

*The mission of Baptist Health Care Foundation is to secure philanthropic resources to meet the health care needs of our community. The Foundation is funded through the generosity of friends, physicians and employees. Baptist Health Care Foundation is a non-profit, non-denominational charitable organization. The Baptist Health Care Foundation accepts and manages gifts to Baptist Health Care, Lakeview Center and the Andrews Institute according to donor wishes. For more information, please call 850.469.7906 or visit the foundation's website at [www.BaptistHealthCareFoundation.org](http://www.BaptistHealthCareFoundation.org).*

# FOUNDATION

Baptist Health Care  
Celebrating **60**  
Years

A newsletter for friends of the Baptist Health Care Foundation

## Focus

[www.BaptistHealthCareFoundation.org](http://www.BaptistHealthCareFoundation.org)

April, May, June 2011

## Calendar of Events

### Baptist Health Care Foundation Presents An Evening with Leigh Anne Tuohy

April 15 – 7 p.m.  
Olive Baptist Church, tickets \$35

### Women's Board Silver Sale

April 19 – 8 a.m. to 4 p.m.  
Baptist Medical Park-Nine Mile  
April 20 and 21 – 7 a.m. to 4 p.m.  
Baptist Hospital Towers Lobby

### Women's Board General Membership Meeting

June 9 – 11:30 a.m.  
Baptist Medical Meeting Rooms

To register for events or for more information,  
call 850.469.7906.

## Save the Date! Fashion Show October 20



New World Landing

Sponsorship Opportunities Available.  
Call 850.434.4748.

### Baptist Health Care Foundation Board Members

*Chairman*  
Robin Herr

*Vice Chairman*  
Sharon Hess-Herrick

*Secretary*  
Pamela Caddell

*Treasurer*  
Charles Gund, Jr.

Blair S. Crook  
Brooke Hicks  
Rick Lambert  
Patsy Langhorne  
Margaret "McGee" Lorren  
Adela Fernandez-Lubkowitz  
Roger MacDonald  
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850.434.4748

## Digital Mammography Comes to BHC

Early detection is the best defense in the fight against breast cancer. Baptist Health Care's new digital mammography makes it possible for the diagnosis and treatment of the disease to begin in the earliest stages of development.

Through Baptist Health Care Foundation, the Kugelman Women's Health Challenge raised more than \$130,000 to go toward the purchase of the new digital mammography equipment that will be available at Baptist Hospital, Gulf Breeze Hospital, Baptist Medical Park – Nine Mile and Baptist Medical Park – Navarre.

Sincere appreciation is extended to the Kugelman Family Foundation, the Bear Family Foundation, the Chadbourne Family Foundation, the Krewe du YaYas, Radiology Associates of Pensacola and many individual donors who contributed generously to support this life-saving endeavor.

The most advanced digital mammography available, the new technology provides the precise, detailed images to help identify the tiniest abnormalities so that diagnosis and treatment can begin as soon as possible. It's also more comfortable and faster than traditional mammography.

This summer, Baptist Hospital will be among the nation's first facilities to offer three-dimensional breast tomosynthesis. The 3-D images reveal the inner structure of the breast to yield even clearer images earlier when breast cancer is most treatable.

The new capabilities complement the outstanding personalized care that is the standard at Baptist Health Care (BHC). At Baptist Women's Services, results are triple-checked to ensure accuracy.

In addition to providing convenient access to



the latest in mammography technology at our facilities, BHC Foundation has had the good fortune to partner with community organizations such as Cox Communications, Pensacola Breast Association and Soft Rock 94.1 to raise awareness about breast disease. Through these partnerships and with the generous contributions from individuals throughout our community, each October free mammograms are offered to women who otherwise might forego the screenings due to their inability to pay.

Thousands of women each year get their mammograms at Baptist Hospital, Baptist Medical Park-Nine Mile, Gulf Breeze Hospital and Baptist Medical Park-Navarre. One in eight American women will develop breast cancer sometime in their lifetime. When detected and treated early, the chance for cure is close to 100 percent. The American Cancer Society recommends that all women age 40 and over have a screening mammogram every year, along with annual clinical breast examinations and monthly breast self-examinations.

To learn more about the new technology, visit [eBaptistHealthCare.org/Mammography](http://eBaptistHealthCare.org/Mammography). If you would like to participate in the Kugelman Women's Health Challenge, call 850.469.7906.

## Tuohy Event to Benefit Lakeview Children

Time is running out to get tickets for An Evening with Leigh Anne Tuohy, April 15, 7 p.m., at Olive Baptist Church in Pensacola, Fla. Call today to get yours. General admission tickets are \$35. Patron sponsorships are \$300 and include two event tickets, two signed copies of the Tuohys' latest book and two tickets to a reception with Leigh Anne following the presentation. Proceeds benefit children cared for through Lakeview Center.

Leigh Anne, who was portrayed by Sandra Bullock in the hit movie *The Blind Side*, will share her personal observations about welcoming teenaged Michael Oher to her family. Oher gained a loving home, earned his degree at Ole Miss and is now a starting offensive tackle for the Baltimore Ravens.



According to Leigh Anne, "He had a much greater impact on our lives than we did on his." Her message encourages people to recognize the full potential of individuals in their own communities and to find value in those whom society has deemed valueless.

Baptist Health Care Foundation extends sincere appreciation to all sponsors, including WEAR TV 3, Gulf Breeze News/Splash magazine, Landrum Human Resources, Cox Communications, Soft Rock 94.1, 102.7 WXBM, Beggs and Lane, and the Pensacola News Journal. Join us for this special event and put into action Tuohy's message of making a difference in our own community.

Purchase tickets by phone at 850.469.7906, or visit [BaptistHealthCareFoundation.org](http://BaptistHealthCareFoundation.org). Seating is limited.

## Fighting Heart Disease — In a Little Red Dress

Baptist Health Care Foundation hosted A Little Red Dress luncheon at Bonefish Grill on Feb. 23, with a special presentation on women and heart disease. Proceeds from the event benefit heart and vascular services.

Thanh H. Duong-Wagner, M.D., Cardiology Consultants, shared her expertise on the risks and warning signs of heart and vascular disease specific to women. Baptist Health Care's model for the February heart and vascular marketing campaign, Gretchen Patti, attended the event with her daughters, sister and grandson.

More than half of the attendees noted that the luncheon was the first BHC educational event they attended. In addition to raising money for a great cause, the event served to acquaint area women with the services and programs provided by the organization. It was an outstanding community outreach initiative.



Guests Juliana Lemon, Jane Harris and Gretchen Patti.



BHC employees support as well. Hong Tran, strategic planning; Liz Adams, corporate marketing; Tara Rollins, physician relations; and Stephanie Boerjean, corporate marketing.

## Legends — BHC Values Personified

Each year, employees throughout Baptist Health Care are selected as Legends. These individuals' actions demonstrate uncommon generosity, kindness and selflessness toward a patient, visitor, co-worker or community.

Legends perform random acts of kindness without expectation of praise or fanfare, but we feel they deserve to be acknowledged. Their stories reflect the BHC culture and values. They inspire!

Watch the video account of their actions by visiting [eBaptistHealthCare.org/BHCLegends](http://eBaptistHealthCare.org/BHCLegends).

**Baptist Health Care 2010 Legends**  
Atmore Community Hospital  
Erica Elkins-Little, house supervisor, nursing administration

Baptist Hospital  
Sherry English, nurse, oncology

Baptist Hospital  
Lauren Dial, nurse, oncology

Baptist Hospital  
Sika Simatowe, patient access representative, outpatient registration

Gulf Breeze Hospital  
Susan Hadden, nurse, peri-op

Lakeview Center  
Ray White, case manager, FamiliesFirst Network

To make contribution in honor of a Legend or any employee or physician that is an inspiration, call the Foundation at 850.469.7906.

## Charitable Rollover Extended

Congress has extended a law that permits tax-free distributions to a charity from an individual retirement account (IRA) of up to \$100,000 per taxpayer, per taxable year.

The law allows individuals to make these charitable transfers only in 2011.

If you would like to discuss making a gift to Baptist Health Care Foundation using your IRA, please call 850.469.7906 for more information.

## BHC Foundation Welcomes Guest and Aldridge

Baptist Health Care Foundation has a long history of successful fundraising. Since its inception 35 years ago, the Foundation has served to improve the lives and health of thousands of individuals and families living in the Baptist Health Care service area. To ensure continued financial stability and to successfully procure the charitable donations that so many other not-for-profits compete for, two highly-qualified staff members have joined the Foundation team.

In newly created roles, Dion Guest joins Baptist Health Care Foundation as executive director and Brett Aldridge comes aboard as Andrews Institute's director of development. Both Guest and Aldridge are responsible for generating income and public awareness through fundraising programs, targeting a broad base of individual and corporate foundations and donors.

Guest's primary focus is major and planned giving efforts for the entire BHC organization. He also manages the daily operations of the Foundation office and staff. He comes to the Foundation from the University of Kentucky Office of Development where he served for 10 years as director of estate and planned giving. He earned his juris doctorate from the University of Kentucky College of Law. Guest is a United States Marine Corps veteran. He served in the Persian Gulf War, earning numerous military honors for service in Operation Desert Shield and Operation Desert Storm. Guest and his wife Missy have three children—Gannon, age 9; McKayla, age 7; and Destin, age 4.

Aldridge is responsible for fundraising specific to Andrews Institute, which includes the Andrews-Paulos Research & Education Institute. Aldridge previously served as a director of development for Mississippi State University where he identified, cultivated and solicited individual prospects for major gift contributions. He earned his Bachelor of Arts in communications and a Master of Business Administration from Mississippi State University. He and his wife Kelly have a 20-month-old daughter, Kate, and they are expecting their second child in July.

"The expertise and background that Dion and Brett bring to the Foundation offer a new dynamic in fundraising possibilities and opportunities," said Sherry Hartnett, vice president and chief development officer, Baptist Health Care Foundation. "The collective efforts of the entire staff to establish, maintain and grow relationships with the BHC staff, board members, leadership and members of the community, serve to ensure the Foundation continues to thrive."



Dion Guest  
Baptist Health Care Foundation  
Executive Director



Brett Aldridge  
Andrews Institute  
Director of Development

## Accepting Applications for BHC Foundation Scholarships



Baptist Health Care Foundation is accepting applications for educational scholarships. Through a gift from the Luther and Kathy Taylor family one individual will receive a \$2,500 nursing scholarship and Baptist Health Care Helping Hands is offering 15, \$1,000 scholarships.

Scholarships are awarded based on academic excellence, demonstrated aptitude and extracurricular activities. Scholarship opportunities will be awarded without regard to race, color, religion, national origin, disability, marital status, and/or any other status protected by law.

Scholarship payments will be made directly to the college or university into the account of the student.

Applications and guidelines can be obtained by visiting [www.BaptistHealthCareFoundation.org](http://www.BaptistHealthCareFoundation.org).

Mail completed applications to

**Baptist Health Care  
Foundation  
PO Box 17500  
Pensacola, FL 32522**

Deadline is May 16, 2011.

Scholarships will be  
awarded in mid July.