

**Presentation by North Carolina Baptist Hospital**

Baptist State Convention

Greensboro, N.C.

Nov. 10, 2009

<b>Slide</b>	<b>Audio/Speaker</b>	<b>Visual</b>
	<p><b>STEVE ROBERTSON</b></p> <p>Good afternoon, I'm Steve Robertson. I live in Davie County, and I'm a member of Calvary Baptist Church in Winston-Salem. I am also past chairman of the board of North Carolina Baptist Hospital and of Wake Forest University Baptist Medical Center. As a North Carolina Baptist, I'm grateful our Medical Center's roots in Baptist life – and its vision for the future.</p>	Medical Center exterior
	<p>In 2007, the boards of Baptist Hospital and of Wake Forest University Health Sciences agreed that we needed to become an integrated system, with a single chief executive officer, to meet the challenges facing us as an academic medical center. Thus we created a new organizational structure with a shared vision and strategy for the entire Medical Center</p>	
	<p>With our physicians and hospital now working together in a combined system, we are confident that the Medical Center will achieve its place among the greatest healthcare providers in America.</p>	

	<p>After much prayer and a year-long process, we chose a CEO whose experience and training made him the perfect candidate for the job. He is Dr. John D. McConnell. A urologist by training, Dr. McConnell had spent most of his career before coming to the Medical Center as a faculty physician, researcher, and administrator at the University of Texas-Southwestern in Dallas. In the time that he has been with us, he has already begun to do great things. So, it is my privilege to introduce you to our Medical Center chief executive officer. Please welcome Dr. John McConnell.</p>	<p>Video or still from news conference?</p> <p>McConnell photo</p>
	<p><b>DR. McCONNELL</b></p> <p>Good afternoon, and thank you for this opportunity to be with you today.</p>	<p>Medical Center exterior</p>
	<p>I want to begin by saying that I am immensely proud to be associated with North Carolina Baptist Hospital, with Steve and its board, with its president, Donny Lambeth, who is with me here today, and with all of the hospital administrators, employees and volunteers who help to make our Medical Center great.</p>	<p>NCBH exterior</p>
	<p>I feel even more strongly now than I did when I first arrived a year ago – that Wake Forest University Baptist Medical Center has accomplished much, but has much potential yet to be realized.</p>	

	<p>Our vision for the Medical Center is that we are – and will increasingly be – a preeminent, internationally known academic medical center of the highest quality with balanced excellence in patient care, research and education.</p>	<p><b>Overall Vision</b></p> <p>Wake Forest University Baptist Medical Center is a preeminent, internationally known academic medical center of the highest quality with balanced excellence in patient care, research and education.</p>
	<p>Why, you might ask, is it important for us to be internationally, or even nationally, known? The answer is simple. If we are nationally recognized, it means that we are doing a good job of fulfilling <i>all</i> our missions: Despite being fine clinicians, our faculty physicians are really known for their lifesaving research, and they use that knowledge to train the next generation of clinicians.</p>	<p>Patient Care photo</p> <p>Research photo</p>
	<p>Knowledge also <i>informs</i> the way we treat our patients. All of our care givers – nurses, technologists, pharmacists, chaplains, and many others – pride themselves in being at the forefront of knowledge in their field.</p>	<p>Employee shots</p>
	<p>We are achieving this balanced excellence through a Medical-Center-wide unified and integrated approach to all of our vital missions.</p>	<p>Balanced excellence graphic?</p>
	<p>We are in the final stages of developing an overall strategic plan for the Medical Center. This plan is designed to ensure that we are truly an integrated care delivery system.</p>	<p><b>Strategic Plan</b></p> <ul style="list-style-type: none"> <li>• Integrated care delivery</li> <li>• Multidisciplinary approach</li> <li>• Centers of excellence</li> <li>• Strong research, best practices</li> </ul>

	In plain English, what this means is providing the best, most complete, care for every single patient.	Patient care photo
	We are also making great strides on the research front and are among the nation’s leaders in several major research areas that you see on the screen. (pause briefly for them to read)	<b>Major research areas</b> <ul style="list-style-type: none"> <li>• Aging</li> <li>• Biomolecular imaging</li> <li>• Brain tumors</li> <li>• Cancer</li> <li>• Diabetes</li> <li>• Human genomics</li> <li>• Heart disease and prevention, Hypertension</li> <li>• Minority health disparities</li> <li>• Women’s health</li> <li>• Workers’ health</li> <li>• Regenerative medicine</li> </ul>
	I wish I had time today to go into more specifics. But I would like to direct you to our brand-new website – wfubmc.edu – where you’ll find a wealth of information.	www.wfubmc.edu
	Through all of the recent transition, change, and planning for the future, nothing has changed the foundational mission of North Carolina Baptist Hospital – to provide excellent, faith-centered, compassionate care for all of those we serve.	Exterior of NCBH, with cross
	And Baptist continues to carry out that mission in exemplary fashion. To give you an update, let me introduce the president of Baptist Hospital, Donny Lambeth...	“
	<b>DONNY LAMBETH</b> Thank you, John. Good afternoon. Although many of you are familiar with our Medical Center, I thought I would begin today with a brief update and a few facts and figures.	“

	<p>Today Wake Forest University Baptist Medical Center, one of the nation’s preeminent academic medical centers, is an integrated health care system with 1,153 acute care, rehabilitation, and psychiatric care beds, and outpatient services, and community health and information centers.</p>	<p><b>1923: 88 beds</b> <b>2009: 1,153 beds</b></p>
	<p>We have received many national and regional distinctions, including the Gold Seal of Approval from The Joint Commission, the national accrediting body for health care quality. And we have been named one of America’s Best Hospitals every year since 1993.</p>	<p>[Logos:] Joint Commission Gold Seal <i>America’s Best Hospitals</i> <i>Best Doctors in America</i> Consumer’s most preferred hospital Magnet nursing status</p>
	<p>As Dr. McConnell said, Baptist Hospital remains a faith-centered health-care provider.</p>	<p>Patient care photo</p>
	<p>And in many ways, the School of Pastoral Care reflects the interior soul of the Medical Center, bringing Christ’s compassion to people at the point of their deepest needs. We are grateful for the partnership we share with North Carolina Baptists, extending the ministry of your churches.</p>	<p>Logo for Pastoral Care  Glimmering cross on North Tower</p>
	<p>Thanks to the support of the Cooperative Program, we are serving hundreds of hurting people every day, helping them experience God’s healing peace.</p>	<p>Cooperative Program list</p>

<p><b>CareNet of North Carolina</b>, our statewide network of 20 faith-integrated counseling centers, was formed in 1996 through a partnership with the Baptist State Convention. Nearly half of those we serve are Baptists, and no one is turned away because of financial need. Last year CareNet provided 33,400 hours of compassionate, grace-centered counseling to men and women, children and families.</p>	<p>CareNet logo with centers list</p> <p>Graphic: 33,400 hours of counseling last year</p>
<p>For example, at CareNet’s Fayetteville Family Life Center, director Jerry Powell, a Baptist minister, and his staff are serving families of deployed soldiers, and those returning from the stress of combat.</p>	<p>Fayetteville staff</p> <p>Photo of Jerry Powell w/ soldier</p>
<p>God is also actively at work through the <b>Center for Congregational Health</b>, strengthening churches, ministers and lay leaders. The Center, established in 1992 in partnership with the Baptist State Convention, provides extensive consultation and training programs .</p>	<p>Graphic of CCH</p>
<p>Thanks to the Cooperative Program’s support, the Center is revitalizing churches, through ministries of conflict-reconciliation and strategic-visioning. They have served hundreds of North Carolina Baptist churches and ministers.</p>	<p>Consultation for 250 churches per year</p> <p>Training for 750+ clergy per year</p>
<p>The <b>Department of Chaplaincy and Pastoral Education</b> is training about 50 ministers and seminary students per year, helping them develop their skills to better serve the churches where God leads them.</p>	<p>Chaplain with patient</p>

	<p>At the Medical Center, we strive to treat each patient as we would a member of our own families. Our chaplains are providing spiritual care to patients, families and staff through 50,000 ministry contacts per year.</p>	<p>Photo of chaplain visiting patient</p>
	<p>The <b>Mother's Day Offering</b>, reflecting your generosity and compassion, has served patients in need since 1924. Every dollar of every gift to this benevolent ministry helps pay hospital bills for patients. For Baptist ministers and their families, the offering helps support a 25 percent subsidy for the care they receive at Baptist.</p>	<p>Photo of MDO recipient family  Photo of Rev. Roy Carter and family</p>
	<p><b>Donny: Voice Over Video (live):</b> LaSheka White, who had been hospitalized with a serious and rare blood disorder, felt God's love in the help she received through the Mother's Day Offering. And she said experienced Christ's amazing grace in another very special way...</p>	<p>Video – 15 sec. of silent</p>
	<p><b>SOT:</b> LaSheka White MDO Beneficiary Judy Sigmon, RN</p>	<p>Continuous video with sound</p>

<p><b>Donny: Voice Over Video (pre-recorded):</b></p> <p>I want to tell you about another family whose lives you have touched through Baptist Hospital. One night two years ago, Jeremy Pollard, his wife Tiff, and son Stephen were all severely injured in a head-on collision. Jeremy had several broken bones and was in a coma for almost two weeks. All three required major surgeries. Little Stephen had multiple operations over several months. But with God’s healing presence, all recovered, and the family was forever transformed by the experience.</p>	
<p><b>SOT</b></p> <p>Jean Pollard Jeremy’s Mother</p> <p>Jeremy Pollard</p> <p><b>Total video time:</b> 5:38 <b>Outcue:</b> “...You can go on.”</p>	
<p><b>DR. McCONNELL CLOSING:</b></p> <p>Thankfully, Jeremy’s story at Wake Forest Baptist Medical Center had a positive ending.</p> <p>Now let me tell you the medical story <i>behind</i> the story. Jeremy’s badly broken bones and severely bruised lungs put him at high risk for a life-threatening condition called acute respiratory distress syndrome, or A-R-D-S.</p>	<p>Jeremy and family in wheelchairs</p> <p>Emergency room exterior, night</p> <p>ICU</p>

<p>Jeremy’s doctors knew that he faced that risk, because of their medical research in both animals and human patients. For several years they have studied A-R-D-S. They know how to predict it in severely injured patients – and how best to treat it. And they share information with a network of other academic medical centers.</p>	<p>Shot of ARDS-related article in a medical journal</p>
<p>Jeremy was placed on a ventilator. Our research had shown us exactly which techniques would give him the best chances of survival. Jeremy and his family did survive, and they are thriving, with Jeremy now serving The Summit Church in Durham.</p>	<p>Shot of ventilator unit  Current shot of Jeremy and family</p>
<p>This is a good example of the balanced excellence that I mentioned earlier: lifesaving research, informing state-of-the-art medical care, shared with others through top-flight educational programs.</p>	<p>Graphic: Tripartite Mission</p>
<p>On behalf of Wake Forest University Baptist Medical Center, we say thank you to the Convention for your support and partnership with us, as we strive to be the best academic medical center that we can be. We pledge to continue to share God’s love with all of those who look to us for help and healing. Thank you, and may God bless all of the work that we do together in His name.</p>	<p>Closing video with glowing cross</p>