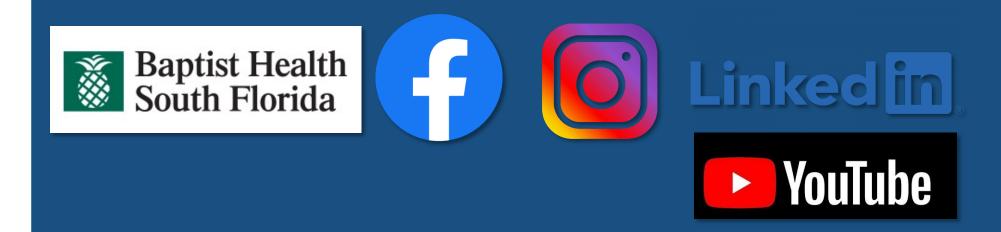
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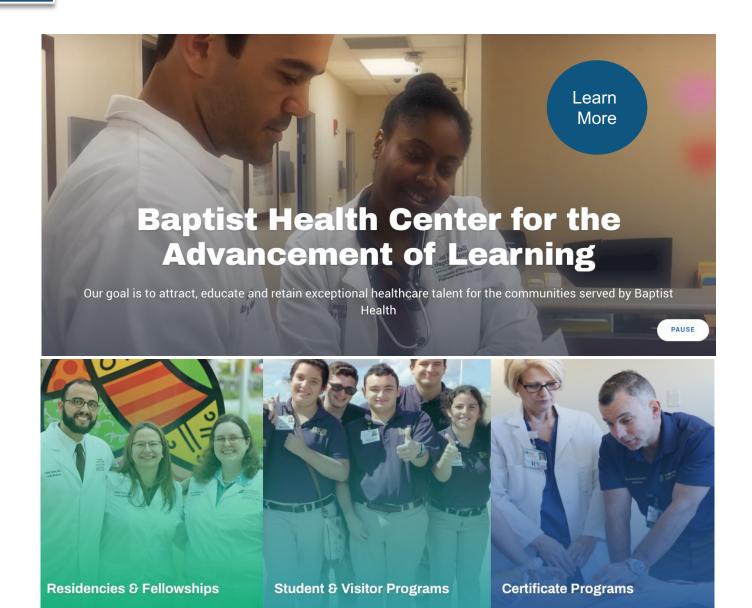
HEALTHCARE PORTFOLIO 2022

What's Inside

This portfolio contains content written, produced, and/or ideated by Leslie Anne Frye-Thomas. Its contents support multiple brands and have been featured across platforms, including, but not limited to those below.



Web Content Development



Annual Reports





SERVICE

- For the 20th consecutive year, Baptist Hospital received the Consumer Choice Award from the National Research Corporation for having the highest quality and image in Miami. The hospital was one of 300 in the nation recognized and one of only 34 that has been recognized 20 times consecutively.
- Baptist Hospital's commitment to service excellence and overall patient satisfaction for FY16 was reflected in an 81st percentile score. Inpatient services' satisfaction score was in the 84th percentile and Baptist Children's Hospital Emergency Center overall satisfaction score increased to the 99th percentile. The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey overall rating is at the 68th percentile with a "Likely" to recommend score in the 80th percentile.
- Baptist Hospital's physician satisfaction for FY15 remained world-class with 99 percent of physicians saying they "definitely" or "probably" would recommend the hospital to family and friends if they needed hospital care. According to HealthStream Research, Baptist Health was the highest-rated health system in the organization's database of nearly 700 hospitals this year, with overall physician satisfaction at Baptist Hospital in the 90th percentile.

Social Media

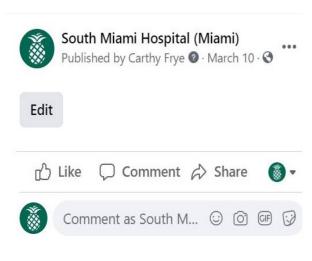


South Miami Hospital (Miami)

Congratulations to the SMH NICU Research Team led by Dr. Jorge Perez on another publication regarding the Preterm Erythropoietin (Epo) Neuroprotection (PENUT) Trial, published January 2021 in the Ped Research Journal. A brief summary of the study is below, and here is the link to the study:

https://www.nature.com/articles/s41390-020-01273-w

Outcomes of extremely low gestational age neonates (ELGANs) may be adversely impacted by packed red blood cell transfusions. In this study of 16 sites across the US, including South Miami Hospital, the impact of such transfusions on babies that had received Erythropoietin (Epo) versus those that did not (placebo) was investigated. Erythropoietin is a drug shown to have neuroprotective effects in previously controlled trials. Significant negative associations between mean cognitive, motor and language scores, transfusion volume and donor exposure were observed in the placebo group but not in the Epo group. This means that transfusions in low gestational age neonates were associated with worse outcomes. The study concludes that strategies to minimize the need for transfusions, such as delayed cord clamping, judicious phlebotomy practices, appropriate iron supplementation, should be encouraged to further improve long-term outcomes for these babies.





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Social Media



90 Year-Old COVID-19 Patient Discharged

Press Release Development



South Miami Hospital Neonatal Intensive Care Unit Participates in Important Clinical Studies on Tiniest Patients

February 2021

CORAL GABLES, FL – Researchers at Baptist Health's South Miami Hospital Neonatal Intensive Care Unit (NICU) are leading and participating in clinical studies that search for ways to improve care and decrease disabilities. The studies — rarely available at community hospital NICUs — range from promising medication regimes that protect the brain from injury to an aerosol form of a drug that helps the lungs develop and prevents preterm infants from being placed on ventilators.

As part of the research program, Jorge Perez, M.D., medical director of the South Miami Hospital NICU and medical group Kidz Medical Services, has joined physicians from the University of Washington in Seattle, Johns Hopkins in Baltimore, Beth Israel Deaconess Hospital in Boston, the University of Alabama at Birmingham and others in their quest to improve and save the lives of the tiniest patients. It is because of the NICU's expertise, large volume and multicultural patient population that our work is particularly valuable, Dr. Perez says.

"These very small babies are surviving today thanks to the many advances in technology, drug development and care that came as a result of earlier studies," says Dr. Perez. "The next step is to find ways to limit permanent disabilities and to provide innovative treatments that are better tolerated by our fragile patients."

The researchers have been steadily publishing findings from the Preterm Erythropoietin Neuroprotection Trial (PENUT) in a number of important journals, including the New England Journal of Medicine in January of 2020, and most recently in Pediatric Research in January of 2021. They have studied the drug erythropoietin (Epo), for its ability to reduce neurodevelopmental impairment, among other uses. Among other important findings, they have published that Epo did not cause additional kidney injury in extremely low gestational age newborns (ELGANs) — those born at 24 to 28 weeks of gestation.

Internal Communications

CEO 80th Anniversary Message

Throughout its 80-year history, one of the hallmarks of Homestead Hospital always has been its strong sense of community. Experience has proven that we are more effective and impactful when we connect strongly with each other and those we serve. That's why I'm excited to share with you that Baptist Health has launched Pineapple Connect, our new employee intranet. We can build an even stronger sense of community within Homestead Hospital with this enhanced internal communication platform.

As part of Baptist Health's digital transformation, Pineapple Connect will provide you with the information you need while also strengthening your link to each other with tools such as PeopleSoft, Teams, and Office 365. With features such as accessibility from mobile devices, the new platform will allow us to enhance intranet communication with you. You'll find easy access, system-wide information, and Baptist Health news on the homepage, including helpful stories from other entities. And on our page, you'll be able to learn about the latest happenings and developments at Homestead Hospital. You can even set up push notifications so that you'll be notified right away when something new is posted.

I look forward to sharing timely information with you in this new space. Our focus is on continued growth and, as always, on improving our efforts to serve the community. We were greatly tested throughout the past year as we navigated the pandemic health crisis. Yet we rose to the challenge, thanks to the tremendous dedication of the people who make up the Homestead Hospital family. Your caring and compassion make a difference. Let's keep connecting!

Internal Communications

CNO Magnet Designation Message

It is an honor and pleasure to announce that Homestead Hospital has been designated a Magnet Hospital by the American Nurses Credentialing Center for the 2nd consecutive time, twice as nice! Today there are 450 Magnet-designated hospitals in the world; Baptist Hospital is one of only eight hospitals with the distinction of a fifth designation. The designation is the nation's highest form of recognition for nursing excellence and a benchmark for patients' quality of care. Baptist Hospital was the first Magnet Hospital in Florida and the eleventh in the United States.

The Magnet process is intensive and requires consistent, demonstrated excellence in nurse-sensitive outcomes, patient and nurse satisfaction based on nationally recognized databases. We continue the history of superior patient care, professionalism, and teamwork of elite clinical-care institutions in the nation with this Magnet Recognition Program status.

Congratulations to our nurses, physicians, and every employee at Baptist Hospital for this prestigious honor! Each of you can be proud of your contribution in being recognized as one of the very best hospitals in the world. It is an honor to work with you. Congratulations!! Becky

Celebrating 80 Years of caring for the community











If visitors and patients in 1940 could see Homestead Hospital today, its size, amenities and medical advances would likely amaze them. They might also be surprised to discover that the hospital still embodies the character and spirit of the community it serves. This year the 147-bed hospital celebrates 80 years of caring for the community, along with an even more important measurement of success, says Homestead Hospital's CEO, Ken Spell.

"Eighty years of serving the Homestead community is a milestone we're incredibly proud of," says Mr. Spell, "but the real story is in how we got here. Keeping pace with the healthcare needs and enormous growth of our community over the past 80 years is a real accomplishment."

Today's Homestead Hospital, a \$135 million facility opened in 2007, serves the largest geographical area of any hospital in Miami-Dade County and is the only one within 18 miles in every direction. It offers all private rooms, the latest technology and equipment, medical-surgical units, a separate children's emergency center, surgical services and sophisticated outpatient diagnostic testing that includes digital mammography, MRI and CT scanners. The hospital's 24-hour Emergency Center has 44 private treatment rooms and one trauma room. Homestead Hospital now handles over 7,700 admissions and 87,000 emergency visits annually, and more than 1,250 babies are born in its birthing suites each year.

Healthy Homestead, a movement launched in 2018, is inspiring residents to live healthier lives by eating nutritious, locally grown food and becoming more active. The hospital works collaboratively with partners from healthcare, government, business and education to make wellness activities available, create safe spaces for exercise and increase access to wholesome, healthy food.

Launched four years earlier, the hospital's Grow2Heal Garden focuses on food as medicine and as an essential part of preventive care. The garden educates the community, patients and staff about locally grown food, and offers healthy cooking demonstrations and "Grow Your Lunch" school field trips. Produce from the garden also feeds patients and staff.

In 2019, a new 23-bed unit opened when the Baptist Health Inpatient Rehabilitation program relocated to Homestead Hospital. The program provides physical, occupational, speech and supportive therapy for children and adults experiencing acute or disabling injuries or illness.

"As part of the Homestead community, we've built a solid path to the future that is both patient- and community-centered," Mr. Spell says. "Our goal is to continue to make a real difference in people's lives through our ever-increasing quality of care and a focus on disease prevention.

Thank You!