

2023 ANNUAL REPORT



BAPTIST HEALTH®
FOUNDATION



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Dear Friends,

Many years ago, Baptist Health was started as an act of philanthropic goodwill and has since grown to the largest healthcare system in Kentucky and southern Indiana. Our focus on a Christ-driven mission to improve the health of entire communities keeps us persistently looking ahead for ways to help safeguard one of the most valuable assets we have – our health.

At Baptist Health, our patients are not just a number, we care for them as if they are our family.

Our desire to serve you is evident in how our services have grown, our buildings have expanded, and our technology has advanced to meet emerging needs. From individuals who take money out of their own pocket to employees who give back their hard-earned wages, the impact being made is not only making a difference in thousands of lives, but inspiring hope and driving health for future generations.

The generosity of those who believe in our mission leaves a mark that extends far beyond the walls of any hospital and allows us to serve more families when they need it most. **Through gifts received last year, donors made it possible for us to fund:**

- **156 projects**, ranging from department renovations to updated technology.
- **1,511 patient assistance needs**, removing barriers to care.
- **425 employee support requests**, for colleagues experiencing hardship.

Our patients are why we do what we do, but without those who act out of love for others, we wouldn't be able to continue making strides to be a force for good.

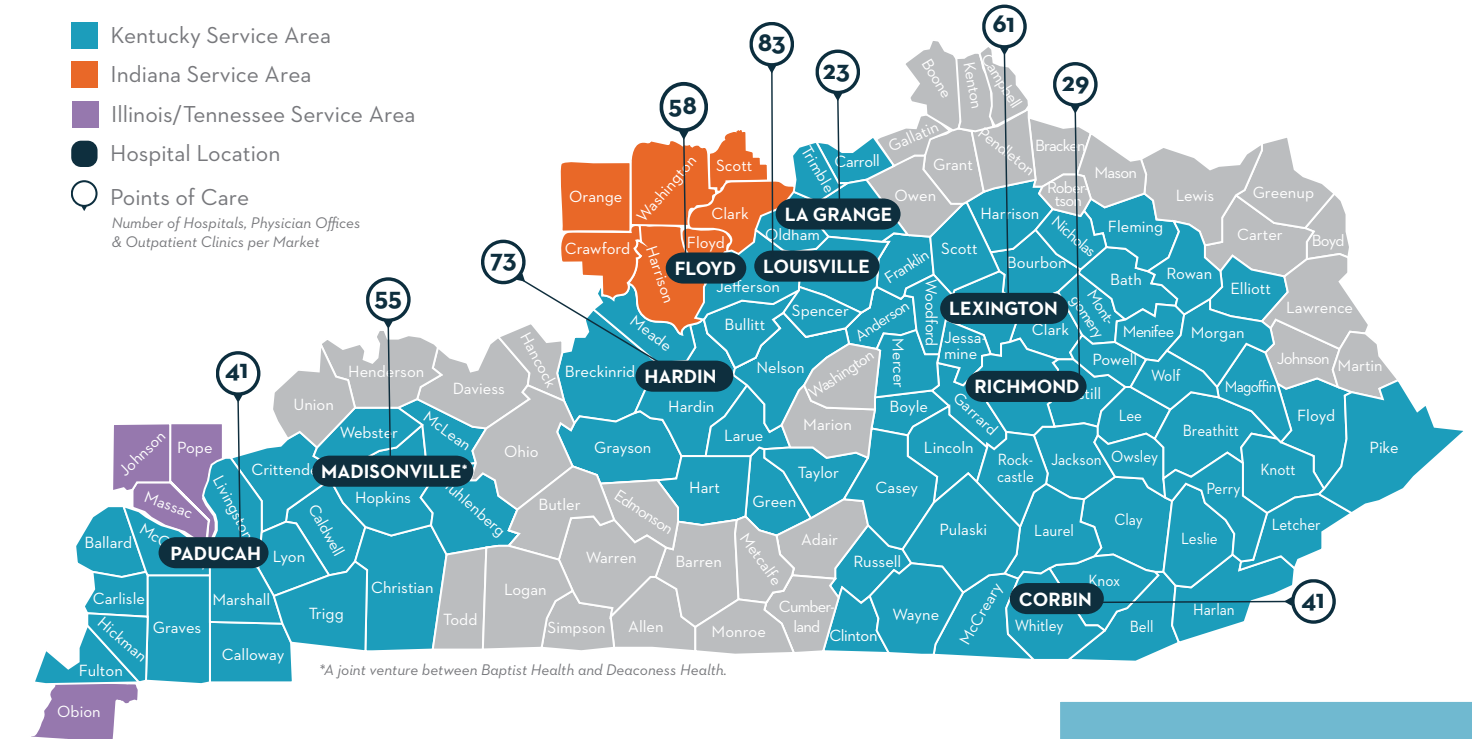
When we all do just a little bit, our efforts combine to create a better world and a brighter future for us all. Will you join us in the mission to save lives?

In gratitude,




ROY LOWDENBACK, MA, CFRE
Vice President of Philanthropy
Baptist Health Foundation

20 | BY THE 23 | NUMBERS



6,851,970 APPROXIMATE NUMBER OF PATIENTS SEEN ANNUALLY

2,740
LICENSED BEDS

464
POINTS OF CARE

103,865
INPATIENTS

2.15
MILLION OUTPATIENTS

372,070
EMERGENCY VISITS

1,425
OPEN-HEART SURGERIES

12,459
BIRTHS

28,886
ONCOLOGY VISITS

1,651
EMPLOYED PROVIDERS

161,403
URGENT CARE VISITS

145,563
VIRTUAL CARE VISITS

109,629
HOME CARE VISITS

Ranked #1

Service	Rank	Volume*
Open-Heart Surgeries	#1	1 in 4
Orthopedic Surgeries	#1	1 in 7
Emergency Visits	#1	1 in 8
Admissions	#1	1 in 6
Kentucky Births	#1	1 in 4
Outpatient Visits	#1	1 in 6

*Number of patients in Kentucky treated at Baptist Health
Annual statistics based on FY22-23 data.

*Current numbers included from FY 2022-2023 Community Report.

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.

20 | GIFT 23 | SUMMARY

Thanks to you and 2,559 fellow donors,
we were able to increase and enhance access to compassionate care for our patients and their families – in the communities where they live, work and play.

\$25,265,638 raised
for programs, technology and advancements in care.

We welcomed **815** new donors
to our Baptist Health Foundation family.

Baptist Health team members donated \$946,535
through Baptist Health Gives, our employee giving program.

Baptist Health made healthcare more equitable with \$424,817
provided to reduce inequities in social determinants of health and remove barriers to care.



20 | PHILANTHROPY 23 | IN ACTION

Baptist Health Foundations, located at each of our hospitals throughout Kentucky and southern Indiana, support programs, projects and people through the reinvestment of 100% of donated dollars into our hospitals to create local impact in the communities we're privileged to serve.

\$5,946,709

Increasing access to patient care through projects aimed at improving location and convenience of care, bringing better care to our neighborhoods and doorsteps.

\$2,781,005

Spurring innovation to bring the most advanced healthcare solutions to our communities.

\$1,058,939

Enhancing patient experiences through creating healing inpatient and outpatient environments with programs such as pet therapy, renovations and upgraded amenities; and community education through outreach initiatives to support breast cancer prevention and behavioral health awareness.

\$646,539

Supporting our caregivers across all Baptist Health facilities, including those facing financial hardship, and through ongoing investment in professional development and training.



\$11,078,359
reinvested into our hospitals in 2023.

20 | GIVING 23 | SOCIETIES

Together, the possibilities are endless

836 PRESIDENT'S CIRCLE MEMBERS

When you become a member of **Baptist Health Foundation President's Circle**, you join our most prestigious annual recognition society. Along with other philanthropically minded individuals who are dedicated to our Christ-driven mission and increasing access to quality care, you will have a behind-the-scenes look at the difference being made in thousands of lives across Kentucky and southern Indiana. With an annual donation of \$1,000 or more, President's Circle members are invited to attend special events to meet doctors, hospital leaders, and other community-focused individuals to learn about specific health issues, enhanced patient care and growth that is propelling Baptist Health to the forefront of healthcare.



Baptist Health Foundation Richmond President's Circle members receive a personal demonstration of the da Vinci robotic surgical system during their event at Lynwood Estate.

THE LEGACY SOCIETY

BAPTIST HEALTH FOUNDATION

53 LEGACY SOCIETY MEMBERS

At Baptist Health, we believe that generosity comes in many forms and that individuals have the ability to transform the world for their lifetime and beyond. When it comes to supporting important causes that are close to your heart, planned giving enables people to make meaningful gifts that memorialize their values and beliefs while creating a unique legacy that can benefit entire communities.

"When you think about it, hospitals care for you, whether you are male or female, old or young, rich or poor. By partnering with Baptist Health, I am contributing to the largest demographic possible and building a legacy that will last for generations. Through planned giving, I am able to do something that is meaningful and rest easy knowing that every cent goes right to the cause. In a few steps, I was able to make a difference that will impact thousands of lives, and that is an honor."



Bill Nash, MD, planned giving donor

20 | CORPORATE 23 | PARTNERSHIPS

A collective approach to making a bigger impact

Corporate giving allows organizations the opportunity to make an impact. With a large footprint that serves 75% of Kentucky, a partnership with Baptist Health is one of the most impactful ways you can make a difference for individuals in all walks of life during the moments that matter most. Last year, corporate partners donated nearly \$2.3 million to Baptist Health Foundation to assist in advancing our mission and driving health for future generations.



A family legacy of giving back | Clark's Pump-N-Shop

For over 25 years, the Clark family has been invested in the growth and expansion of Clark's Pump-N-Shop, a line of convenience stores spanning Kentucky, Ohio and West Virginia. While hard work and collaboration helped to grow the single startup to a chain of 67 retail locations, they find their true passion is what their garnered success has allowed them to give back to the communities they serve.

"One of the pillars of our business and our family is centered on creating a culture of giving and helping others," said Rick Clark. "We are passionate about creating a lasting impact that can touch numerous lives. When we learned that it was possible to partner with Baptist Health, we knew this was another avenue we wanted to go down. Healthcare is something that touches you at some point during your life, and if our involvement can help to enhance the care that our customers, employees and loved ones receive, then that is something we are honored to be a part of."

From left to right: Rick Clark, John W. Clark and Brent Clark.

20 | GRANTS AND 23 | INVESTMENTS

Telford Foundation invests in enhanced cancer care

Something special happens when people and organizations come together to work toward a greater purpose that has the potential to impact thousands of lives. When life becomes unpredictable, there is comfort in knowing that help is nearby, and at Baptist Health Richmond, that help has come time and again from the Telford Foundation.

Over the years, the Telford Foundation has invested millions of dollars into the growth and development of Baptist Health Richmond. In recent years, the Telford Foundation has pledged nearly \$2 million to support the strategic relocation, renovation and expansion of cancer care services.

"The partnership from the Telford Foundation will enable us to expand access to care and enhance the patient experience, but it also helps to ensure the greatest possible impact of Robert Telford's generosity to his beloved community and personal connection to cancer," said Greg D. Gerard, president of Baptist Health Richmond. "The support and generosity from the Telford Foundation helps us to finance programs and advancements that otherwise would not be possible."

To meet the growing needs of eastern Kentucky, the funds from the Telford Foundation were used to complete Baptist Health Richmond's Cancer Center and on-site pharmacy to provide innovative, evidence-based care, focused on meeting the unique needs of each patient being treated for cancer.

Cancer is the second leading cause of death in Kentucky and impacts hundreds of patients in need around Madison County. Baptist Health Richmond is now equipped to provide the highest level of care in one convenient area. With a previous capacity of only nine infusion stations to accommodate lengthy chemotherapy treatments, the recent facility expansion nearly doubled the number of stations. The project also reduced the need for patients to use the stairs or an elevator, thanks to its ground-floor location.

"Through each step of the process, Baptist Health Richmond has remained committed to increasing accessibility and compassionate care in a way that truly benefits those who seek lifesaving treatment," said Greg. "It is our hope to make a time full of fear and uncertainty a little easier, and to provide each person entrusting their health and well-being to us with the tools and resources they need to begin their journey to healing."



Rendering of the expanded cancer center at Baptist Health Richmond, set to open in summer 2024.

2023 SYSTEMWIDE PARTNERSHIPS

Caring for patients at every level

Baptist Health is committed to serving patients at every level, including helping patients find ways to afford the essential medical care they need despite their financial circumstances. Through support from generous donors, Baptist Health has implemented the Epic Financial Assistance Module. This component seamlessly connects patients to the resources they need by offering financial counseling workflow tools to capture information, track qualifying discounts, and automate approved concessions in future treatments.

“Access to preventive, primary healthcare helps protect our friends and family, treating and preventing illness and detecting issues at their most treatable stage,” said Myndall Coffman, associate vice president of patient access at Baptist Health. “Improving access to healthcare for everyone is incredibly important, and that is why financial assistance programs are fundamental to the health of our entire population. Cost can be a deterrent to treatment, and we’re here to help people understand and identify available programs designed to help them during their most vulnerable times.”



Myndall Coffman, Associate Vice President of Patient Access



Kosair for Kids record-setting \$5 million gift benefits maternity services

For mothers and families across the world, the medical care they receive during and after childbirth is not only essential but also what they credit to helping them and their babies reach their full potential for health and well-being.

In 2023, Kosair for Kids, a nonprofit organization dedicated to enhancing the health and well-being of children, pledged to donate \$5 million to support Mother & Baby Care services at Baptist Health’s eight owned hospitals located throughout Kentucky and southern Indiana. The philanthropic gift, the largest in the history of Baptist Health Foundation, will be invested in equipment and physician-led initiatives that benefit pediatric services.



“Kosair for Kids aims to help children realize their potential by overcoming obstacles, but through their investment in Baptist Health, they are equipping medical professionals with the necessary tools to unlock the potential of entire families and future generations,” said Roy Lowdenback, vice president for philanthropy, Baptist Health Foundation. “This gift will be recognized in our hospitals with our first-ever service naming, ‘Baptist Health Mother & Baby Care supported by Kosair for Kids,’ but the recognition of this gift doesn’t stop there. Every mother and child who receives care from pregnancy through postpartum will know that Kosair for Kids has been the catalyst for change that has allowed Baptist Health to provide them the level of care they need for their individual circumstances.”

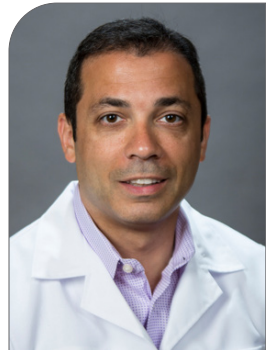
Baptist Health Hardin renamed its Neonatal Intensive Care unit (NICU) in honor of Kosair for Kids, a longtime supporter of the Elizabethtown hospital. Kosair for Kids has also provided funding vital for the opening of the Baptist Health Floyd NICU in New Albany, Indiana.

“Kosair for Kids is firmly committed to the children we serve, especially the medically fragile children who start life in the NICU,” said Barry Dunn, Kosair for Kids president and CEO. “We have proudly supported Baptist Health for years because we believe that the best care should be available as close to home as possible. This announcement sets in stone our commitment to help children live life to the fullest.”

In addition to support for medical initiatives and equipment, the Kosair for Kids agreement with Baptist Health will include the sharing of important information connected to the Kosair for Kids Face It Movement to end child abuse and neglect. Language added to Mother & Baby Care packets will educate parents and caregivers about the dangers of child abuse and neglect and include information about how to prevent it.

20 | FROM OUR 23 | DONORS

Baptist Health Foundation celebrates these encouraging stories of gratitude from some of our generous donors and how their drive to help others and improve healthcare motivates them to push for transformation in the communities we serve.



BAPTIST HEALTH CORBIN — Wajdi Kfoury, MD

“To me, it is more than a job, and this is a way that I can give back beyond the medicine, and that is money well spent.”



BAPTIST HEALTH FLOYD — Nikki Dudley

“I feel really passionate about this community. This is my hometown. I was born and raised here. My family still lives here. I want to see our hometown provide for my family, friends and children.”



BAPTIST HEALTH HARDIN — Judy Stephens

“The care that you get within your own community is unmatched. You can’t find a team of caregivers who care more for your health and well-being than those who you see at church, bump into at the grocery store, or have built relationships with over years of being from the same area. Other places have good people, but they don’t have the right people to give me the care that I need. We’ve come so far, and together, there is still so much more that we can do, and I believe that Baptist Health Hardin is going to get us there.”



BAPTIST HEALTH LA GRANGE — Jonathan Wesbrook

“It’s rare to be able to experience healthcare as a patient and someone who is seeing the big picture. Baptist Health Louisville is close to me, but through the addition of Baptist Health La Grange, healthcare was brought to my doorstep. With the projects that are coming down the pike, access to healthcare is only going to increase. While that may not seem like a big deal, it is invaluable to those who may not have the resources to travel even short distances to get the care they need or in emergent situations where every second counts.”



BAPTIST HEALTH LEXINGTON — Randy Shelley

“My heart attack propelled me into thinking long term for my health. It isn’t just about the care that I received, it’s about ensuring that healthcare continues to grow and develop and can be there when we all need it. Great healthcare is something we should all have access to, and with the recent opening of Baptist Health Hamburg, that is becoming more of a reality.”



BAPTIST HEALTH LOUISVILLE — Bob Hook

“I believe in the mission of this organization. I have witnessed the work that Baptist Health does and the difference it makes for countless individuals. Through decades of growth, the one constant is Baptist Health’s unwavering commitment to the people they serve, and that has inspired me to ensure my legacy includes creating a future where healthcare is more accessible, not only to my loved ones, but to anyone who needs it.”



BAPTIST HEALTH PADUCAH — Judge Bill Howerton

“We’re a small community in a sense, but people come here from all across the region for medical treatment. They can get almost anything they need here without having to go to bigger cities that are farther away. As far as heart care, I don’t think it really gets any better than what we have at Baptist Health Paducah. It’s a boon to the whole community, and we’re happy to support it.”



BAPTIST HEALTH RICHMOND — Jeremy Ballard

“Sometimes when things change you, they change you forever. Learning that you have cancer is never something you want to hear, but I knew that this was bigger than us. God was using me, and this was just the beginning. My diagnosis turned into my mission. The purpose wasn’t about me, but was about who I’ve been able to touch and impact throughout this trial.”

2023 | CELEBRATING REMARKABLE IMPACT

The true spirit of generosity cannot be measured in a dollar amount. Whether you gave \$1 or many, we are celebrating the impact your gifts are making at Baptist Health. From helping to advance technology to ensuring oncology patients have transportation to and from critical appointments, you are making a difference.

Your heart for others has helped enhance our ability to heal families and individuals all around you. Take a look at just a few examples of how much we've accomplished together.

More impact stories can be found online by scanning the QR code.



BAPTIST HEALTH CORBIN

The 20-bed inpatient rehabilitation unit at Baptist Health Corbin has been transformed thanks to the generosity of our donors. The newly renovated space features modern, comfortable patient rooms and functional staff workspaces, all designed to create a more healing environment while better serving the needs of our patients.



BAPTIST HEALTH FLOYD

Baptist Health Foundation Floyd was officially established in 2023, allowing the community the opportunity to partner with their local hospital to meet growing needs and provide essential care to each patient. Within the first year, Baptist Health Foundation Floyd provided bereavement kits to grieving families to help with healing following the loss of a baby.



BAPTIST HEALTH HARDIN

Baptist Health Hardin upgraded the ventilators in the Kosair for Kids Neonatal Intensive Care unit (NICU), which provide a simple, safe interface with customizable features and the most innovative breath delivery technology available. This helps ensure their tiniest patients have everything they need to adapt and become well enough to begin living their lives outside of hospital walls.



BAPTIST HEALTH LA GRANGE

Thanks to generosity, Baptist Health La Grange was able to purchase an Ergo C-arm. The equipment is widely used across a variety of specialties, including orthopedics, urology and gastroenterology, to provide high-resolution images in real time so physicians can track progress and make adjustments during surgical procedures. The enhanced accuracy and precision from this advanced technology leads to better outcomes for our patients and a more efficient surgical workflow in our operating suites.



BAPTIST HEALTH LEXINGTON

Clinicians at Baptist Health Lexington were able to advance their professional growth and development. Through donor support, seven staff members attended trainings and seminars, learning ways to continue improving patient outcomes.



BAPTIST HEALTH LOUISVILLE

Through donations, the Baptist Health Louisville Heart Failure Clinic recently purchased a ReDS™ device. The device is a vest worn by heart failure patients that provides an accurate reading of fluid in the lungs within 45 seconds. This provides an accessible, reliable and more affordable tool that can impact treatment adjustments and reduce the likelihood of readmission.



BAPTIST HEALTH PADUCAH

Donor support enabled Baptist Health Paducah to provide updates to the cardiac cath labs. These updates included new fluoroscopy equipment that allows for more precise measurement and diagnosis. In addition, the cath labs now offer advanced monitors, improved radiation safety for the patient and clinical staff, and the ability to more effectively perform procedures using heart catheters.



BAPTIST HEALTH RICHMOND

The Thrive Center at Baptist Health, an 11-bed inpatient behavioral health unit, opened in 2023 for patients in Madison and surrounding counties. The center provides care for adults ages 18 and older who require hospitalization for behavioral health needs in a safe and structured environment. Philanthropic support from the Pattie A. Clay Auxiliary (PACA) and Blue Grass Chemical Agent-Destruction Pilot Plant (BGCAPP), helped the opening of the Thrive Center become a reality.

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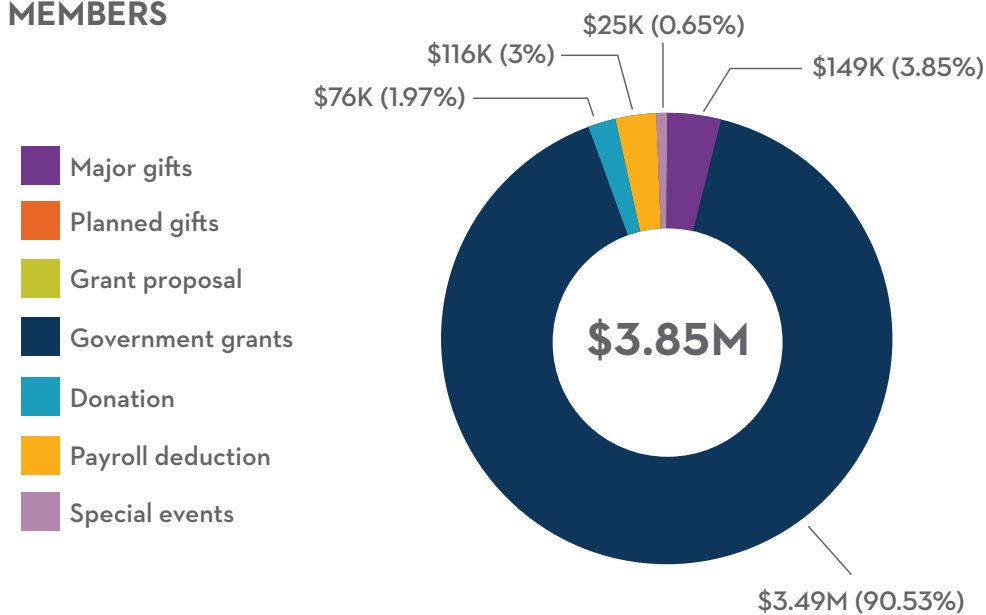
20 | BAPTIST HEALTH FOUNDATION 23 | CORBIN

Gift summary

354
TOTAL DONORS

\$3,852,329
TOTAL RAISED

75
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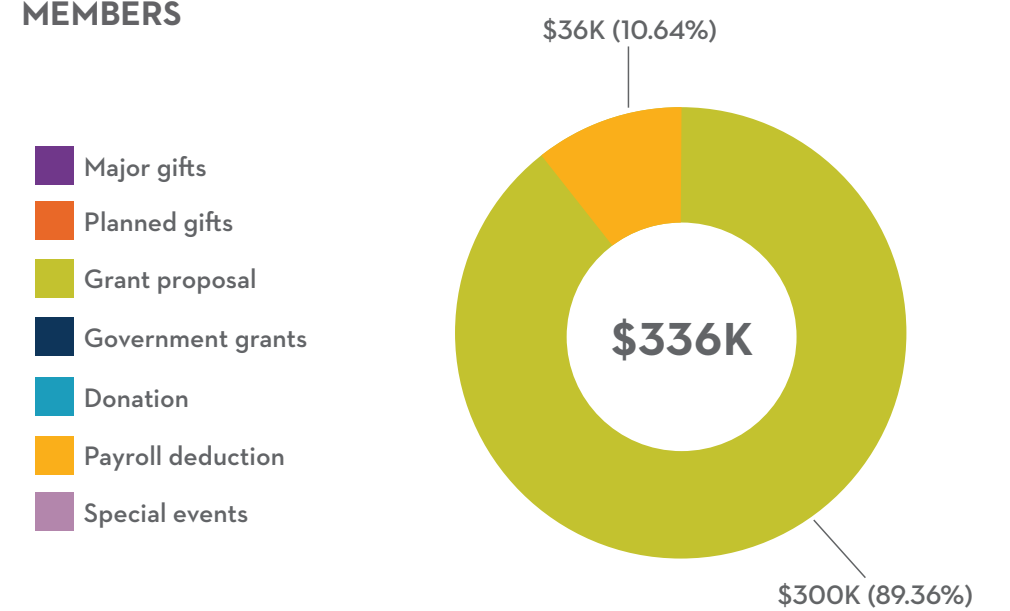
20 | BAPTIST HEALTH FOUNDATION 23 | FLOYD

Gift summary

71
TOTAL DONORS

\$335,711
TOTAL RAISED

31
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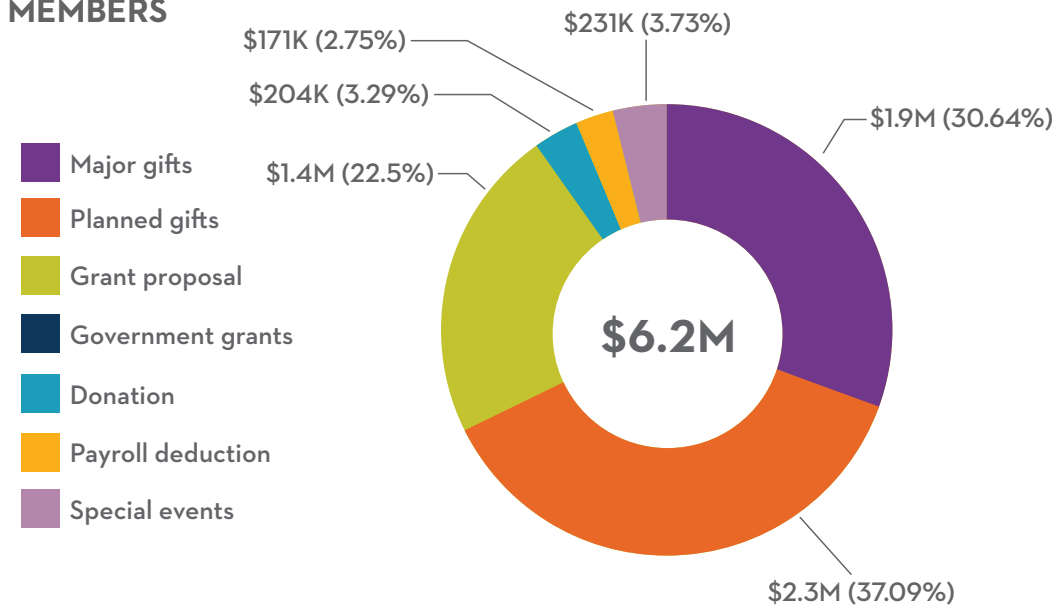
20 | BAPTIST HEALTH FOUNDATION 23 | GREATER LOUISVILLE

Gift summary

651
TOTAL DONORS

\$6,202,102
TOTAL RAISED

216
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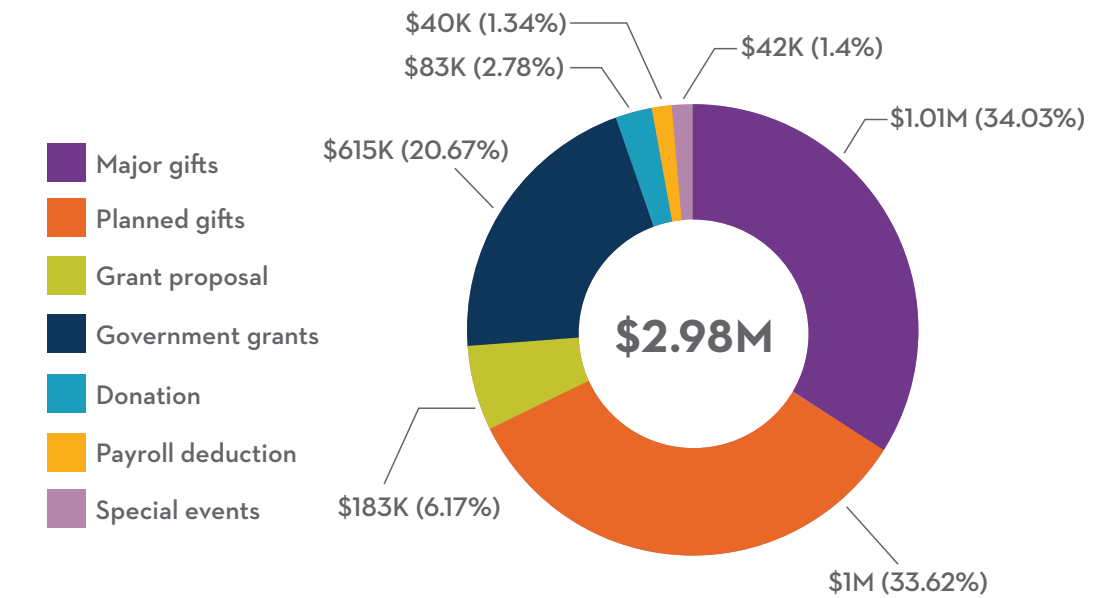
Amy McClure
Philanthropy Coordinator

20 | BAPTIST HEALTH FOUNDATION 23 | HARDIN

Gift summary

187
TOTAL DONORS

\$2,974,847
TOTAL RAISED



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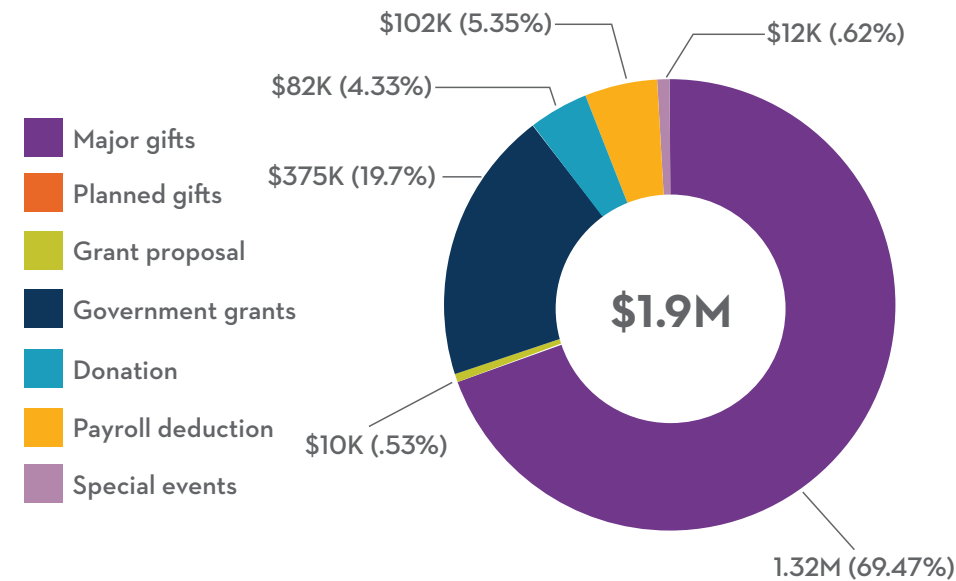
20 | BAPTIST HEALTH FOUNDATION 23 | LEXINGTON

Gift summary

510
TOTAL DONORS

\$1,901,557
TOTAL RAISED

150
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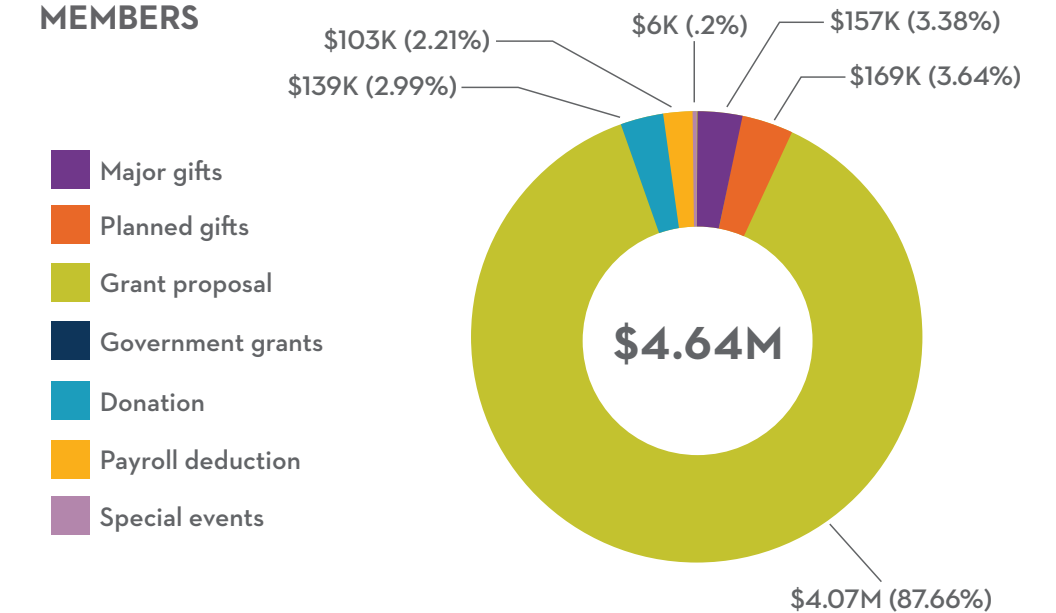
20 | BAPTIST HEALTH FOUNDATION 23 | PADUCAH

Gift summary

287
TOTAL DONORS

\$4,643,506
TOTAL RAISED

182
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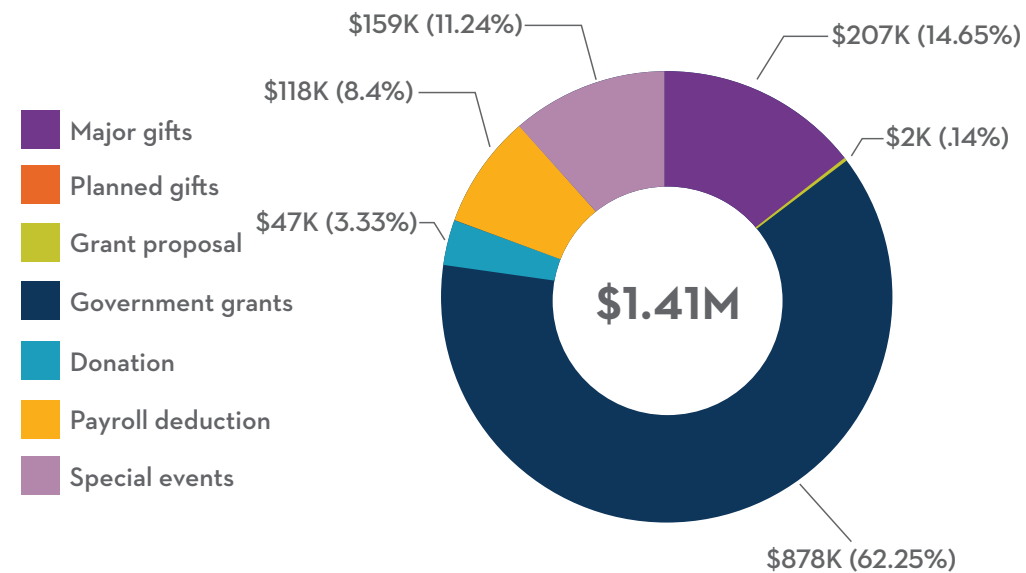
20 | BAPTIST HEALTH FOUNDATION 23 | RICHMOND

Gift summary

272
TOTAL DONORS

\$1,410,143
TOTAL RAISED

90
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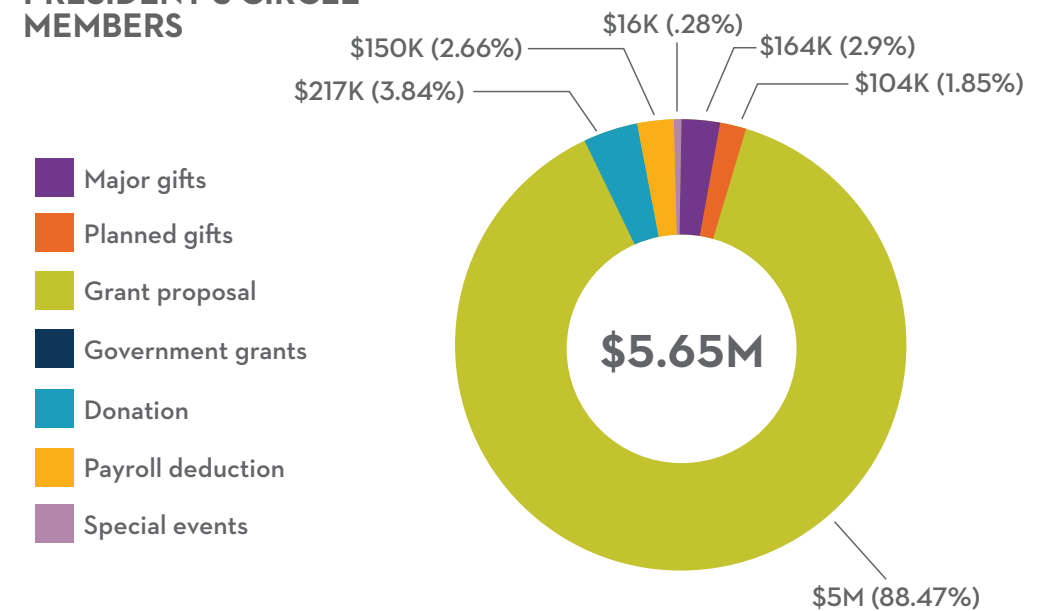
20 | BAPTIST HEALTH 23 | FOUNDATION

Gift summary

227
TOTAL DONORS

\$5,651,876
TOTAL RAISED

76
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MEMBERS



“ Access to the best care possible cannot be left up to chance. At Baptist Health, we value our patients, and we are looking to the future in an effort to rise to meet the growing needs of the communities we serve. Healthcare philanthropy is truly special and can help pave the way to the forefront of healthcare. ”

– Gerard Colman, CEO, Baptist Health



SupportBaptistHealth.org

