



A Community Benefit Report from Bayfront Health System

OUT FRONT AT BAYFRONT

2008:

350,000

Volunteer hours
dedicated to benefit
Bayfront patients

228,857

patients were
treated throughout
the health system

3,437

babies were delivered
at Bayfront

250

hours of service
delivered to the
community through
Bayfront team member
outreach initiatives





THE BAYFRONT RESPONSE IN THE COMMUNITY

Bayfront Medical Center has served as the area's most responsive hospital since 1906, answering the community's call for quality healthcare. This level of response often results in dedicated time, talent and resources throughout our local neighborhoods and beyond.

BRINGING HEALTHCARE EXPERTISE OUTSIDE OF THE HOSPITAL

Bayfront recruits the best and brightest minds in the industry from across the United States and the world. Our medical and nursing staffs offer advanced and specialized procedures, handling some of the most challenging cases.

Talent and expertise of this magnitude are hard to contain. That's why Bayfront team members and physicians regularly lend their expertise in the community.

Because many brain injury cases can easily be prevented, Bayfront's Rehabilitation Department applied for a grant from the Florida Brain Injury Association. Thanks to that grant, they now visit a variety of community groups and events, educating the public on prevention.

Bayfront Medical Center also offers its expertise at many community events. For three years, Bayfront's clinical staff has served as the official "fan care" provider at the Honda Grand Prix, providing medical services free of charge to thousands of fans in attendance.

Bayfront's Family Medicine Residents and Sports Medicine Fellows also lend their expertise by giving free physicals to local students through a variety of partnerships with organizations such as the Junior League of St. Petersburg. They often provide medical care at community events like the Susan G. Komen Three-Day Walk and Fort DeSoto Triathlon.

And, when there is a need for services, Bayfront does what it can. Recently six of Bayfront's Convenient Care Clinics provided the community with free flu shots in return for a charitable donation of non-perishable food items. The food was donated for the St. Petersburg Free Clinic. Additional flu shots were also given at a Pinellas County homeless shelter.

2,437

Bayfront team members

558

Physicians

102

years of caring for our community





TAKING A STAND FOR IMPORTANT HEALTHCARE ISSUES

For a majority of Bayfront team members, working in the healthcare industry is a passion that extends outside the hospitals walls.

It often results in team members physically showing their support by showing up to represent the causes in which they believe. Many Bayfront team members volunteer their time to participate in advocacy and awareness events such as the American Heart Association's Start! Heart Walk and the AIDS Walk.

In the last year alone, Bayfront team members committed 350,000 hours in volunteer outreach initiatives in the community.

Team members are also vocal about topics that affect healthcare. Bayfront's leadership team stays abreast of legislative and government issues that will have an impact on the healthcare industry. From letter campaigns to education, Bayfront remains a strong advocate for important issues, including the crisis of the uninsured and the rights of patients to access quality care.

SUPPORTING THE DEVELOPMENT OF A HEALTHY COMMUNITY

Because keeping the community healthy requires the support of many, Bayfront Medical Center supports several organizations that help to improve the quality of life in our neighborhoods.

Bayfront is a continued supporter of local organizations that work to end disease such as the Sickle Cell Disease Association of Florida and the American Cancer Society Minority Council, among many others.

An essential key to good health also depends on a safe and vibrant community. Bayfront is a sponsor of the Pinellas County Urban League, which offers a variety of programs such as home energy assistance, youth crime prevention and intervention and job placement assistance

to help low-income residents, as well as Habitat for Humanity of Pinellas County, which provides affordable housing for area residents.

Bayfront is also an advocate for strong education, providing scholarships to local students.

"Bayfront has been a loyal supporter of our college scholarship program," said Rick McCollum, executive director of the Festival of States. "Without organizations such as Bayfront, the St. Petersburg Suncoasters would not be able to provide this year's scholarship."

15

Counties served by Bayflite

6

Convenient care clinics located throughout South Pinellas County

1

mission of providing quality healthcare to all we serve



BAYFRONT HEALTH SYSTEM COMMUNITY BENEFIT REPORT

For more than 100 years, Bayfront has provided quality healthcare for all we serve. It is our mission and purpose. Our 2,437 team members, more than 550 of the community's best physicians and thousands of patients choose excellence when they choose teal. That choice represents our commitment to innovation, dedication, teamwork, response, compassion and clinical excellence.

In 2008, Bayfront's unfunded cost of care was more than \$23 million. It is a financial commitment that makes us proud. Bayfront is a private, not-for-profit organization governed by a volunteer board of community leaders. Any profits we do make are reinvested into our facilities and services so we are always ready to care for our patients with the best resources our industry has to offer – from talent to technology.

Beyond clinical care, we strive to be a model corporate citizen, positively impacting our community in a dynamic and meaningful way. We take our role as one of St. Petersburg's longest standing and largest employers seriously, and we've made a commitment to generously support other organizations with like missions that share our values.

The following is a summary of Bayfront's community benefit during the year ending December 31, 2008. Not including our unfunded cost of care (noted above at \$23 million), Bayfront's business and leadership contributions to the community exceed a value of \$2 million.

Community Partnerships and Sponsorships

Academy Prep Center of St. Petersburg
Alpha Kappa Alpha Sorority, Inc.
American Cancer Society
American Cancer Society, Minority Council
American Heart Association
American Red Cross
Bnai Israel
Bolesta Center, Inc.
Brookwood Florida
Campbell Park Elementary School
City of St. Petersburg Mayor's Mentoring Program
Dr. Carter G. Woodson African American Museum
Festival of States
Florida Blood Services
Florida Chamber of Commerce
Girls Scouts of West Central Florida
Great Explorations Hands on Museum
Habitat for Humanity
Honda Grand Prix of St. Petersburg
Junior League Care Fair
NAACP
National Council of Negro Women
Personal Enrichment Through Mental Health Services
Pinellas County Medical Association
Pinellas County Urban League
Sickle Cell Association
Sigma Pi Phi Fraternity
Soulful Arts Dance Academy
St. Petersburg Chamber of Commerce
St. Petersburg Chapter of the Black Nurses Association
Susan G. Komen Race for the Cure
The Links, Inc.
YMCA of Greater St. Petersburg

Free and Reduced Services

Family Medicine Residency Program sliding fee rates for reduced-cost primary and obstetric care.
Mammography voucher program and free and reduced-cost breast exams.
Free lab and radiology services at Johnnie Ruth Clarke Health Center.
Free pastoral care services.
Donation of meeting space at Bayfront's Sheen Conference Center.
Translation services and interpreters for the hearing impaired.
Free physician referral service.
Free community education, support groups, screenings and hospital tours.

Donations

Collection site for Florida Blood Services.
Volunteer service hours exceeding 350,000 hours.
Supplies donated to local school and not-for-profit organizations.
Clothing and food collections for local charities.
Team members participate in fundraising for local charities, including United Way, Alpha House, Susan G. Komen and American Heart Association.

Leadership Service

Bayfront team members are invested in our community and donate thousands of hours of community service and leadership for numerous civic boards and committees. A compilation is provided below:

Alpha Kappa Alpha Sorority, Inc.
American Cancer Society
American Case Management Association
American College of Healthcare Executives
American Healthcare Philanthropists
American Heart Association
American Hospital Association Metropolitan Council
Chamber of Commerce Women's Council
Florida Academy of Family Physicians
Florida Hospital Association
Florida Organization of Nurse Executives
Florida Society of Marketing and Public Relations
Governor's Task Force on Affordable Health Insurance
Great Explorations, The Children's Museum
Healthy Start
Kiwanis Club of St. Petersburg
Leadership St. Pete
Louise Graham Regeneration Center
Metropolitan Ministries
National Alliance for Mental Illness
Pinellas County Medical Association
Pinellas County Health and Behavioral Health Network
Pinellas County Resource Allocation Committee
Pinellas County System Redesign Committee
Pinellas County Urban League
Pinellas Education Foundation, Career Education Fund Board
Public Relations Society of America
R'Club
Rotary Club of St. Petersburg
St. Petersburg Chapter of The Links, Inc.
St. Petersburg Clergy Association
St. Petersburg Downtown Partnership
Suncoasters of St. Petersburg
Tampa Bay Organization of Nurse Executives
The Arts Center
Tiger Bay
University of South Florida Clinical Collaborative

Investment in our Team Members

Subsidized childcare at onsite Child Development Center and Bearly Sick program for team members' ill children.
Team member and family scholarships and tuition reimbursement.
Free wellness and financial management classes.
Partnership School at Campbell Park Elementary School.
Free leadership and employee development opportunities.

