzbacher Center
The Way Free Medical Clinic
Tom Coughlin Jay Fund
United Way of Northeast Florida
University of North Florida
Volunteers in Medicine
We Care Jacksonville
Youth Crisis Center
Baptist Health partners with congregations of all faiths to improve the health of their members and strengthen our community. Our faith-based partnerships are growing in number every year.

Bethel Baptist Institutional Church
Christ Episcopal Church
Destiny Ministries
First Baptist Church of Mandarin
First Baptist Church of Oakland
Greater Harvest Christian Fellowship
Greater Payne AME Church
Greater Refuge Temple
Historic Mt. Zion AME Church
Islamic Center of Northeast Florida
Jacksonville Jewish Center
Mt. Sinai Baptist Church
Neptune Baptist Church
New Life Community United Methodist Church
North Jacksonville Church of God
North Pearl St. Baptist Church
Northside Church of Christ
Ocean Park Baptist Church
St. Andrew’s Lutheran Church
St. Mark’s Episcopal Church
St. Paul Missionary Baptist Church
St. Thomas Missionary Baptist Church
The Sanctuary at Mt. Calvary
Union Progressive Baptist Church
West Union Missionary Baptist Church
Westside Church of Christ
Our Social Responsibility

Our mission is to use our resources, relationships and expertise to build a healthier community and improve the quality of life where we live and work.

Our vision is to be the leader in Northeast Florida and the nation in finding solutions to unmet needs affecting the health of our citizens at every stage of life; and to partner with others to build a community where all babies can start out healthy and strong; where families living in need have access to quality health care; and where the elderly can live independent, fulfilling lives longer.