



ANNUAL REPORT



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Dear Friends,

Thank you for your support of Baptist Health Foundation Paducah in 2022. While I am new to my role as president, I have already gained a sense of the deep dedication and immense care that you have for your community, our community.

Through gifts received last year, you made it possible for us to fund several projects, ranging from the purchase of a Stryker Neptune Waste Management System that allows us to focus on safety and efficiency, to the implementation of the Hugs Infant Security System for increased security in the John & Vivian Williams Mother-Baby Unit. These projects help 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.

Over the last year, Baptist Health Paducah has made strides to maximize the impact of your donations. The introduction of the Blanketrol® Hypothermia Temperature Management System allows for a fast response in core body temperature regulation. The purchase of an additional AccuVein® Vein Finder enables our medical professionals to improve the patient experience with fewer needle sticks and more comfort when placing an IV. Service lines at Baptist Health Paducah are directly impacted by every donor who chooses to support the Foundation.

My goal as president of Baptist Health Paducah is straightforward: I want us to grow. As we reflect on the achievements of our hospital and our Foundation, the potential that 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 regional partners, our most important relationship is with you. Through this report, we want to offer you a transparent look into the work that we are doing to best 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.

I am grateful for the generosity and support of the individuals who are helping us to inspire hope and drive health for future generations. I 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. Together, we are a force for good.

In gratitude,



KENNY BOYD, FACHE
President
Baptist Health Paducah

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
PADUCAH**

76,123

Approximate number of patients seen annually

2022 American Heart Association Get With the Guidelines® award

Recognized by U.S. News & World Report

HeartCARE Center: National Distinction of Excellence

Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program



2022 FUNDED PROJECTS

- Employee support
- 35 employees assisted
- \$25,357 disbursed
- Staff education
- One staff member received further education, training or certification
- \$1,070 disbursed
- Patient assistance
- \$25,477 disbursed
- 14 car seats for newborns
- MRI handheld screener
- Blanketrol® Hypothermia Temperature Management System
- Stryker Neptune Waste Management System
- AccuVein® Vein Finder
- Two bariatric patient beds
- Extracorporeal membrane oxygenation (ECMO) cooler
- Trumpf surgical table
- Baptist Health Paducah breast center investment
- Two infant heart resuscitation devices
- Cardiac research
- 16 wheelchairs
- External pacemakers
- Two procedure tables
- Child Development Center playground resurfacing
- Electrophysiology lab system
- Morgue renovations
- Two ultrasound devices

GIFT SUMMARY



UNRESTRICTED VS. RESTRICTED GIFTS

Unrestricted Gifts:	\$ 153,838.10
Restricted Gifts:	\$2,368,774.24
Grand Total:	\$2,522,612.34

UNRESTRICTED GIFTS

\$153,838.10

Mission Advancement

RESTRICTED GIFTS



Your Fight Cancer Fund
\$29,134.82



Cardiac Services
\$1,149,900



Employee Support
\$25,357.12

Patient Assistance
\$25,476.84



Mother Baby Renovation
\$101,869.70



OAO Nursing Excellence Fund
\$72,168



President's Circle members gathered last June at the Country Club of Paducah to celebrate the fifth anniversary of the Ray & Kay Eckstein Regional Cancer Center.

PRESIDENT'S CIRCLE

Working Together - Every Member, Every Year - The Possibilities are Endless. Established in 2015, 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 Paducah'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, 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 189 household members.

PLANNED GIVING

Your contribution can provide many solutions.

Leaving a legacy with Baptist Health Paducah 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 PADUCAH



“My sons lost their mother, and I lost my wife to cancer much too young. We wanted to leave something in her memory. We all hated cancer, and although we donate regularly to cancer charities, we wanted her memory to be more uplifting. Baptist Health Paducah was in a campaign to significantly upgrade its mother-child facility. My wife was so family oriented that we knew this is how she would like to be remembered. By using a paid life insurance policy and transferring ownership of it directly to the Baptist Health Foundation, we were able to have a maternity suite named for her. Under that arrangement, Baptist Health doesn't get the funds immediately, but it is guaranteed. It didn't affect my cash flow and was a policy that was primarily purchased as financial protection for my wife. Since the naming of the room occurred, I have had two grandchildren born at Baptist, and numerous friends have had children there and sent pictures of the name plaque. It feels good to help Baptist Health Paducah serve others.”



— Rick Straub, planned giving donor



560

Patients treated, approximate

5,465

Chemotherapy treatments

11,781

Radiation therapy treatments

ONCOLOGY SERVICES

CANCER: A DISEASE THAT DOESN'T DISCRIMINATE

Odds are you know or are related to someone who has or has had cancer. Cancer does not discriminate based on age, religion, gender, or any other factor. High-quality cancer care is essential to survival. In 2017, through the extreme generosity of our community, the Ray & Kay Eckstein Regional Cancer Center was built, the only accredited and comprehensive cancer program in our region. Baptist Health Paducah has been a Commission on Cancer-accredited cancer program since 2001 and was the first American College of Radiology accredited program in Kentucky in 1998. In 2017, around 80 to 90 patients were seen daily.

Baptist Health Paducah offers the region's only comprehensive cancer care and a full range of support services at the Ray & Kay Eckstein Regional Cancer Center. To meet the community's growing needs, plans are underway to expand our medical oncology and hematology offerings. This expansion will complete the buildout of the second floor of the Ray & Kay Eckstein Regional Cancer Center, doubling the square footage, which is needed to recruit additional physicians and serve more patients.

COMPASSIONATE CARE DURING DIFFICULT TIMES

During a routine dental appointment, Hayward Granier's dentist noticed an unusual red spot in his upper palette that warranted a closer look. After a biopsy, the questionable patch was diagnosed as cancer.

"We knew the day we walked in that this was where we needed to be," said Hayward's wife, Anita. "Cancer is never ideal, but despite the situation we found ourselves in, this was the best possible experience."

Following his first surgery, Hayward began radiation therapy treatment at Baptist Health Paducah with Peter Locken, MD, and chemotherapy under the medical care of Winston Chua, MD. During the past two years, Hayward has undergone immunotherapy and an innovative trial treatment that has allowed him to remain active and proven he made the right decision to seek local care.



"Baptist Health Paducah and the medical team we've had has provided us with all the tools and support we need to beat this," said Anita. "A couple of years ago we were new to the cancer world and didn't know we had this level of cancer care available without needing to travel to a larger city. We quickly discovered this is one of the finest cancer centers around and they have exceeded our expectations with kind, compassionate care every step of the way."

"Baptist Health Paducah and the medical team we've had has provided us with all the tools and support we need to beat this."
— Anita Granier

CARDIOLOGY SERVICES

ASKING THE RIGHT QUESTIONS TO IDENTIFY THE PROBLEM

For Jim Brown, his relationship with Baptist Health started 40 years ago when he was diagnosed with a bicuspid aortic valve. Recently, Jim came back to Baptist Health for what seemed to be a nagging cough and his primary care provider suggested they rule out an underlying cause by recommending a chest scan. When the results confirmed that Jim had developed an aortic aneurysm, he and his wife knew they would seek treatment within their own community.

"When you've got somebody here that's just as good, you don't have to make the decision to go somewhere else," said Jim. "Baptist has proven to me twice that that's the case. I knew I was in some of the best hands you could be in."

Within weeks of having his second valve replacement and aneurysm repair, Jim was back to his normal routine of walking three to five miles per day.

"Baptist has a hometown feel," said Jim. "These guys live in the same community, and they care. Baptist is creating a level of healthcare you don't have to second guess. There are as good or better outcomes here than anywhere else in the country."

"Baptist is creating a level of healthcare you don't have to second guess."

— Jim Brown, grateful patient



247

Open-heart surgeries

1,260

Heart catheterizations performed



953

Babies born at Baptist Health Paducah in 2022

209

Babies served in the NICU

MOTHER AND BABY CARE

THANKFUL FOR EXCEPTIONAL CARE

Jessica Head is grateful for her two healthy daughters – and for the compassionate care she received at Baptist Health Paducah during both complicated pregnancies. During her first pregnancy, Jessica experienced pre-eclampsia, which led to premature labor and an emergency C-section. During her second, she developed a hematoma that caused multiple episodes of blood loss.

“I cannot imagine choosing another hospital other than Baptist to deliver my girls,” said Jessica, a former ICU nurse at Baptist Health Paducah. In recounting her experience as a patient, Jessica is grateful not only for exceptional medical care, but also for the kindness displayed by healthcare providers – including Matthew Sublette, MD.

When Jessica felt extremely sick due to the anesthesia administered before her second child was born in December 2021, Dr. Sublette held her hand in the operating room and played Christmas music to ease her mind. “That simple gesture meant so much,” she said. “He is more than an OB/GYN, he is a compassionate human being and wants the best for his patients.”

While pregnant with her youngest daughter, Jessica said there were times she and her husband were unsure if they would ever get to hold her. Today, she’s grateful for the care that made it possible, along with the countless prayers from family and friends along the way.

The experience with Dr. Sublette led Jessica to assess her feelings of gratitude and its positive effects on her life. “Without gratitude, the world would be a lonely, dark place,” she said. “Taking time to reflect on your own gratitude will change your way of thinking, because there is always something to be thankful for.”

“ I cannot imagine choosing another hospital other than Baptist to deliver my girls. ”

– Jessica Head, grateful mom



BREAST CENTER

PREVENTIVE MEASURES PERFORMED WITH IMMEDIACY

Recently, the Baptist Health Foundation Paducah board of directors approved first and second phase funding for the addition of a breast center, which will be located within the Baptist Imaging Center. This project will centralize women’s breast care in the same, convenient location without having to move to multiple areas on the campus. Services included in the center will be routine screenings, diagnostic mammograms, ultrasounds, biopsies and MRIs.

“The creation of the region’s first breast center grew out of a multidisciplinary team of surgeons, oncologists, navigators, technologists and administration to make the experience as smooth as possible for patients and to provide all the resources a patient would need in one location,” said Mike Tutor, director of oncology and imaging services. “Making sure we get the fastest and most accurate diagnosis and then, if needed, being able to provide the expertise to treat a cancer diagnosis, including breast surgery, reconstructive surgery, medical oncology and radiation oncology, all at Baptist Health Paducah, is a benefit we are excited to bring to our patients.”

Currently, there is no such facility in the regional area, so the addition of this center will continue to allow Baptist Health Paducah to exceed community health expectations and elevate patient experience. The inclusion of this simplified, streamlined center will better address the needs of those who require preventive measures performed with immediacy.

The demand for biopsies and mammograms has increased year over year since 2018. The need for this type of center is paramount to women’s health in Paducah and the surrounding area.

NURSING EXCELLENCE FUND

FUND FOR NURSING EXCELLENCE

Nurses are at the center of our healthcare experience. Time and time again, nurses serve as an example of compassion, collaboration and joy, caring and advocating for patients and their loved ones. Awards are not won by institutions – they’re won by people. The Fund for Nursing Excellence supports these nurses through funding for their education, research and equipment. In turn, they can provide high-quality healthcare experiences for us all.

“ The nursing teams at Baptist Health Paducah strive to provide excellent nursing care to every patient, every day. The nursing staff takes pride in their work because our patients are our neighbors, friends and family members. Our nurses work tirelessly to provide an exceptional experience for our patients and their families. The generous gifts through the Foundation help nurses to obtain professional certifications, fund education, and provide resources to recognize our outstanding nurses and teams. It is through the Foundation and our generous donors that our nurses are supported and excellence in nursing is achieved. ”

– Marilyn Riley, DNP, PhD, MBA
Vice President/Chief Nursing Officer | Baptist Health Paducah



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 hearing difficult news or celebrated with you during a moment of joy as you held your newborn child.

With the introduction of our Honor a Caregiver program, you can celebrate the men and women who impact 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.

COMPASSIONATE CARE, UNWAVERING SUPPORT

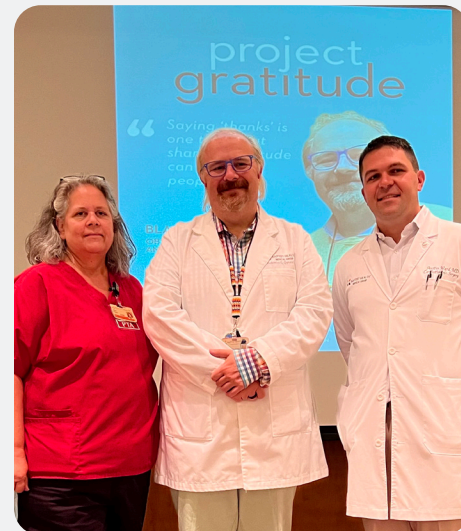
They say that physicians are the toughest patients. It's an odd feeling to be on the other side of the table and find yourself as a patient of your colleague. I tend to get so wrapped up in my specialty that I overlook my own needs.

As an OB/GYN, it was a normal day with back-to-back cases, including a C-section and an induction, when I started to feel a little bit of pain spread throughout my back and my belly. I pushed through thinking it might just be a bug, but after developing a fever and fearing a gallbladder attack, I admitted myself to the emergency department.

I had an aortic dissection, a tear in the heart's main artery. It's a rare and serious condition that requires immediate surgery. Austin Ward, MD, came to see me very quickly, and instead of treating me like we were friends, he treated me like a patient. He didn't treat me like I knew what was going on, and that was important, because I had no idea what was happening. He gave me the good and the bad; he had a tough conversation with me about my chances of survival, and he told me what to expect. During my stay, I had the privilege of interacting with not one, but several physicians who all went above and beyond to ensure that my experience as a patient was unmatched. I will always be grateful to Dr. Ward; Shaukat Ali, MD; Emily Johnston, MD; Kyle Parish, MD; Sanjay Bose, MD; Nicholas Lopez, MD; and Nihanth Peta, MD.

Since undergoing surgery this spring, I have had a difficult road to healing, but I have had compassionate care and unwavering support along the way. It's been 18 years since I began my medical career at Baptist Health, but it wasn't until being on the receiving end of care that I truly understood what patients experience – and how a culture of compassion makes all the difference when delivering advanced medical care.

Blair Tolar, MD, grateful patient



JoAnn Pellarin, PTA, Blair Tolar, MD, and Austin Ward, MD.



PATIENT ASSISTANCE AND EMPLOYEE SUPPORT



PATIENT ASSISTANCE

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

\$25,476.84

donated in 2022

EMPLOYEE SUPPORT

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

\$25,357.12

donated in 2022

PROJECT GRATITUDE

Project Gratitude is a collaboration between Baptist Health Foundation Paducah 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. Learn more at ProjectGratitude.com.

GRATITUDE TURNS ENOUGH INTO MORE

At the start of the pandemic, chaplain Joel Jackson offered words of encouragement in his role as pastoral care director at Baptist Health Paducah. He reminded the team of caregivers that "this is our mission moment" – a time to overcome fear and show love to those in need.

The longtime chaplain was overwhelmed with the positive response, which included a note from the hospital system's CEO asking him to share his inspirational words across all of Baptist Health. "I have been truly blessed because of the love shown to me simply because I was just doing my job, and for that I am grateful," he says.

It's especially important to embrace gratitude during difficult times, according to Joel, who believes those who are grateful tend to be happier. "They realize that it is just as easy to focus on the good as it is to focus on the bad. They send out positive energy, and that energy can be felt by others."

God, family and work are Joel's priorities in life, and he's grateful every day.

"Gratitude can turn what we have into enough and more," he says. "It turns denial into acceptance, chaos into order, and confusion into clarity. It has the ability to turn a simple meal into a feast, make a house into a home, and turn a stranger into a friend."



“Gratitude can turn what we have into enough and more.”

— Joel Jackson

MEET DOUGLAS, YOUR DONATIONS SAVED HIS LIFE

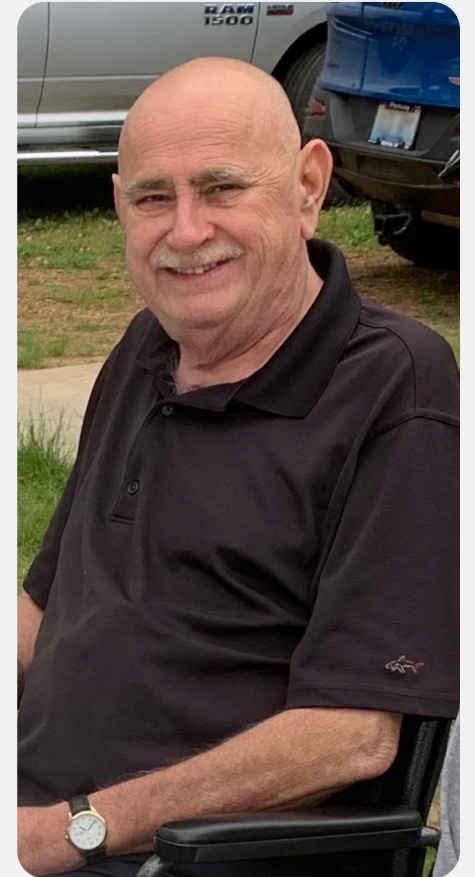
On Oct. 16, Douglas Hughes visited the emergency department with a 105-degree temperature. Within minutes, he was informed that he had COVID-19 and needed to be immediately transferred to the Intensive Care unit. This is the last thing that Douglas remembers.

For two months after his admission to the hospital, Douglas was unconscious and was monitored around the clock for signs of improvement, with the worry that he would be another victim of the worldwide pandemic. After multiple surgeries, his doctors suggested to his loved ones that Douglas be the first patient at the hospital to use extracorporeal membrane oxygenation (ECMO) as a treatment option for COVID-19.

Finally, Douglas woke up with the ability to only move the fingers on his right hand. Eleven months later, he's had a lengthy recovery, but feels that he is mostly back to being himself. He has started preaching again at his church and feels moved to share his story with anyone who crosses his path.

"I truly am one of God's miracles just walking around. I believe the Lord preserved my life and that He has a purpose for me to still be here for my family and community. God was in control completely."

Using ECMO saved Douglas' life and has made him eternally grateful to a team of medical professionals who did not give up and vetted every option to find one that worked.



“I am grateful to my doctors, but I am also grateful for the community members who have donated to the Foundation and put lifesaving technologies here for people like me who rely on them. The generous contributions of people all over have allowed me to return home to my family, and they are allowing me to share this message of faith and hope with an entire community. I am alive today because of them, and they also had a hand in saving my life.”

The journey taught Douglas the power of prayer. He recalls that even now he will be stopped at the grocery store or in a restaurant by someone who heard his story and prayed for him during his hospital stay. That kind of love is what touched him the most; the fact that complete strangers prayed for him while he was fighting for his life, and ultimately helped to fund the equipment that saved it.

Because of you, patients like Douglas are able to get quality healthcare close to home. It is through your donations that Baptist Health Paducah is able to continually upgrade service lines and technology to best meet the needs of our community and continue to provide necessary medical care to your friends, neighbors and loved ones.

SHARE YOUR
GRATITUDE

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

projectgratitude.com

ENHANCEMENTS

MEETING PATIENT NEEDS AT EVERY LEVEL

Donor support has enabled Baptist Health Paducah to enhance security for our youngest patients through the addition of the Hugs Infant Protection System. The system uses hospital Wi-Fi in coordination with small wireless tags to provide security to newborns in every corner of the hospital.



The Hugs system delivers multiple points of security for the infant including tamper detection, exit protection, continual supervision, and an out-of-unit alert. Additionally, the hospital is implementing the Kisses component of the Hugs solution to provide automatic mother/infant matching notifications.

Each mother receives a small Kisses tag that is matched to her infant's Hugs tag at birth. For the duration of their stay, the tags create a linked system notifying staff in the event of a mismatched tag and ensuring both mother and infant stay together and bonded while in the facility.

PRIORITIZING SAFE, CLEAN ALTERNATIVES

Through donor support, Baptist Health Foundation Paducah was able to give children at Baptist Health Child Development Center an improved, safer place to play. In October, the development center's playgrounds received resurfaced spaces with new artificial turf for a safe, cleaner alternative to the mulch that previously covered the play area.



While Baptist Health Paducah staff is working hard to take care of our community and those within it, this improvement has provided peace of mind for the parents who entrust their children to our childcare program.

REDUCING RISK AND INCREASING QUALITY OF CARE

Baptist Health Paducah has continued to evolve to implement new technology to increase the standard of care available to current and future patients. Through donor support, Baptist Health Paducah has purchased an Accuvein® Vein Finder for our imaging facilities. For patients who have trouble with IV needle insertion, Accuvein® technology allows for easier placement.



This technology benefits patients during PET, MRI, CT, and other nuclear medicine scans by ensuring a more stable IV placement. Stable IV placement can drastically reduce the risk of infection or need for multiple ports, as well as increase steady workflow and, most importantly, ensure a better experience for our patients.

PROVIDING TOOLS FOR BETTER OUTCOMES

With the support of generous donors, a Trumpf Table was purchased last fall to support the growth of our robotic surgery program, allowing both robotic rooms to have a table capable of being used by all specialties.



With the rise in robotic surgery volumes and potential for growth, Baptist Health Paducah was able to secure access to a second da Vinci® robot to use with the Trumpf surgical table, which is designed to function in tandem with it. The new surgical table will allow access for all surgeons from multiple disciplines to perform surgeries with robotic assistance.

Robotic surgeries provide several benefits to our patients, including reduced length of stay, a less-invasive procedure, faster healing time and overall satisfaction.

MISSION ADVANCEMENT

THE HEART OF OUR MISSION

Baptist Health Paducah 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 Paducah 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 Paducah 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 Paducah 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 Paducah 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.

WAYS TO GIVE



SUPPORT A CARE AREA

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

- Cardiology Fund
- Employee Support Fund
- Mission Advancement Fund
- Mother-Baby Fund
- NICU Fund
- Nursing Excellence Fund
- Oncology Fund
- Parents with Hope NICU Family Assistance Fund
- Patient Assistance Fund
- Stroke Fund
- Your Fight Cancer Fund

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.



“ Baptist Health is working to reimagine how to not only meet the immediate needs of our community, but how to thoughtfully prepare for the future. ”

– Mardie R. Herndon Jr., Board Chairman
Baptist Health Foundation Paducah



BAPTIST HEALTH®

FOUNDATION

Paducah

SupportBaptistHealth.org
2501 Kentucky Ave., Paducah, KY 42003
270.575.2100

2022