



Florida Sterling Council



Benchmark with Great Companies

Background Info

Our Mission

To provide superior service based on Christian values to improve the quality of life for people and communities served

Our Vision

To be the best health care system in America.

Baptist Health Care's flagship facility, Baptist Hospital, was built by the community for the community in 1951. Since then the downtown Pensacola, Fla., facility has grown, becoming a part of an organization that is the largest non-governmental employer in northwest Florida with more than 5,200 employees. Baptist Health Care includes Baptist Hospital, Gulf Breeze Hospital, Atmore Community Hospital, Jay Hospital, Baptist Manor (nursing home and rehab facility), the Andrews Institute for Orthopaedics and Sports Medicine (a premier provider of care for the athlete in everyone), Lakeview Center (specializing in behavioral health, vocational services and child-protective services), Baptist Medical Park Pensacola, Baptist Medical Park Navarre and Baptist Home Health Care.

In 1995, led by Baptist Hospital, entities throughout the organization began a journey to service excellence. At that time neither patient nor employee satisfaction met minimal expectations. Baptist Health Care leaders began benchmarking both with health care and other service organizations to adopt the techniques needed for achieving patient satisfaction. For more than a decade, Baptist Health Care led the nation in patient and employee satisfaction, bringing about the creation of the Baptist Leadership Institute. Now administrators and leaders throughout the United States benchmark Baptist Health Care to learn the principles necessary for increasing satisfaction. In 2003, Baptist Hospital, Gulf Breeze Hospital and Baptist Medical Park Pensacola were honored with the Malcolm Baldrige National Quality Award.

Key Competencies

National leader in patient satisfaction and employee satisfaction

Winner Malcolm Baldrige National Quality Award

Benchmarking

Baptist Health Care facilities are recognized as leaders in patient and employee satisfaction. Almost 10,000 healthcare leaders throughout the world have visited our campuses to learn the how to create and sustain satisfaction.



Contact Information

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Sterling: The *Competitive Advantage*