



— Guide To —  
**Bayfront Health System**



 **Bayfront**  
Health System

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

## MISSION

Quality healthcare for all we serve

## VALUES

Trust, respect and dignity

reflecting our responsibility to achieve healthcare  
excellence for our community

## VISION

To improve the health of the community we serve  
through partnerships and leadership,  
while providing healthcare services that are  
driven by quality and our values

*To provide the margin of excellence for all we serve,  
Bayfront Medical Center - a private not-for-profit hospital - depends  
on the generous support of local community members. For more  
information, contact the Bayfront Health Foundation at 727-893-6148.*

## Accreditations & Awards

- Joint Commission on Accreditation of Healthcare Organizations (JCAHO)
- JCAHO Primary Stroke Certification
- JCAHO Accreditation, Same Day Surgery Center, LLC
- Accredited Chest Pain Center
- Commission on Accreditation of Rehabilitation Facilities (CARF)
- Comprehensive Outpatient Rehabilitation Facilities (CORF) Accreditation
- Comprehensive Community Cancer Program, by the American College of Surgery Commission on Cancer
- Laboratory Accreditation with distinction by the College of American Pathologists
- **“Best Nursing Staff”** in Tampa Bay  
- Florida Medical Business newspaper
- **“Best Run Hospital”**  
- Florida Medical Business newspaper
- **“Best Nursing Team in the State”**  
(Intensive Care Unit)  
- Advance for Nurses magazine
- **Top 100 Companies For Working Mothers**  
- Working Mother magazine



## **Beds**

Bayfront Medical Center has 502 licensed beds.

## **Team Members**

Bayfront is one of the largest employers in Pinellas County, with more than 2,000 team members.

## **Medical Leadership**

Paul McRae, M.D., Chief of Staff

Mark Norstein, M.D., Vice Chief of Staff

## **Administration**

Sue Brody, Chief Executive Officer

Eric Feder, Chief Operating Officer

Bob Thornton, Chief Financial Officer

Tim Eixenberger, Vice President of Patient Care

John McLendon, Chief Information Officer

## **Medical Staff**

There are more than 500 board-certified physicians on Bayfront's medical staff, representing approximately 30 specialty areas of medicine.

## **Trauma and Critical Care**

### **Bayflite**

Bayfront's five-helicopter aeromedical program serves 15 counties in West Central Florida and is the largest hospital-based trauma flight program in the Southeastern U.S. Bayflite also provides hospital-to-hospital transport of critically ill infants, children and adults.

### **Trauma Center**

Bayfront is a Level II Adult and Pediatric Trauma Center, one of the busiest in the state of Florida. Our comprehensive trauma team includes board-certified trauma surgeons and specially trained ER nurses and paramedics. Surgeon specialists are on call around the clock for patients who require their expertise.

### **24-Hour Emergency Department**

Bayfront's expanded ER treats minor injuries to life-threatening conditions. All physicians are board-certified in emergency medicine. Our updated emergency facilities include an accredited Chest Pain Center and provide specialized areas for the care of women and children, cardiac isolation monitoring, trauma, and Fast Track for urgent cases.

## **Physical Medicine and Rehabilitation Center**

Our accredited inpatient rehab center and outpatient therapy services provide comprehensive care for spinal cord and brain injury, stroke, amputation, orthopaedic/trauma and more. Skilled therapists offer unique programs including water therapy, lymphedema therapy, and voice, hearing, swallowing and speech evaluation. Community reintegration services and driver evaluations are also available.

## **Women's Services**

### **Bayfront Baby Place**

Bayfront is the childbirth center of choice for about 3,400 families every year. Our newly-renovated Baby Place is the county's only state-designated high risk perinatal referral center. And, Bayfront offers private rooms, optional "rooming-in" for babies, breastfeeding consultants, Level II special care nursery, 24-hour anesthesia coverage and an OB physician residency program.

### **Special Care Nursery**

A specially designed Level II nursery offers a reassuring environment for premature newborns and infants in need of advanced medical attention. Physicians and nurses specializing in neonatal care provide around-the-clock care. Our unique relationship with All Children's Hospital, located just next door, offers parents and newborns access to world-class Level III nursery care, if needed.

### **Fetal Medicine Program**

Bayfront's Level III Regional Perinatal Referral Center includes the region's only high-risk maternity unit. Board-certified fetal medicine physicians diagnose and manage high-risk pregnancies and perform genetic testing.

### **Women's Care Center**

Bayfront's Women's Care Center is committed to providing patients the full continuum of care from diagnostic testing, such as state-of-the-art mammography and bone density testing, to less invasive, therapeutic procedures such as uterine embolization. Board-certified oncologists and surgeons specialize in women's cancer care and treatment. Our four-year residency program allows physicians to gain pro ciency in all areas of women's healthcare needs, including obstetrics, gynecology, gynecologic oncology, reproductive endocrinology and infertility.

## **Institute of Neurosciences**

### **Neurology & Neurosurgery**

Bayfront offers the most advanced neurology and neurosurgery program in the region. Our services include a premier neurosurgery program, comprehensive epilepsy program, outpatient diagnostic lab, neuro intensive care and progressive care units, spinal cord and brain injury rehabilitation, and a nationally-recognized primary stroke center. Bayfront remains at the forefront of surgical technology with our non-invasive Gamma Knife, a 3-D computer-guided navigational system and deep brain stimulation for Parkinson's disease.

## **Bayfront Heart Center**

### **Cardiology Diagnostic and Treatment Programs**

Bayfront's cardiac services, led by an expert team of cardiologists and cardiac surgeons, offer unsurpassed skill in the diagnosis and treatment of cardiac, vascular and pulmonary disorders. Our services include advanced technologies such 3-D electrophysiology and cryo-ablation for patients with arrhythmia, and angioplasty with drug-eluting stents for the treatment of clogged arteries. Cardiovascular and pulmonary rehabilitation programs are

offered for patients recovering from a cardiac event. We have a comprehensive array of diagnostic tools including nuclear cardiology testing, cardiac cath labs and heart ultrasounds. And, Bayfront is a premier center for open heart surgery, renowned for successful outcomes that surpass national averages.

### **Cardiovascular Intensive Care Unit**

Bayfront's cardiovascular intensive care unit contains six completely private rooms and provides the ideal environment for patients to recover from cardiovascular surgery. The unique set-up of the rooms raises all equipment from the floor and allows patients flexibility of movement. Nurses are able to take care of all documentation from the bedside monitor, never leaving a patient unattended. The one-to-one patient to nurse ratio guarantees that each patient receives a caregiver's undivided attention.

## **Cancer Care Center**

Bayfront's comprehensive community cancer program is known for providing excellent care close to home. Our services include radiation therapy, inpatient care, cancer surgery, research studies, and a cancer registry. Services also include advanced diagnostics and treatments, such as sentinel lymph node biopsy, radioactive seed implants and conformal therapy.

Bayfront is the first hospital on Florida's West Coast offering the revolutionary Gamma Knife for treatment of malignant and benign brain tumors, and functional neurological abnormalities such as trigeminal neuralgia.

## **Orthopaedic Care Center**

The goal of our dedicated Orthopaedic Care Center is to get patients back to their lives as quickly as possible. Our board certified surgeons perform advanced procedures, taking every measure to repair and replace damaged joints with less intrusion and discomfort. Our nurses are specially certified in orthopaedic care and will ensure that patients receive personalized attention. Talented and devoted physicians work together with our multidisciplinary team of nurses, dietitians and therapists to provide patients with the best care possible.

To offer the best care for patients undergoing elective, total joint replacement surgeries, Bayfront recently opened Joint Innovation. With eight private rooms dedicated to recovery, there is no better place to have a procedure.

## **Surgical Services**

Bayfront Medical Center has responded to the growing need for medicine integrated with technology. In 2006, the hospital proudly announced the completion of the first phase of a \$32-million investment resulting in 10 cutting-edge operating suites specially designed for general, cardiac and orthopaedic surgeries, as well as a specialty urology room. In addition, Bayfront will completely renovate two others to support the hospital's growing neurosurgery program.

Specialty Surgical Programs:

- Cardiology
- Orthopaedic
- Neurosurgery
- General
- Urology

## **Convenient Care Clinics**

Illness and injury don't keep regular hours. Neither do Bayfront's six Convenient Care Clinics. Our clinics provide convenient, professional medical care given by Bayfront-affiliated physicians. With extended evening and weekend hours, we're here when the community needs us. And, appointments are not required.

Each of our locations offers treatment of a wide range of injuries and illness, from broken bones to cold and flu symptoms. Other services include drug testing, school and sports physicals, wellness exams, x-ray, EKG's, and blood work and urine analysis.

For the addresses and phone numbers of our six convenient locations, please call 895-3627.

## **Physician Residency Programs**

Bayfront is an academic teaching center with graduate physician programs in family practice, obstetrics-gynecology, and a post-residency fellowship in sports medicine. Bayfront has the first and largest family practice residency program in Pinellas County.

## **Same Day Surgery Center, LLC**

Our freestanding outpatient surgery center has the latest technology, such as a 3-D computer-guided navigation system for surgery, 4-D mammatone breast biopsy and full capability for laser and laparoscopy procedures. Many outpatient surgery procedures are offered, including orthopaedic and sports medicine surgery; plastic surgery, ear, nose and throat procedures; chronic pain management; breast biopsy; and infertility procedures.

## **Bayfront Home Health Care, LLC**

Bayfront Home Health Care is a Medicare-certified home health agency committed to providing quality, multidisciplinary home health services. Our team of experienced healthcare professionals deliver a continuum of care that only a hospital-based home health agency can offer. Our goal is to develop an individualized plan of care, under the direct supervision of a physician, to return our patients to a life of medical independence as quickly as possible. Bayfront Home Health Care, LLC serves patients in Pinellas and Pasco counties.

## **Family Health Center**

The Bayfront Family Health Center offers primary healthcare for children and adults on the campus of Bayfront Medical Center. All patients are cared for by resident physicians and board-certified faculty physicians. The Family Health Center accepts many healthcare insurance plans and a reduced cost plan for patients who qualify. On-site laboratory services and outpatient rehabilitation services are also available, making it convenient for patients and families.

# Working for Bayfront Health System

Bayfront Health System is a leading healthcare employer in Pinellas County. On-site childcare, employee reward and recognition programs, continuing education and many other family-friendly benefits help Bayfront recruit and retain dedicated team members. These benefits have also led to *Working Mother* magazine naming Bayfront Medical Center one of the 100 best employers in the country for nine years. Search our website at [www.bayfront.org](http://www.bayfront.org) for job opportunities and complete an employee application online, or call Human Resources at (727) 893-6161.

## Important Phone Numbers

|                                  |              |
|----------------------------------|--------------|
| Main Switchboard .....           | 727-823-1234 |
| Human Resources .....            | 727-893-6161 |
| Patient Information .....        | 727-893-6101 |
| Central Scheduling .....         | 727-893-6044 |
| Patient Billing .....            | 727-893-6616 |
| Convenient Care Clinics .....    | 727-526-3627 |
| Family Health Center .....       | 727-893-6116 |
| Bayfront Health Foundation ..... | 727-893-6148 |
| Physician Referral Service ..... | 727-895-DOCS |
| Same Day Surgery Center .....    | 727-553-7906 |
| Home Health Services .....       | 727-572-1514 |

## Wireless Internet Access

Bayfront Medical Center is bringing technology to every patient's bedside by making our entire campus a wireless zone. Now that patients can stay connected to work, family and home, coming to Bayfront has never been more convenient.



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

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