



# ANNUAL REPORT





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- Kari Martin**  
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Dear Friends,

Thank you for your support of Baptist Health Foundation Richmond in 2022. Through my role as president, I have gained a sense of the deep dedication and immense care that you have for our community and hospital.

Through gifts received last year, you made it possible for us to fund several projects, ranging from the purchase of the Hercules™ Patient Repositioner that allows our caregivers to safely reposition our patients to donor support that provided for the acquisition of a dual-energy X-ray absorptiometry (DEXA) machine, enabling our radiology department to offer the most advanced technology in detecting and diagnosing osteoporosis. These projects allow us to meet the specific needs of individuals and families within our community to ensure that we are providing them with high-quality healthcare in their own backyard.

During 2022, Baptist Health Foundation Richmond has made strides to maximize the impact of your donated dollars through tireless efforts to meet the needs of our community by providing gas cards for cancer patients in need of transportation and providing a thoughtful provision of food for those patients we realize are food insecure. Our organization also provided assistance for our employees and patients undergoing extreme hardship.

My goal as president of Baptist Health Richmond is straightforward: I want to advance our mission in amazing ways! As I reflect on the achievements of our hospital and our Foundation, the potential we have for continued growth and development is evident. As an organization, we aim to continue the heritage of service and leadership, while fostering partnerships to further enhance the quality of medical care and overall patient experience available within our community.

As we work to cultivate new relationships with our community partners, our most important relationships are with you. Through this report, we want to offer you a transparent look into the work we are doing to better serve those who rely on us for their employment and to maintain their health. We recognize the importance of every donor who chooses to support our Foundation. We've seen how far a dollar can go to make a difference in the lives of our friends, neighbors, colleagues and family members. It is through the selflessness of those with a heart for giving that we are able to provide better and more innovative care to our region.

We are grateful for the generosity and support of those who are helping us to inspire hope and drive health for future generations. We invite those who are just learning about what we are doing to be a part of the change we are having on the lives of those within our community. Our vision is bold and exciting, and together, we will transform the health of those we serve, inside and outside of our four walls.

With much gratitude,



**GREG D. GERARD**  
President  
Baptist Health  
Richmond

## MISSION

Baptist Health demonstrates the love of Christ by providing and coordinating care and improving health in our communities.

## VISION

Baptist Health will lead in clinical excellence, compassionate care and growth to meet the needs of our patients.

## VALUES

Baptist Health will live out its Christ-centered mission and achieve its vision guided by Integrity, Respect, Excellence, Collaboration, Compassion and Joy.



**BAPTIST HEALTH  
RICHMOND**

**48,432**  
Approximate number of  
patients seen annually

Chest Pain Center with Primary PCI  
Accreditation, American College of Cardiology

Pathways to Excellence® Designation

2022 Human Experience Guardian of  
Excellence Award® Press Ganey

Healthgrades Patient Safety Excellence Award™





## 2022 FUNDED PROJECTS

- Employee assisted  
- \$6,566.55 disbursed
- Patient assistance  
- 475 patients assisted  
- \$9,157.67 disbursed
- Emergency assistance  
- 5 employees assisted  
- \$2,459.73 disbursed
- Hercules Patient Repositioner system for the Intensive Care unit
- 78 warming kits provided for patient safety and support
- Continuous ambient relaxation environment (CARE) channel throughout entire hospital
- Horizon® DXA system for scanning bone density and body composition
- New nurses' station on third floor
- Renovation of plan of care/bereavement room
- Renovation of OR physician lounge
- Patient food bank
- VPRO sterilizers for the OR

## GIFT SUMMARY



### UNRESTRICTED VS. RESTRICTED GIFTS

Unrestricted Gifts:	\$88,597.17
Restricted Gifts:	\$1,134,124.55
<b>Grand Total:</b>	<b>\$1,222,721.72</b>

### UNRESTRICTED GIFTS

**\$55,750.25** Mission Advancement


**\$32,846.92** Special Events

### RESTRICTED GIFTS

  
**Comprehensive Cancer Care**  
\$817,500

  
**Cardiac Services**  
\$5,818

  
**Behavioral Health Expansion**  
\$255,000

  
**Employee Support**  
\$23,659.47

**Patient Assistance**  
\$24,215.50

Not all restricted gifts are listed above.



President's Circle guests Helen Fardo, Jim Barnes, Lora King and Randy Rosanbalm at the spring President's Circle event at the Welcome Center at Chenault Vineyards.

## PRESIDENT'S CIRCLE

**Working Together - Every Member, Every Year - The Possibilities are Endless.** Established in 2021, the President's Circle is comprised of our closest circle of friends, individuals who share an interest in local healthcare and provide annual philanthropic support. The President's Circle is Baptist Health Foundation Richmond's most prestigious annual recognition society with members who contribute \$1,000 to \$10,000 each year. Throughout the year, members are invited to attend special events where they meet physicians and hospital leaders and network with other philanthropy focused individuals to learn about specific health issues, service line enhancements and available treatments. In 2022, the President's Circle received support from 70 households.

## PLANNED GIVING

**Your contribution can provide many solutions.**

Leaving a legacy with Baptist Health Richmond ensures we can continue to advance healthcare in our community for generations to come by helping us to improve the medical care we provide. When we know about your intentions, we can explore your gift opportunity and amplify the impact it can make. Planned gifts are truly the gifts that keep on giving and provide hope, ensure access, and allow us to meet the highest level of care for our patients now and for years to come.

## THE LEGACY SOCIETY

BAPTIST HEALTH FOUNDATION RICHMOND

## WHY GIVING IS IMPORTANT

*“There are people here waiting to help you and they want you to succeed. I am living proof, and for that I will always be grateful. Just knowing that I'm better opens up a whole new world for me, and I'm happy. I've never felt that before. It impacts my relationship with everything: my jobs, my family, everything.”*

— Myra Thompson, grateful patient



374

Unique patients treated (approximate)

2,987

Chemotherapy treatments

## ONCOLOGY SERVICES

### RELIABLE CARE YOU CAN COUNT ON

Bessie Overbay had been in remission from melanoma for nearly two decades when she visited a dermatologist for what she thought were some spider bites. However, a biopsy soon revealed that cancer had returned – and this time it was stage 4.

“I just said a prayer and said, ‘We’ll get through this.’ I came home, and once I got myself calmed down, I called Baptist Health,” she says. “Baptist helped ease my fears.”

Bessie is grateful for the compassionate, evidence-based care she’s received at Baptist Health.

“You’re in a storm and all of a sudden you realize you’ve calmed down. By them knowing their job and doing it, you’re calmed down and breathing and not swept away in that storm,” she says. “Ever since I started taking treatments, I felt like I was going to be alright.”

Now nearly a year into treatment, Bessie is in remission. Her doctor, Shawn Peterson, MD, said her latest scan was unremarkable – a word she’s never been so happy or grateful to hear.

Bessie is brimming with gratitude – for the Baptist Health doctors and nurses who treated her with such kindness, and for the advanced technology that’s made her recovery possible: “I couldn’t ask for better.”

“This is almost as unbelievable as the diagnosis. I’ve been given this second opportunity, I can’t waste it. What can I do? How can I honor this chance I’ve been given?”

– Bessie Overbay, grateful patient



“We knew we could get good care close to home at Baptist Health Richmond. We got right in at the emergency room.”

– Gene Hardy, grateful patient

## CARDIOLOGY SERVICES

### QUALITY CARE CLOSE TO HOME

When longtime Richmond resident, Gene, began experiencing chest pains late one Sunday afternoon, his wife insisted they head to the hospital.

“We knew we could get good care close to home at Baptist Health Richmond. We got right in at the emergency room,” said Gene – who then went into cardiac arrest. “Had we made the decision to go somewhere farther away, it’s very likely that would have happened on the interstate rather than at the hospital, where people were there to take care of me. This hospital, being where it was with the people who were here and the services they were able to provide, literally saved my life.”

Baptist Health Richmond offers a full spectrum of cardiovascular treatment options, making it convenient for cardiac patients like Gene to get the care they need without having to travel.

From his initial trip to the ER to the placement of stents to unblock his arteries and ongoing cardiac rehabilitation – it’s all happened within 10 miles of Gene’s home.

“They’ve taken excellent care of me,” he said. “This hospital is a great asset for the community – to be able to get this level of care, get it close to home, and get it when you need it. Anybody having any sort of heart issue at all, I would tell them they can get excellent care right here at home, in Richmond, at Baptist Health.”



267

Cardiac procedures performed





530

Babies born at Baptist Health Richmond in 2022

## MOTHER AND BABY CARE

### A PERSONALIZED APPROACH TO LABOR AND DELIVERY

Our patients deserve a beautiful birth experience. Baptist Health Richmond maternity care has a passion for helping moms live out the positive labor and delivery experience they imagine. While many variables are involved in the delivery process, one thing patients can rely on is our team being committed to providing a high level of patient-centered care before, during and after your baby is born.

Baptist Health Richmond’s personalized care approach means we’ll work to customize a mom’s birth experience as much as possible to meet her wants and needs. We focus on providing care, comfort and support through our amenities, ranging from research-based practices to childbirth classes.

All elements of Baptist Health Richmond mother and baby care are comfortable and offer evidence-based healthcare, so mothers and newborns are safe and supported during their stay. It’s at the heart of our mission to ensure that every mother and baby receive exceptional service with the best possible outcome.

## BEHAVIORAL HEALTH

### TRANSFORMING LIVES FROM THE INSIDE OUT

Shortly after Aleisha Allen’s son, Legend, was diagnosed with autism spectrum disorder and ADHD at age 3, she had to quit work and focus full time on meeting her family’s needs. “It was rough,” she admits, and life only got more challenging when her son entered school.

Shortly thereafter, she sought behavioral health treatment for her son at Baptist Health Richmond. In less than a year, Legend’s life has been transformed for the better – and for that Aleisha is incredibly grateful.

“I’m grateful for grace and people and medicine and doctors. You never know how little things will change your life,” she says. “I’m grateful for the everyday interactions Legend has now that he didn’t get to experience before.”

There was a time when the family wasn’t sure Legend would ever talk, Aleisha says. He also had frequent outbursts and was struggling in the classroom. Thanks to his team of providers at Baptist Health Richmond, she says her son “has improved tremendously,” his grades skyrocketed, he’s reading at a higher level, and he’s able to enjoy activities such as baseball.

“We’ve come a long way. We’re grateful he is who he is. We love his personality. Him being able to regulate himself is a huge piece of the puzzle,” she says. “For us, we’re just completely grateful for our village.” A village that includes Baptist Health Richmond.



## NURSING EXCELLENCE FUND

Nurses are an integral part of our healthcare experience. Time and time again, nurses serve as examples of compassion, collaboration, joy and caring. While nurses are advocates for patients and families, they also serve as advocates for one another and other members of the care team. The Fund for Nursing Excellence supports our nurses through funding for education for professional growth and development, innovation to promote the highest possible patient outcomes, and technologies that allow the provision of the highest quality patient care while also serving to protect the care team from injury and improve efficiencies. The Fund for Nursing Excellence provides the necessary resources to support the best possible patient care while keeping nurses engaged and at the bedside.

### ELEVATING NURSING EXCELLENCE

Funds donated to support nursing excellence will be integral to bringing Baptist Health Richmond’s nursing program to the forefront of healthcare. Philanthropic support of the Fund for Nursing Excellence will provide funding for on-site education speakers, certification study programs, scholarships, clinical simulations, fellowships and work-study programs. Funds donated allow Baptist Health Richmond the opportunity to promote academic progression and create an immersive environment focused on empowerment of nursing staff to provide the highest level of care to our patients. Through raised dollars, the Fund for Nursing Excellence will allow for the creation and/or enhancement of direct care nurse and nurse leader residencies, on-site nurse wellness initiatives, nursing resilience activities, and nursing leadership retreats. Donations to this fund will establish a true Nursing Center of Excellence to showcase Baptist Health Richmond on the local, state and national stage as the nursing destination of choice for those nurses who wish to be part of a world-class nursing culture.

### NURSING INNOVATION AND ADVANCED NURSING TECHNOLOGIES

Donations to this fund will be used to envision, create, implement and maintain exemplary nursing innovations and advanced nursing technologies. Nurses at Baptist Health Richmond are engaged and strive to provide the very best in patient care to meet and exceed organizational expectations for patient safety, clinical outcomes and patient experience. Funding for nursing innovation will allow for technologies that will not only further enhance clinical outcomes but also enhance nurse engagement, evidence-based nursing professional practice, and allow nurses to be visionaries in cultivating the next generation of innovative technologies.

## HONOR A CAREGIVER

### WHEN THANK YOU ISN’T QUITE ENOUGH

Have you ever had a caregiver who made you feel like more than just a patient? Maybe they held your hand while you heard difficult news or joyfully celebrated with you as you held your newborn child.

With the introduction of our Honor a Caregiver program, you can celebrate the men and women who have impacted your life beyond treatment and express your gratitude for receiving extraordinary care. When you make a monetary contribution in the name of a caregiver who has touched your life, they will receive recognition and special mementos to commemorate the exceptional care they work to provide.



TO MAKE A GIFT OR TELL US YOUR STORY, SCAN THE QR CODE.



“Taking care of our patients is our top priority – providing them the best care they can possibly receive to help them get through this very difficult time in their lives.”

– Stephanie Stambaugh, RN





## PATIENT ASSISTANCE AND EMPLOYEE SUPPORT



### PATIENT ASSISTANCE

The Patient Assistance Fund was established at Baptist Health Richmond to provide assistance with transportation, medication, and other medical-related items that may be a barrier to care.

**\$24,215.50**

donated in 2022

### EMPLOYEE SUPPORT

The Employee Support Fund was established at Baptist Health Richmond to provide financial assistance to employees who are experiencing times of hardship, ranging from house fires or a spouse's job loss, to unforeseen medical expenses.

**\$23,659.47**

donated in 2022

## WAYS TO GIVE

### SUPPORT A CARE AREA

You may choose for your gift to benefit a specific care area or fund. Funds include:

- Behavioral Health Fund
- Cardiac Care Fund
- Employee Support Fund
- Mission Advancement
- Mother-Baby Fund
- Nursing Excellence Fund
- Cancer Care Fund
- Patient Assistance Fund
- Brighter Days Ahead
- Paint the Town Pink
- PACA



### TRIBUTE GIFTS

Make a gift to any care area in honor or memory of a loved one, or in gratitude for a caregiver who provided exceptional care to you or a loved one.





# CREATING A CULTURE SHIFT TOWARD THANKFULNESS

Project Gratitude is a collaboration between Baptist Health Foundation Richmond and the community to better understand the role gratitude can or should play in our culture and in a person's health journey. This project explores gratitude from the perspective of patients, a patient's family, care providers and their loved ones, community members and community leaders.

The outcome of this project may educate us on the science of gratitude, connect us through meaningful personal stories and insights, prepare us to act upon our gratitude, and may create new relationships or new ways of seeing the world around us.

## CARING FOR YOU EVERY STEP OF THE WAY

"We're right here with you." These words come to mind whenever Martha Davidson reflects on the time her husband, John, was hospitalized at Baptist Health Richmond.

"We've always felt blessed with regard to our health," said Martha. "But, when John suddenly became ill, we turned to the folks at Baptist Health."

Martha admits the initial ambulance ride to the hospital left her a bit anxious. However, that emotion was soon replaced by a sense of serenity as they were embraced with warmth and kindness by each nurse they encountered. Not only was her husband attended to with great care, but nurses also made a point to check on her, which was especially touching. Whether it was offering to order hot meals or bringing a blanket to stay warm as she sat by her husband's side, the nurses went above and beyond for them the entire time they were there.

"I don't think the hospital is where a healthy person should be for too long if they can help it, but I am proud to have Baptist Health Richmond and the level of care they provide serving our community," said Martha. "When you have a team of nurses who treat you and your support system the way they would look after their own family members, you know you have something special. John and I will always be grateful for Chris Lockard and the rest of the nursing staff at Baptist Health Richmond. They have been true to their word: They have been right here with us every step of the way."



## TREATING THE WHOLE PATIENT

There is no textbook on how to parent a child. When you begin to notice subtle changes that ignite even the smallest spark of worry, you try to fix it. When you realize you don't have the answers, you try to find someone who does.

That is how Jason Stolz ended up at Baptist Health Richmond. Mental health can be a delicate subject, when it is the mental health of a child it is even more difficult. As a parent, you want to make sure you are providing them with the tools they need to have a healthy mind and body. When Jason took his daughter to receive treatment, he experienced anxiety and fear. He wasn't sure if that was the correct next step for his family.

"After our first talk with the doctors at Baptist Health Richmond and watching the way they interacted with my child, I knew that I made the right choice and that they were going to help us navigate this new terrain," said Jason.

Their physician didn't just treat his daughter like the patient, they brought Jason into the fold. They gave him tools to help her and to better understand what she was going through even when she wasn't sitting in the doctor's office.

"They are enabling her to handle her anxiety and they are empowering me to be a better parent to a child struggling with mental illness," said Jason.



## GRATEFUL FOR KINDNESS IN HEALTHCARE



George Boyd had a disappointing experience seeking psychiatric care while away at college, but then he turned to Baptist Health for the compassionate treatment he needed. He began seeing Jennifer Whittington, APRN, at Baptist Health, and he's had an amazing experience.

"She's phenomenal. I'm really thankful for her," George says of the psychiatric nurse practitioner, whom he sees both in-person and via eVisits. "From the moment I walked in the door, she's been so kind, so understanding. When I expressed I was having a hard time, she showed empathy. I was more than just a number."

In recent years, George has navigated some tumultuous times, made more difficult by healthcare encounters that left him feeling lost in the shuffle. Those past experiences have made him even more grateful for where he is today: "I am now getting the best care at Baptist Health."

In addition to being grateful for quality mental healthcare, George is thankful for his parents – and the fact that their relationship has grown even stronger despite the difficulties they've faced. "They were always there for me when I needed it."

These days, George makes it a priority to show his gratitude often, something he hopes will "have a snowball effect, strengthen the community, and foster an environment of care and compassion."

SHARE YOUR GRATITUDE

Share your insights on gratitude or honor an individual who's made a difference in your life.

projectgratitude.com



# THE HEART OF OUR MISSION

Baptist Health Richmond is committed to improving the health and well-being of our patients and the community we serve. This unwavering mission is rooted in philanthropy – and it's reflected in the generous support of our Mission Advancement Fund.

Baptist Health Foundation Richmond established the Mission Advancement Fund to complement the culture of innovation, care and compassion by meeting specific needs as they arise. That means Mission Advancement gifts are providing help when and where it's needed most.

## GENEROSITY AT WORK

Supporting the Mission Advancement Fund is a meaningful way to pay it forward and truly make a difference. This essential fund is unique due to its flexibility, enabling Baptist Health Richmond to swiftly innovate and enhance access to the best possible healthcare.

Mission Advancement dollars can be put toward a wide range of initiatives, from new equipment and capital improvements that provide patients with innovative care to community programs that foster health and happiness. Such projects are key to Baptist Health Richmond maintaining its reputation for unparalleled excellence in healthcare. And it wouldn't be possible without the Mission Advancement Fund.

Our mission is rooted in a tradition of Christian service to expand access to high-quality healthcare, delivered with a compassionate and nurturing spirit to all. This work is bolstered by the Mission Advancement Fund – a charitable fund sustained by invaluable donors like you.

Baptist Health Richmond is sincerely grateful for your generosity of heart and spirit, and we hope you will consider supporting us on this journey to serve not only our patients, but the community we call home.



## REDUCING RISK AND INCREASING QUALITY OF CARE

Thanks to the generosity of our donors, our Intensive Care unit is now equipped with multiple Hercules Patient Repositioners.

The Hercules repositioning system aids our caregivers in the safe positioning of our patients. This unique system allows a single caregiver to reposition a patient, while keeping both the patient and the caregiver safe during the process.

“My mother-in-law was recently a patient in a small hospital in Illinois. While visiting her, every time I would go into her room she was all scrunched up in the bed and unable to get comfortable,” said Greg D. Gerard, Baptist Health Richmond president. “She couldn't scoot herself up so she would have to call in staff to lift her. As I was watching this, I was thinking about the Hercules patient repositioning system we would soon be deploying. This piece of equipment will allow us to improve the patient experience and assist our staff while providing great care.”

The implementation of this system makes the process of repositioning patients more comfortable and less embarrassing for the patient, while increasing a caregiver's capacity. A Hercules Patient Repositioner consists of a drive, a sleep surface, and a specialized sheet. When a patient has slid down in the bed, the caregiver simply needs to press a button. The drive pulls the sheet up the sleep surface, moving the patient back up toward the head of the bed. The process takes less than 10 seconds, requires no physical exertion on the caregiver's part, and is comfortable for the patient.

“I am so excited about this,” said Joni Berry, director of nursing in intensive care at Baptist Health Richmond. “I can truly say this will allow for the reduction of the burden on the staff and is worth every penny. I was tearful when this was presented to us as an opportunity, as I knew we had an opportunity to reduce injury due to repetitive skeletal impact and allow our patients a more gentle option to reposition themselves during hospital stays.”





“ The needs of our community could not be clearer. This is our opportunity to come together to share in a vision and purpose like never before. Together, through our actions, we can reshape healthcare.

– Greg D. Gerard, President, Baptist Health Richmond ”



**BAPTIST HEALTH®**

FOUNDATION

Richmond

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2022