



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 Tennessee and Arkansas hospitals totaled more than \$82 million as our colleagues pulled together like never before to support health and human service initiatives vital to our region.

— THE BENEFIT OF —



www.BaptistOnline.org | 800-4-BAPTIST

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.

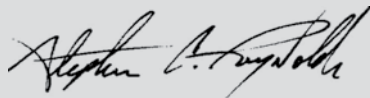
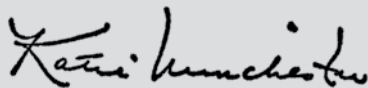
Our community report is an account of our mission in all its forms, and we hope it demonstrates that we take our three-fold ministry of healing, preaching, and teaching very seriously.

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,



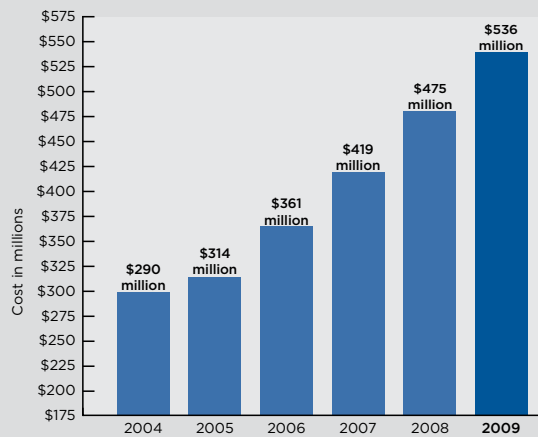
Katie Winchester
Chairperson
Baptist Memorial
Health Care Corp.
Board of Directors



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 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 Arkansas & Tennessee 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,



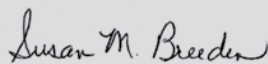
Daryl Blalack
Administrator and CEO
Baptist Lauderdale



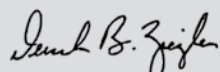
Paul Betz,
Administrator and CEO
NEA Baptist Memorial Hospital



Barry "Skipper" Bondurant
Administrator and CEO
Baptist Tipton



Susan Breeden
Administrator and CEO
Baptist Huntingdon



Derick Ziegler
Administrator and CEO
Baptist Union City

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.

“The NEA Baptist Family Fest was a great platform to launch the **Smile for a Lifetime Foundation**. We received a great response from attending the event and look forward to partnering with NEA Baptist in the future.”

— Dr. Ben Burris, Smile for a Lifetime Foundation, a non-profit organization that provides orthodontic care to disadvantaged children. The foundation was a participant in **NEA Baptist Memorial Hospital’s Family Fest**, the hospital’s fall health fair that provided free health screenings, nutrition education, and fitness fun to more than 800 attendees of all ages.

Baptist Memorial Hospital-Union City was a corporate sponsor for the Hometown Walk of Hope benefiting the **Obion County Cancer Agency**, an organization that assists with the financial needs of cancer patients. The hospital and its colleagues contributed more than \$9,000 to the event.

The **Lauderdale County Chamber of Commerce Youth Leadership Class** educates students on job prospects throughout the community, including health care, with the support of organizations like **Baptist Memorial Hospital-Lauderdale**. (BELOW) Baptist Lauderdale radiology technologist Ricky Ancar spoke to students from Ripley and Halls high schools about a career in radiology.



“This year the hospital went above and beyond, especially in tough economic times. They came up with so many creative ideas to raise money, and for the first time broke the \$10,000 mark – all of which benefited the **American Cancer Society**. Carroll County has such wonderful volunteers. They share the passion of the ACS in finding a cure for cancer.”

— Megan D. Fuller, community representative, American Cancer Society, Carroll County. **Baptist Memorial Hospital-Huntingdon** was a gold sponsor and charter member of the Relay for Life of Carroll South and contributed more than \$12,000 overall to the organization.



Members of the **Baptist Union City** Hometown Walk of Hope team proudly display their banner after completing the event’s opening lap. This year’s theme was game shows and the team chose “Name That Tune.”



“Our snacks are the only thing many of these kids will eat for the rest of the day. We want to make sure they get something nutritious, and learn how to make wise choices when they go home. We also make sure they exercise every day, hoping they’ll grow up to be well-rounded and live longer. **Baptist Memorial Hospital-Union City** is a big part of that.”

— Ron Green, chief professional officer for the **Boys and Girls Clubs of Northwest Tennessee**. Baptist Union City gave \$5,000 to the club’s Healthy Habits program, designed to help kids ages 6–15 learn about nutrition, exercise, and overall well-being.

Baptist Memorial Hospital-Tipton held free monthly educational luncheons; sponsored and participated in the Kaleidoscope health fair and the American Cancer Society’s Relay for Life; donated \$30,000 to Dyersburg State Community College and to Tipton County Schools; provided hand hygiene classes to all Tipton County elementary schools; and supported the March of Dimes.

“It’s so important to have **Baptist Memorial Hospital-Lauderdale** here when we reach out to the community. Events like the Tomato Festival 5K Run/Walk (BELOW) help us raise money to stress healthy lifestyles. And the Youth Leadership Class gives our kids a chance to see all the great opportunities in health care as a career. They are a wonderful partner.”

— Lisa Hankins, **Lauderdale County Chamber of Commerce**.



“Baptist Tipton’s support of the annual Relay For Life helps the community of Tipton County fight back against cancer. Its donation will further the **American Cancer Society’s** mission to eliminate cancer as a major health issue through research, education, advocacy and service.”

— Courtney Caldwell Goodell, American Cancer Society development representative. **Baptist Memorial Hospital-Tipton** colleagues raised more than \$3,000 with their participation in the event.

Baptist Tipton also was the title sponsor of the Celebrate Munford 5K in August (LEFT). The \$2,500 sponsorship benefited the **Munford-Tipton County Memorial Public Library**.



BAPTIST'S CONTRIBUTIONS FROM ARKANSAS & TENNESSEE ENTITIES IN 2009

Total community benefit provided
by Baptist's AR/TN hospitals

\$82,149,000

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

\$34,096,000

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

\$6,082,000

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

\$16,330,000

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

\$6,079,000

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

\$19,562,000

Baptist Huntingdon provided more than \$13,000 in community benefit through the Baptist Sports Medicine Program, which includes a coach's clinic, free Saturday morning screenings for injuries, and in-game athletic trainers for five Carroll and Benton County schools.

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.



www.BaptistOnline.org | 800-4-BAPTIST