Working with our community...
A mission of caring

Dear Friends:

As Chair of the Social Responsibility and Community Health Committee at Baptist Health, it is my privilege to share with you our 2013 Social Responsibility Report. This report highlights some of the strategic investments we have made to support the outstanding programs of local agencies who are working hard to improve the health of our community.

As the only community-owned, locally-governed, not-for-profit health system in Northeast Florida, we’re about more than serving the needs of those whose lives have been interrupted by illness or injury. Caring for the entire community is one of our core values and we are committed to making a difference to people in need.

We are especially proud of the national recognition that Hugh Greene, Baptist Health’s President and CEO, received when he was awarded the national 2013 Community Leadership Award. Hugh was selected for this special honor because of his long history of service to the citizens of Northeast Florida.

The leadership, staff and board of directors at Baptist Health are committed to giving back to our community. And we remain grateful for your support.

Sincerely,

Cleve Warren
Chief Financial Officer, Florida State College at Jacksonville
Chair, Social Responsibility and Community Health Committee, Baptist Health

“A our owners are the community, represented by the board, and I believe with such strong conviction that we are here to take care of this community.”

A. Hugh Greene, FACHE
President and Chief Executive Officer
Baptist Health
Taking care of children in Nassau County

Soon after moving to Fernandina Beach 16 years ago, Bill Gower quickly fell in love with the seaside town and its unique mix of history and resort life. He wanted to find a way to help the community, and its children were his first concern.

“I had a tough childhood. A couple of adults made a big difference in my life, so I wanted to pay it forward,” says Gower.

With the goal of bringing The Boys & Girls Clubs of America to Nassau County, he was led to Baptist Medical Center Nassau. “We asked for the hospital’s help to build the first Boys & Girls Club, and they immediately agreed,” says Gower. “Baptist Health is a real community champion.”

The hospital helped open the Miller Freedom Center, which opened in 2005 and serves 300 children each day. Providing a safe, low-cost after-school program, the center offers an impressive curriculum of athletics, technology, arts and leadership programs that children can participate in, based on their interests.

“Baptist Nassau is happy to help provide safe places for children in Nassau County to learn and grow.”

Stephen Lee
Hospital President
Baptist Nassau
Soon after it opened, membership swelled and it was clear another club was needed. Gower again asked for the hospital’s support, which led to the Roberts Learning and Achievement Center. The $1.9-million building was completely funded by private donations and serves more than 150 children daily.

“Baptist Nassau is an outstanding partner,” Gower says. “Stephen Lee stepped in as hospital president in 2012, and he’s made it clear that he’s committed to community service.”

Lee believes that supporting the area’s youth is part of building a healthier community. “Bill joined our hospital Board of Directors and is one of our most active members; we’re fortunate to have him,” Lee explains.

Chrischelle, 13, a four-year member of The Boys & Girls Club agrees. The oldest of four girls and the daughter of two working parents, Chrischelle dreams of becoming an anesthesiologist. “It gives me a quiet place to do my homework and there are great people here when I need help. I love this place,” says Chrischelle, who was recently named the club’s Teen of the Year.

“I had a tough childhood. A couple of adults made a big difference in my life, so I wanted to pay it forward.”

Bill Gower
Board Member
Baptist Nassau
A safe place for young adults with special needs

“When Tarah graduated from high school, I didn’t know what I was going to do,” Daystar parent Renee explains. “That was before I knew about the ‘angels’ at the Daystar program.”

Daystar is the First Coast YMCA’s day treatment facility for adults with profound disabilities. It is located in Clay County with one of its centers just a stone’s throw from Baptist Clay Medical Campus on Fleming Island. Those “angels” Tarah’s mom referred to are the trained staff working with individuals who were either born with developmental disabilities or suffered traumatic injuries which prevent them from taking care of themselves. Providing nurturing care, the staff helps stimulate intellectual and physical skills, while also caring for the emotional and spiritual needs of their clients.

“I don’t have to worry about Tarah during the day. I know she’s safe and they are qualified to provide for her and her special needs,” says Renee. “They aren’t just babysitters. They love her like I do and want the best for her.”

“Most of the adults who attend Daystar rely on Medwaiver or other forms of assistance for their medical care, special equipment and supplemental care,” explains Leslie Cook, Senior Program Director. “Their families depend on their incomes so they need the freedom to be able to go to work. Daystar gives them that ability.”

“We are not only providing nurturing care, we are helping to strengthen families and therefore the community.”

Eric Mann
President and
Chief Executive Officer
YMCA of Florida’s First Coast
and Board Member
Baptist Jacksonville
Baptist Health helps fund the Daystar program, ensuring the service is available for individuals in need. And the need is most certainly there. Between the two locations at the Barco-Newton Family YMCA and the Dye Clay Family YMCA, the centers serve the surrounding five-county area and are almost at full-capacity on a daily basis.

For the Daystar clients, the regular contact with other individuals with special needs and YMCA members and volunteers provides them the opportunity to be able to share feelings freely and develop their communication skills.

“Many people are amazed at what Daystar users achieve while they are with us,” explains Cook. “They may not be able to express themselves verbally, but the interaction teaches them how to communicate in other ways.”

“Daystar is a place where Tarah can go and be understood, and feels loved,” says Renee. “Tarah and the other people that come to Daystar want to enjoy life, just like we do. This place means the world to me and has made all the difference in both of our lives.”

“Just like Baptist Health, the YMCA works to strengthen our community with a focus on healthy living and social responsibility,” says Lynn Sherman, Director of Social Responsibility and Community Health. “We are a proud partner with the First Coast Y on many innovative initiatives, including the Y Healthy Living Centers which extend both of our organizations’ missions in the community.”
Advocates for our elders

When Linda found herself in the hospital for a second time in 2013, she was concerned about the stack of bills sitting in her mailbox. She had recently learned she also needed eye surgery and was worried sick about how she was going to pay for it all.

Because one in ten senior citizens in Northeast Florida lives in poverty, Baptist Health’s Eldercare Advocates meet with seniors during hospitalization to learn about the conditions they may be going home to and identify any issues which may make for a difficult transition upon discharge. To ensure they stay well after leaving the hospital, the Eldercare Advocate arranges for things outside of those ordered by a physician, such as meal preparation, transportation and respite care. But sometimes there are emergency needs as well and that’s where Baptist’s partnership with the Senior Life Foundation makes a real difference.

Created to help meet the needs of low income seniors in Duval County, the Senior Life Foundation works quickly to ensure an older person’s needs are met within hours, not days or weeks. Providing things like money to pay copays, purchase prescriptions and even essential household appliances, Senior Life volunteers know that timeliness is key. An all-volunteer program, Mari and her team receive direct requests and referrals, many times from Baptist Health, for various forms of assistance.

“It’s sad to think that some people who are discharged from the hospital may be going home to a cold, dark apartment. We work with seniors to meet their urgent needs, which helps them focus on getting well, and staying that way.”

Mari Terbrueggen
Chief Executive Officer
Senior Life Foundation
Working with Baptist Health’s Eldercare Advocates, Linda was able to receive assistance with her housekeeping and was referred to the Senior Life Foundation for additional help. The Senior Life team paid off her past due electric bills and worked with her eye doctor’s office to learn her copay was only a fraction of what she had originally been told, allowing her the ability to proceed with having the surgery.

“I didn’t know how I would be able to save enough to have my surgery on top of paying all of my bills,” recalls Linda. “I am so grateful for the Senior Life Foundation. What a blessing they are to the seniors in our community.”

Baptist Health Eldercare Advocate Gwen Frazier says, “Through our partnership with the Senior Life Foundation, Baptist Health is making sure our senior citizens are provided for, even after they leave the hospital. We want them to not only be healthy, but also safe and comfortable.”

“The Senior Life Foundation is such an important partner to the AgeWell Institute and our Eldercare Advocacy team at Baptist Health. They are dedicated to making sure our seniors can age in place and live life with dignity.”

Lauren Madrid
Social Worker
AgeWell Institute
Feeding the hungry at the beach

Recently separated from his wife, Alan, 35, came to Jacksonville from Nashville seeking a fresh start. And in a relatively short amount of time, the move seemed to be working. He found a job and an apartment in Atlantic Beach.

Then it all went up in flames. A fire destroyed the restaurant where Alan worked, leaving him and about 100 other staff jobless. A few days later, he hyperextended his shoulder. In the blink of an eye, he found himself scrambling to find money for his electricity bill, food and rent. Eviction seemed right around the corner.

Then he heard about Beaches Emergency Assistance Ministry (BEAM) in Jacksonville Beach. Founded 27 years ago, the agency is dedicated to keeping children and families in their homes and self-sufficient. Last year alone, it helped nearly 18,500 people through its food pantry and financial assistance programs, which include everything from direct financial support for rent, to income tax preparation and Medicaid and food stamp application assistance.

In a little less than an hour, BEAM turned Alan’s nightmare into a miracle. He qualified for financial assistance with his bills. And a quick trip through the food pantry provided him with groceries to help him through the next few days.

“I was praying ‘please, please, help me,’ when I walked in here,” Alan said through tears of joy. “Now, I won’t lose my place to live.”

“As a longtime volunteer in a soup kitchen, I have seen the need for services like BEAM’s firsthand. I am proud of Baptist Health’s partnership with BEAM and the good they do in our community.”

Ernest Bono, Sr.
Board Chair
Baptist Beaches
Baptist Health and Baptist Medical Center Beaches are both longtime supporters of BEAM, but recent support from the health system has helped the organization make one of its most eye-catching and healthiest additions: Grace Garden. An expanse of planting boxes filled with vegetables, BEAM uses the garden to supply its food pantry with fresh produce and also shares the harvest with other non-profit organizations at the Beaches that provide food assistance. BEAM clients are also encouraged to volunteer with the planting and harvesting, which helps them appreciate the service even more.

The struggle with the ability to locate and purchase nutritionally adequate food is more common than many would imagine and is the cause for many common health problems including diabetes, heart disease, high blood pressure, hyperlipidemia, obesity and depression. A recent survey from the Food Research and Action Center (FRAC) found that one in four Americans worries about having enough money to put food on the table in the next year. Grace Garden can change that, by giving BEAM clients the access to fruits and vegetables that they may otherwise go without.

“Grace Garden is already a tremendous success, but we are especially excited about its long-term potential and ability to support our community’s food assistance programs,” says BEAM Client Services Director Kathy Maloney. “We’re so grateful for Baptist Health’s support and partnership in our community.”

“We all know that access to healthy food is a big need at the beach, and that’s why we’ve helped fund Grace Garden.”

Joseph Mitrick, FACHE
Hospital President, Baptist Beaches and President, Transitional Care
Established in 1995, the Sulzbacher Center was created to serve the needs of homeless men, women and children in Jacksonville. Besides serving as a shelter for close to 300 people on any given night, the team at Sulzbacher works hard to help connect residents to jobs, adequate housing and much needed health care.

The first medical services at Sulzbacher were delivered in a donated trailer that was moved to the Sulzbacher’s campus in downtown Jacksonville – behind the Duval County Jail and under the Hart Bridge. As demand for health care grew, Sulzbacher launched a campaign to build a state of the art clinic which opened in 1998 allowing high quality care to be delivered with real dignity.

“Hugh Greene was an integral part of helping us get the program off the ground,” says Sulzbacher President and CEO Cindy Funkhouser. “His guidance and leadership, coupled with the dedicated support of Baptist Health, has really helped us expand into the comprehensive and holistic medical program that you see today.”

“Sulzbacher is a prime example of the compassionate care available in our community. Through our support we extend the mission of Baptist Health to the most vulnerable among us.”

John F. Wilbanks, FACHE
Chief Operating Officer
Baptist Health
Board of Directors
Sulzbacher Center
The Clinic provides primary care, behavioral health care, dental care and prescription drug assistance to homeless and uninsured people throughout Jacksonville. Serving 250-300 patients in an average week, the staff sees many different diagnoses ranging from hypertension and diabetes to depression and post-traumatic stress disorder. Physicians, nurses, residents and students from area medical programs provide care to people who often go without the treatment they so desperately need.

The Sulzbacher Center’s partnership with Baptist Health is as strong today as it was when the center opened almost 20 years ago. John Wilbanks, Executive Vice President and COO at Baptist Health, serves on the Center’s Board of Directors and on its Executive Committee. The Pastoral Care program at Baptist Health donates a chaplain’s time at the Center to help provide spiritual and emotional support to the residents that call Sulzbacher home. And Baptist’s funding of clinic operations is critical to meeting the increasing demand for health care for families that find themselves homeless.

“We simply couldn’t do what we do without Baptist Health as a partner.”

Cindy Funkhouser
Sulzbacher President and Chief Executive Officer
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. And our employees also contribute their time and talent — giving back to our community and making a true difference in the lives of our neighbors in need.

151  Health Education Sessions
186  Health Fairs
21,301 Health Screenings
11,582 Volunteer Hours
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.

Social Responsibility and Community Health Committee

William Gower  - Baptist Nassau
William C. Mason  - Baptist Health Foundation
Nancy Broner  - Baptist Beaches
Deborah Pass Durham  - Wolfson Children’s Hospital
Cleve Warren  - Baptist Health Foundation
Christopher A. Verlander  - Baptist South
Carol C. Thompson  - Baptist Health System
Mel Gottlieb  - Wolfson Children’s Hospital
Charles C. Baggs  - Baptist Jacksonville
Our local governance

BAPTIST HEALTH
Board of Directors

Robert E. Hill, Jr.
Chair

Joseph L. Barrow, Jr.
Vice Chair

John K. Anderson, Jr.

Pamela S. Chally, PhD, RN

Michael J. Erhard, MD

Michael J. Grebe

M.C. Harden, III

Charles E. Hughes, Jr.

Frank R. Martire

Richard L. Sisisky

Emeritus
T. O’Neal Douglas
Preston H. Haskell
William C. Mason, EdD

A. Hugh Greene serves as an Ex Officio member of all Baptist Health Boards. John F. Wilbanks serves as an Ex Officio member of Baptist Beaches, Baptist Nassau, Baptist South and Wolfson Children’s Hospital Boards.

Corporate Officers

A. Hugh Greene
President & Chief Executive Officer

John F. Wilbanks
Executive Vice President & Chief Operating Officer

Jack R. Groover, MD

Timothy G. Groover, MD

Carol C. Thompson

James M. Townsend

Emeritus
Robert L. Rowe, Jr.
Judson S. Whorton
John H. Williams, Jr.
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.”
Community partners

Working closely with nonprofit organizations throughout Northeast Florida is critical to the success of our social responsibility efforts at Baptist Health.

American Diabetes Association
American Heart Association
American Lung Association
Barnabas Center Clinic
Boys & Girls Clubs of Nassau County
Camp Boggy Creek
Community Connections
Community Hospice of Northeast Florida
DLC Nurse and Learn
Edward Waters College
Generation W
Girls, Inc.
Great 100 Nurses of Northeast Florida
Habijax
Hope Haven Children’s Clinic
I’m A Star Foundation
Jacksonville Jaguars Foundation - Play 60 Program
Jacksonville Speech and Hearing Center
Jacksonville Sports Medicine Program
Jacksonville University
Memories of Love
Mission House Clinic
Museum of Science and History (MOSH)
Nassau County Council on Aging
Northeast Florida Healthy Start Coalition
Obsessive Compulsive Foundation of Jacksonville
One Jax
Partnership for Child Health
Pickett Elementary Community Garden
Pine Castle, Inc.
River Garden
Ronald McDonald House Charities
St. Boniface Haiti Foundation
Sulzbacher Center - Beaches Clinic
Sulzbacher Center - Downtown Clinic
Susan G. Komen Foundation
The Bridge of Northeast Florida
The Senior Life Foundation
The Way Free Medical Clinic
Theatre Jacksonville
UNF - Brooks College of Health
United Way
Volunteers in Medicine
We Care Jacksonville
West Jax Community Outreach - Helping Hands Clinic
Wolfson Autism Symposium
YMCA Daystar Program
Faith-based partners

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.

Abyssinia Missionary Baptist Church
Arlington Congregational Church
BAPS Charities
Bethel Baptist Institutional Church
Calvary United Methodist Church
Christ Episcopal Church
Christ Walk Baptist Church
Dayspring Baptist Church
Destiny Ministries
Elm Street Church of God
Fernandina Beach Church of Christ
First Baptist Church of Oakland
First Baptist Church of Mandarin/Hopewell
First Baptist Church on St. Johns Bluff
First Missionary Baptist Church of Fernandina Beach
Greater Harvest Christian Fellowship
Greater Payne AME Church
Greater Refuge Temple
Historic Mt. Zion AME Church
Islamic Center of Northeast Florida
Jacksonville Jewish Center
Jewish Community Alliance
Light of the World Christian Church
Little Rock Baptist Church
Memorial United Methodist Church
Mt. Sinai Baptist Church
Neptune Baptist Church
New Mt. Moriah AME Church
New Life Community United Methodist Church
North Jacksonville Church of God
Northside Church of Christ
North Pearl St. Baptist Church
Ocean Park Baptist Church
Philippian Community Church
St. Andrews Lutheran Church
St. Mark’s Episcopal Church
St. Paul Missionary Baptist Church
St. Peter’s Episcopal Church
St. Thomas Missionary Baptist Church
Temple of Jesus Christ
The Sanctuary at Mt. Calvary
Union Progressive Baptist Church
West Union Missionary Baptist Church
Westside Church of Christ
...to change health care for good.