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# CALLLED TO ACTION

## Who would have thought?

Who would have thought that when Lydia Parmele, MD, and her colleagues responded to the “call for action” in 1908 with \$4.83 that the community impact of that act would result in the Florida Hospital of today? In 1908, our call to action was to invest \$4.83 in our community. In 2008, our call to action was to invest \$255 million in our community.

Who would have thought that the modest investment of \$4.83 then would yield an annual economic impact in our community of \$4.9 billion today - 100 years later? For this we are all thankful.

Florida Hospital has been “called to act” in this community and we take His invitation seriously. From the hospital’s eight-campus investment of physicians, nurses, technicians, technology and facilities to the personal commitment of our hospital’s family members, we all are engaged in sharing hope, promoting health and providing healing.

We invite you to meet some of our family members as we tell their stories—their “call to action.” We do this so that you might understand better what we are—a true benefit to the community. Our hope is that you might join us as partners in that “call to action” as we aspire to make our community a better and more convivial place to live.

**Lars Houmann**  
President/CEO  
Florida Hospital



# HEALTH CHALLENGES IN OUR COMMUNITY

- Rising unemployment is pushing the uninsured population to exceed 20% in Florida.
- Recent economic conditions have forced many families to make decisions that harm their health and well-being.
- In our community, one out of every four individuals has high blood pressure, high cholesterol and a lifestyle of low physical activity.
- Caring for obesity costs 33% of every dollar spent on heart disease, diabetes, stroke, hypertension, and urinary incontinence.
- Access to quality health care varies widely among Americans.
- The disparities in access to quality health care are not decreasing, and gaps between groups have not been reduced.
- The increasing number of uninsured is a major barrier to reducing these health disparities.
- In our community, one out of every three children is either overweight or obese, which can lead to heart disease, hypertension, diabetes, as well as depression.
- Due to recent budget cutbacks, many schools and other organizations have been forced to remove programs that allow children the opportunity to eat nutritious foods and get adequate exercise.
- Children are going without needed vaccinations, increasing their risk for illness and disease and impeding their entry into schools.
- Children do not have access to adequate assistance in schools and other settings to actively manage chronic conditions, such as asthma or diabetes.

# RESPONDING TO THE CALL



**FLORIDA HOSPITAL  
APOPKA**



**FLORIDA HOSPITAL  
ALTAMONTE**



**WINTER PARK MEMORIAL HOSPITAL  
A FLORIDA HOSPITAL**



**FLORIDA HOSPITAL  
FOR CHILDREN**



**FLORIDA HOSPITAL  
ORLANDO**



**FLORIDA HOSPITAL  
EAST ORLANDO**



**FLORIDA HOSPITAL  
CELEBRATION HEALTH**



**FLORIDA HOSPITAL  
KISSIMMEE**

In the 2008 United Health Foundation ranking of healthy states in the U.S., Florida ranked 45th (8.9% below the national norm) out of 50 states.





## CALLLED TO HELP OTHERS

As a young medical student, Jennifer Keehbauch, MD, witnessed an act of compassion that would shape the future of her medical career. “I saw a doctor who was volunteering his time at a rural clinic slip a patient a few dollars to pay for a prescription,” she said. “It was both heartbreaking and inspirational. I promised myself that one day I’d be in a position to help others get the medical care they need.”

In Orange County alone, more than 200,000 residents, or one in five, are uninsured today. What’s more, most of them are employed full-time and literally, none of them can afford prescriptions. Thanks to the tireless efforts of Dr. Keehbauch, today more than 12,000 uninsured patients have been seen at the After Hours Clinic, which she founded in 2003.

As its name implies, the clinic is open two evenings and Saturdays in order to accommodate the employed. “Having access to convenient, non-urgent medical care makes it far more likely that patients will seek treatment earlier in the course of a disease, reducing the need for emergency services and hospitalization,” said Dr. Keehbauch. “These are grateful, loving people who make you feel that you’ve been called to do something that is important and can change lives.”

**Jennifer Keehbauch, MD, FAAFP**  
Associate Director, Florida Hospital  
Family Medicine Residency Community  
After Hours Clinic for the Uninsured

### FOR YOUR CALLING

For more information about the After Hours Clinic, please call 407-303-7298 or visit [www.flhosp.org/services/afterhoursclinic](http://www.flhosp.org/services/afterhoursclinic).





## CALLLED TO PROMOTE HEALTHY FAMILIES

A healthy family may be our best weapon in the fight against childhood obesity. That, according to Kristin Duquaine, is where wellness begins. “It’s not just kids watching too much TV and not getting enough exercise,” said Kristin, director of Community Health and Wellness at the Florida Hospital for Children. “The real solution lies in creating a healthy environment for the whole family.”

Working with Orlando’s East Area Learning Community, Florida Hospital joined with local educators and school principals to design a program inspired by the book *Super Sized Kids*, written by Florida Hospital nutritionist Sherri Flynt and Walt Larimore, MD.

The result was the SuperFit Family Challenge, with daily school health tips for the kids and an online forum that asked families to assess their current behaviors. Over the weeks, the families were supported with positive behavioral changes that went beyond weight loss.

At the end of the challenge, the Murray family walked away with an all expenses paid trip to Washington, D.C. But even more importantly, an entire school district was called to adopt winning strategies that foster whole family health.

**Kristin Duquaine, RN, MSN/MHA, CDE**  
Director of Community Health and Wellness  
Florida Hospital for Children

### FOR YOUR CALLING

For more information about the SuperFit Family Challenge, please visit [www.supersizedkids.com](http://www.supersizedkids.com).



## CALLED TO INSPIRE WELLNESS

By the time Peggie Burgess' sister was diagnosed with colon cancer, the disease had already progressed to Stage IV. She watched as her sister made a decision to stop treatment and focus instead on the quality of her last days. "It hurt me to see her pain and the lack of support," said Peggie. "I was motivated to be part of a program that would help people with chronic illness manage their symptoms."

With funding from Florida Hospital, today Peggie is implementing the Living Healthy Self-Management Course, an evidence-based program developed and tested at Stanford University for people diagnosed with chronic conditions like heart disease, stroke and diabetes. The only program of its type approved by the Center for Disease Control, the Living Healthy Self Management Course focuses on diet, exercise and symptom management through breathing, relaxation and visualization - skills with benefits that affect virtually every aspect of life.

The Heart of Apopka program relies upon the commitment of community leaders and physician volunteers to reach Peggie's goal of educating 500 individuals, 200 of whom live below the poverty line, through enrollment in the Living Healthy Self Management Course. "If you're able to motivate people, they motivate others," says Peggie. "Every day I see little miracles happen when people are inspired to take responsibility for their health."



**Peggie Burgess**  
Program Manager  
Heart of Apopka

### FOR YOUR CALLING

For more information on how you can help Heart of Apopka, please call 407-625-3271.





## CALLED TO CREATE AWARENESS

They call it the “silent killer.” It damages major arteries every day. It plays a major role in two-thirds of all heart attacks and three-fourths of all strokes. And all too often it’s not detected or treated until it is too late. Scott Brady, MD, medical advisor to the Project Pressure campaign, finds those statistics unacceptable. “Seven out of 10 Americans have blood pressure that is too high. Four out of 10 need treatment, and half of those aren’t being treated as aggressively as they should be,” he stated.

That’s where Project Pressure comes in. Together with Orlando Mayor Buddy Dyer, officials from Walt Disney World, Dr. Brady and dozens of community leaders, Project Pressure was launched as a first of its kind health initiative with a goal of providing free blood pressure screenings and information to one million Central Floridians over the course of the year-long campaign. To date, more than 200,000 residents have been screened free of charge at local Centra Care Urgent Care Centers, fire stations, churches, doctors’ offices and community centers. “Hypertension is a dangerous health condition, but one that can be easily managed,” said Dr. Brady. “I felt the calling to let people know how important it is.”



**Scott Brady, MD**  
President/Senior Medical Director  
Florida Hospital Centra Care Urgent Care Centers

### FOR YOUR CALLING

For more information about Project Pressure, please visit [www.projectpressure.com](http://www.projectpressure.com).





## CALLED TO CONNECT RESEARCH WITH RESULTS

It was a match made in heaven. With one of the country's largest volume cardiac care departments, Florida Hospital was eager to find a partner who could expand its research capabilities and combine them with education and clinical care. "The Burnham Institute was a perfect fit for us," said Florida Hospital Chief Medical Officer David Moorhead, MD. "Combining the cutting-edge research capabilities of the Burnham Institute with Florida Hospital's national reputation as a leader in cardiac care and endocrinology - this is an unprecedented opportunity to take diabetic cardiac care to the next level."

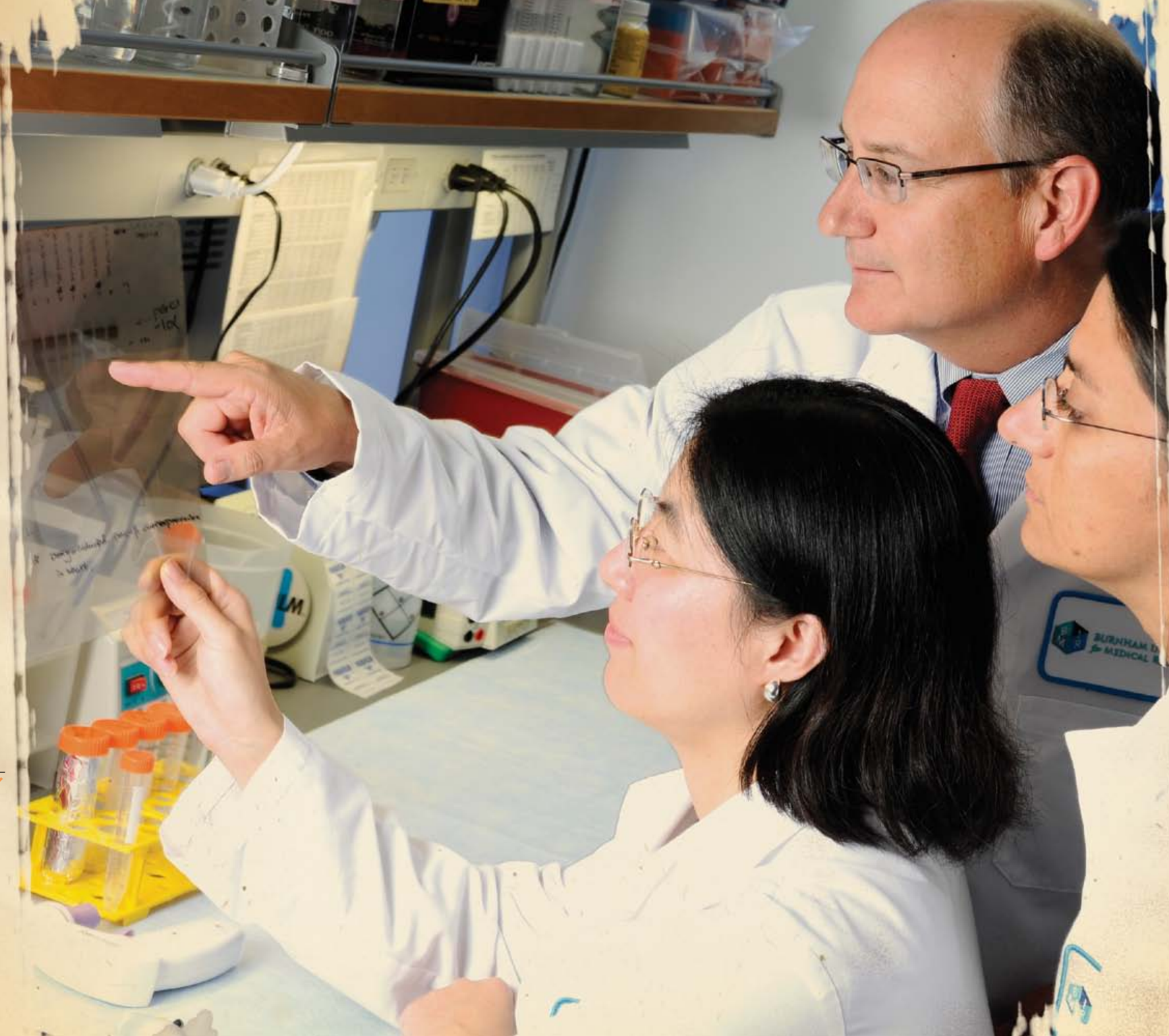
The new Florida Hospital-Burnham Clinical Research Institute (CRI) will bring together experts in the fields of cardiology and endocrinology to offer new hope for diabetics with cardiovascular disease. The CRI will be led by Dan Kelly, MD, a cardiologist who has earned international recognition for his work with the diabetic heart. "We are blessed to have the opportunity to work with Dr. Kelly," said Dr. Moorhead. "I can't imagine a more important calling than to move our research from the scientific bench to the bedside - and back again. "



**Dave Moorhead, MD**  
Chief Medical Officer  
Florida Hospital

### FOR YOUR CALLING

For more information on how you can help the Florida Hospital-Burnham Clinical Research Institute, please visit [www.burnham.org](http://www.burnham.org).







## CALLLED TO SERVE HIS COMMUNITY

As a young boy growing up in Orlando, Bakari Burns watched his friends and family struggle to receive adequate health care. So when Bakari left Orlando in 1992 to attend Florida A&M University on a Disney scholarship, he did so with a desire to return to his hometown and serve his community. Eleven years and two degrees later, Bakari's wish finally came true as he accepted the position of Chief Executive Officer at the Health Care Center for the Homeless.

Over the years, Bakari has watched his organization grow from a small clinic operating one or two nights a week to the 2006 opening of The Orange Blossom Family Health Center. The center provides primary medical and pediatric services, dental services, behavioral health and substance abuse counseling, vision services, a TB shelter, and an on-site pharmacy for the homeless, uninsured and underinsured. With financial help from Florida Hospital and others, this year the organization launched the H.O.P.E. Mobile Medical Unit - a 37-foot "clinic on wheels" - with the ability to reach the homeless who might not be able to access services in any other way.

"I've been called to improve the lives of people I've known since childhood," Bakari says. "At this point in my life, I can't see myself doing anything else."

**Bakari Burns, MPH**  
Chief Executive Officer  
Health Care Center for the Homeless

### FOR YOUR CALLING

For more information on how you can help the Health Care Center for the Homeless, please call 407-428-5751 or visit [www.hcch.org](http://www.hcch.org).



## CALLED TO EMPOWER KIDS

Helping children succeed has always been a big part of Carl Minear's life. So when he was asked to increase Florida Hospital's involvement in the Junior Achievement Program of Central Florida (JACF), he jumped at the chance.

Within the first year of his work with JACF, Carl's enthusiasm led Florida Hospital to become the largest private industry contributor in Central Florida. As Carl puts it, "We went from zero to hero."

For the past 45 years, JACF volunteers like Carl have helped inspire and prepare more than one million local students to succeed in a global economy. JACF's unique, "hands-on" approach teaches them how to generate and effectively manage wealth, how to create jobs that make their communities more robust, and how to apply entrepreneurial thinking to the workplace.

Thanks to volunteers like Carl, this year JACF hopes to reach more than 96,000 students in our community, empowering them to believe in themselves and their ability to make the world a better place.

And that's a calling we can all feel good about.



**Carl Minear**  
Director of Information Technology  
Florida Hospital

### FOR YOUR CALLING

For more information on how you can help the Orlando Chapter of Junior Achievement, please visit <http://orlando.ja.org>.







## CALLED TO FEED THE HUNGRY

High gas prices. Housing foreclosures. Layoffs. Rising grocery costs. For those in our community already struggling to get by, things are only becoming more difficult. In Central Florida alone, one in 10 families needed food assistance at some point during the year, and the numbers are rising.

For more than decade, Florida Hospital has sponsored the annual SHARE Canned Food Drive in support of Second Harvest, the nation's largest charitable hunger-relief organization. The drive traditionally takes place in March, when the holiday donations have dwindled.

This year, the 16,000 employees in the Florida Hospital family donated an astounding 14,500 pounds of canned foods. "It's so rewarding to see how much our employees care about the community," beamed Stephanie Jones, Florida Hospital's Care to Share Manager. "It's all part of our calling to extend the healing ministry of Christ," she said. "To us, those aren't just words — it's a calling we put into action every day, with every act of caring."



**Stephanie A. Jones**  
Care to Share Manager  
Mission Development  
Florida Hospital

### FOR YOUR CALLING

For more information on how you can help the Second Harvest Food Bank, please visit [www.foodbankcentralflorida.org](http://www.foodbankcentralflorida.org).







## CALLLED TO INSPIRE OTHERS

After two fast-paced years in a growing private practice, young Joseph Allgeier, DO began to feel disillusioned – something was missing. He asked for an answer – and in just two short days, the answer came. Joseph received a phone call from a colleague looking for local physicians who could commit a few hours a week to a free clinic funded by Florida Hospital– a place where the uninsured and the underinsured could find a medical home.

Within a year, Dr. Allgeier had immersed himself in his work at Shepherd’s Hope. Today, ten years later, he serves as Director of Osteopathic Medical Education at Florida Hospital, and his residents are involved in this community outreach – a place where countless lives have been saved and many wounded spirits healed. Through his unwavering belief in what medicine could be, should be and can be, he has inspired his entire team of residents to donate an evening of their free time to staff the clinic; leading the next generation of physicians to experience the joy of service for themselves.

With that “mustard seed” of faith, Dr. Allgeier found more than purpose and meaning – he found *his* call to action.

**Joseph Allgeier, DO**  
Director of Osteopathic Medical Education, Florida Hospital  
Medical Director, Shepherd’s Hope

### FOR YOUR CALLING

For more information on how you can help Shepherd’s Hope, please call 407-460-4280 or visit [www.shepherdshope.org](http://www.shepherdshope.org).





## CALLED TO WALK FOR OTHERS

On September 20, 2008, nearly 10,000 Central Floridians and 81 local companies participated in the American Heart Association's "Start! Heart Walk" – a 5K walk at Loch Haven Park. This walk raises funds to reduce the risk of heart attack and stroke as well as to increase awareness that cardiovascular disease is the number one killer of men and women in the United States.

As the walk's signature sponsor, Florida Hospital's commitment to promoting physical activity and heart healthy living prompted Event Chair, Lars Houmann and Co-Chair, Sy Saliba to set a lofty goal of raising \$100,000 system-wide. Under their leadership, more than 1,000 Florida Hospital employees participated and raised \$102,038. According to Lars, "I knew we set our sights high, but I also knew that our employees are dedicated to building healthier lives."

The 2008 walk raised \$755,000, a 15% increase over 2007, making it the most successful Greater Orlando Heart Walk to date.

"Florida Hospital has been recognized as a national leader in advanced cardiac care for more than 40 years, so we feel called to take a leadership role in the Heart Walk for years to come," said Sy.

**Lars Houmann**

President/CEO  
Florida Hospital  
Chairman, Orlando Heart Walk

**Sy Saliba**

Senior Vice President of Marketing  
Florida Hospital  
Co-Chairman, Orlando Heart Walk

### FOR YOUR CALLING

For more information on how you can help the Orlando Chapter of the American Heart Association's Start! Heart Walk, please call 407-843-1330 or visit [www.greaterorlandoheartwalk.kintera.org](http://www.greaterorlandoheartwalk.kintera.org).



## CALLED TO EMPOWER CHILDREN

How do you make eating vegetables, drinking water and turning off the TV to go for walk with your family sound cool? Just ask Tracey Conner. In the early 1980s, she discovered a way to inspire children to make healthy choices in a way that adults just couldn't deliver. Her secret weapon? Puppets.

"Each one of our shows is designed to connect kids to *their* power," said Tracey. "Our message is about making positive life choices, taking responsibility for our actions and showing respect for ourselves and others." It's a message Tracey and her staff have successfully crafted to address hard topics like childhood obesity, disability, divorce, youth violence and rape. In fact, with funding from Florida Hospital and others, MicheLee Puppets has reached more than 1.5 million children statewide over the past twenty years with a message of hope, healing and empowerment. Recently, the non-profit organization was the recipient of the prestigious Walt Disney World Champions for Children award, honoring organizations that empower children.

"I feel called to make the lives of kids better," said Tracey. "It's an incredible blessing to be able to direct your talent toward something you love doing and know you're making a difference at the same time."



**Tracey Conner**  
Executive Director  
MicheLee Puppets, Inc.

### FOR YOUR CALLING

For more information on how you can help at MicheLee Puppets please call 407-898-7925 or visit [www.micheleepuppets.org](http://www.micheleepuppets.org).





## CALLED TO LEAD

A new era is dawning in Central Florida, and Florida Hospital is leading the charge. With the opening of the Ginsburg Tower and the rise of a new Florida Hospital-Burnham Clinical Research Institute, the area's economic base is widening. "Right now, we're poised to take our place as a global destination in the field of health care services," according to Des Cummings President of the Florida Hospital Foundation and Chair of the Central Florida Partnership. "The diversification of Orlando's economy is absolutely crucial to the fiscal health of our community."

In fact, every member of Florida Hospital's top management team is involved in leadership positions with organizations like bioOrlando, the Central Florida Partnership, the Orlando/Orange County Convention and Visitors Bureau, Inc., and dozens of local charitable and social organizations. "At a time when health care and health care reform are top of mind for our nation, we're more committed than ever to ensure that everyone in our community has access to quality health care and that our area assumes a leadership role in the global health care market," said Dr. Cummings. "For us, it's more than just good business. It's our calling."

**Des Cummings, Jr, PhD**  
President  
Florida Hospital Foundation







## CALLLED TO A SACRED TRUST

At Florida Hospital, we never take for granted that we are the beneficiary of a Sacred Trust given to us by the Central Florida community. We are committed to the idea that all of our community deserves access to the highest-quality medical care and attention. That means caring for the elderly and underprivileged even if it involves a financial loss to the hospital, investing in education and training or meeting the spiritual needs of all our families and patients. To us, this is more than a commitment - it is our calling.

### FINANCIAL REPORT AS OF DECEMBER 31, 2007

Benefit to the UNDERPRIVILEGED	\$130,385,003
Benefit to the ELDERLY	\$102,924,483
Benefit to the COMMUNITY'S OVERALL HEALTH AND WELLNESS	\$25,001,999
Florida state tax that funds INDIGENT and MEDICAID CARE	\$15,580,878
Benefit to the FAITH-BASED AND SPIRITUAL needs in the community	\$2,477,790
<b>CALCULATED COMMUNITY BENEFIT</b>	<b>\$276,370,153</b>
<b>Total Capital Spending</b>	<b>\$235,748,754</b>





## CALLLED TO EXTEND THE HEALING MINISTRY OF CHRIST

For a century, Florida Hospital has been called to serve the Greater Orlando area with healing for mind, body and spirit. From humble beginnings, we have grown to a 2,004-bed acute care medical facility - constantly rededicating ourselves to meet the needs and concerns of Central Florida, much of the Southeast, the Caribbean and Latin America. We are proud to be part of the Adventist Health System with 36 hospitals in ten states — the largest not-for-profit Protestant health care system in the United States. Every day is a day we bring our commitment to extend the healing ministry of Christ to every life we touch.

### FLORIDA HOSPITAL'S VITAL STATISTICS FOR 2007

4,518 - Number of nurses

18 - Number of walk-in medical facilities

150,000 - Number of children treated annually

43% of children admitted to a hospital in Orlando were treated at Florida Hospital for Children

2,092 - Number of high risk babies annually

#### Over 1 million patient visits

108,255 inpatient visits

8,639 babies

489,258 outpatient visits

2,072 physicians

327,983 emergency department visits

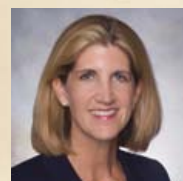
16,041 employees

55,855 surgeries

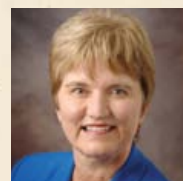


# COMMUNITY HEALTH IMPACT COUNCIL

The Community Health Impact Council, commonly known as CHIC, is a subcommittee of the Florida Hospital Board whose role is to serve as the governing board for all Florida Hospital community benefits activities. CHIC members are responsible to develop, fund and measure initiatives that improve the health of the Central Florida community and reduce medical costs and interventions.



**ANNE KELLEY FRAY**  
Executive Vice President  
Bank FIRST



**CONNIE HAMILTON**  
Chief Nursing Executive  
Officer Florida Hospital



**JAMES E. JARDON II**  
President & CEO  
JHT



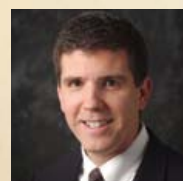
**BOB MANDELL**  
CEO and Chairman  
Mandell Investments LLC



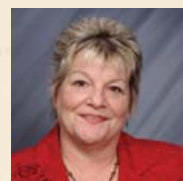
**DES CUMMINGS, PhD**  
President  
Florida Hospital  
Foundation



**LARS HOUMANN**  
President/CEO  
Florida Hospital



**BRIAN PARADIS**  
Executive Vice President/COO  
Florida Hospital



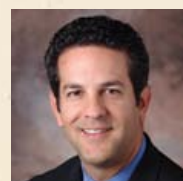
**DONNA SINES**  
Executive Director  
Community Vision, Inc.



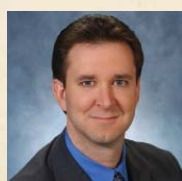
**LORAN HAUCK, MD**  
Chief Medical Officer/Vice President  
AHS Office of Clinical Effectiveness



**CLEM BEZOLD, PhD**  
Executive Director  
Institute for Alternative  
Futures



**EDDIE SOLER**  
Chief Financial Officer  
Florida Hospital



**MIKE HORNER**  
President Kissimmee/Osceola  
Chamber of Commerce



**RICH MORRISON**  
Regional Vice President  
Florida Hospital



**RONIECE WEAVER, MS RD LD**  
Executive Director  
Hebni Nutrition  
Consultants, Inc.



**ROSS EDMUNDSON, MD**  
Medical Director, Hospital  
Medical Management  
Florida Hospital



**TED HAMILTON**  
Vice President of  
Medical Mission  
Adventist Health System



**THOMAS P. WARLOW III**  
Chairman & President  
The Martin Andersen-Gracia  
Andersen Foundation, Inc.



**SY SALIBA**  
Senior Vice President of Marketing  
Florida Hospital



**RICHARD BOGUE**  
Executive Director & Senior Research  
Fellow Center for Health Futures



**SAMANTHA O'LENICK**  
Executive Director  
Corporate Communications and  
Community Relations  
Florida Hospital



**PENNY JONES**  
Manager, Community Relations  
Florida Hospital



**JILL SLAFF**  
Manager, Operations &  
Communications - Center  
for Health Futures

## CHIC STAFF