



Executive Director, Nursing Critical Care

Leadership Profile

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WittKieffer

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Organization Overview

Baptist Health Care is the area's only locally based, not-for-profit health system. We exist to serve the needs of our area. Decisions at Baptist are made with the impact to our community in mind and to support our Mission of helping people throughout life's journey.

While our founders were affiliated with the local Baptist church, people of all faiths contributed to the creation of our organization, and we serve the entire community regardless of religious affiliation. For more than 70 years, we have provided care through our many locations, and we look forward to continuing that legacy for the next 70 years and beyond.

For the health needs of you and your loved ones, we hope you allow us the honor to care for you. We offer a breadth of services and have an amazing team of compassionate caregivers.

Baptist has a history of providing convenient access to groundbreaking care — this includes the advanced services provided by our Baptist Heart & Vascular Institute, the world-class care at our Andrews Institute for Orthopaedics & Sports Medicine and our innovative programs at Baptist Cancer Institute. Now we have built the most modern health care campus in the region that opened in fall 2023. Located at the corner of I-110 and Brent Lane in Pensacola, Florida, this \$652 million campus investment includes a 10-story hospital and the six-story Bear Family Foundation Health Center. It also includes Baptist Hospital Behavioral Health Unit for child, adolescent, adult and geriatric inpatient care. Our new location will transform health care in our community for generations to come.

Our services include:

- Acute inpatient care
 - Behavioral health
 - Cancer
 - Heart and vascular
 - Imaging
 - Infusion
 - Laboratory
 - Mother-baby care
 - Orthopaedics
 - Stroke
 - Surgery
 - Urgent and emergency care
 - Women's services
- In September 2023, we opened the area's newest and most modern health care campus.
 - With nearly 4,500 team members and employed physicians, Baptist is the second largest non-governmental employer in Escambia and Santa Rosa counties.
 - Baptist is governed by representatives of this community through a volunteer board of directors with ultimate decision-making authority. Other health systems may have an advisory board locally, but our board is a true governance board, and all members of these boards live and work right here in northwest Florida.
 - 100% of any margin made is reinvested directly back into Baptist Health Care and the communities we serve. While we do not receive any routine or ongoing public funding from local government, we strive each year to earn a margin that can be reinvested into serving our community – not sent to shareholders or a corporate out-of-state office. This allows us to expand our Mission for all in the community.
 - We are “of this community and for this community” and have always been. We are dedicated to and deeply engaged in our community. In fiscal year 2023, over 450 leaders and team members engaged in service “beyond the walls” in the community with a combined total of 80,000 volunteer hours at a volunteer service value of \$2.7 million. Our team engaged in 77,971 encounters with residents beyond health care to live out our Vision of being the trusted partner for improving quality of life in the communities we serve. This work is accomplished through community health programming, our Faith Health Network, Andrews Institute sports

medicine outreach and athletic trainers at area schools, behavioral health outreach, volunteerism and community engagement, wellness seminars and support groups. The Baptist Health Care Foundation has also served the Gulf Coast community since 1975. While needs have changed over the years, the Foundation remains faithful to developing philanthropic resources that provide services for those I need in our community.

- Born out of the faith community, we exist for all people. Though our founders were affiliated with the Baptist church, Baptist was never owned or operated by any denomination or church body. Without regard to religious affiliation, we serve the entire community, employ a diverse group of team members, and in fiscal year 2023, provided \$64 million of unreimbursed costs to care for the most vulnerable in our community.
- We have a history of transforming for the future. From our beginnings with a single hospital that opened in 1951, we have continuously transformed health care in our community. For more than 70 years, Baptist has offered groundbreaking health care to the communities of northwest Florida. Our latest groundbreaking investment is our new campus at the corner of I-110 and Brent Lane that opened in the fall of 2023 and our recent addition of a hybrid urgent care and emergency department at Baptist Medical Park – Nine Mile.

Our Team Members Make the Difference

The people at Baptist Health Care are called team members, not employees. Our team members make the difference. They are compassionate, skilled and committed.

Our dedicated, diverse team offers lifesaving innovations and sets the standard for excellence while working in various roles — from health care to sports medicine, behavioral health, community outreach, support services and everything in between — each person makes a vital contribution. They are the light in someone’s darkest day. Never wavering in our purpose, they live and act with our Values in mind. Our Values are Ownership, Integrity, Compassion, Excellence and Service. It’s our team members that make our organization special and the care we deliver exceptional.

Workforce Development

Baptist actively engages talented health care professionals into the organization using educational resources for those seeking pathways into health care careers. We also offer a host of training and development opportunities for our team members:

- Ongoing internal educational programs, including on-site BLS, ACLS, PALS and Advance sessions
- Lifelong Learning tuition assistance and reimbursement program
- Early career exploration presentations at area middle and high schools
- Paid training programs, such as our Surgical Technician Intern and Phlebotomy Intern programs
- School affiliation partnerships with over 90 accredited educational institutions for students seeking a future career in health care.

Our Culture

A culture is comprised of the ideas, customs, skills and traditions of a people or group that are transferred, communicated or passed along to generations. Culture is not said; it’s done. Culture is a purposeful result, not a passive outcome. Our culture at Baptist Health Care is anchored in our values which serve as a behavioral compass. We strive to deliver on our values in every encounter with patients, visitors and each other. We also have culture teams staffed with energetic, enthusiastic and creative leaders and team members who guide the design and implementation of our organization’s reward and recognition systems, communications and culture of diversity, equity and inclusion.

Our Community

At Baptist Health Care, our Mission takes us beyond traditional hospital walls. As the area's only locally led, not-for-profit organization, we focus on improving community health through preventive care, education and community engagement, often leading critically important community efforts.

This focus extends Baptist's Mission to help people throughout life's journey. We help ensure that all citizens are afforded access to health care by investing in community health and by participating in and leading collaborative, community-wide partnerships. We have nearly 4,500 team members who are highly dedicated to our community. Many of them are frequently engaged in volunteerism and charitable support.

Our community's health and well-being are our top priorities. We are proud to provide quality medical care to all people who need treatment regardless of their ability to pay. Baptist provides tens of millions of dollars in charity care every year.

We also support our local community through sponsorship support when possible and are eager to partner with other like-minded organizations to have an even greater impact on our community.

To keep up with our continuous efforts to transform care in our community, visit ebaptisthealthcare.org

[Andrews Institute for Orthopaedics & Sports Medicine](#)

[Baptist Hospital](#)

[Gulf Breeze Hospital](#)

[Jay Hospital](#)

[Baptist Medical Park – Airport](#)

[Baptist Medical Park – Navarre](#)

[Baptist Medical Park – Nine Mile](#)

[Baptist Medical Park – Pace](#)

OUR MISSION

Our Mission is helping people throughout life's journey.

OUR VISION

Our Vision is to be the trusted partner for improving the quality of life in the communities we serve.

OUR VALUES

Our organization dates back to 1951. We are the only locally owned nationally recognized health care system in the area with a personal interest in being your care provider. Our passion for caring is evident through involvement in our community's health. We've made it our Mission to help people throughout life's journey.

OUR GOAL

We are led by our Values of Ownership, Integrity, Compassion, Excellence and Service. As the only locally led, nationally recognized health care system in the area, we are invested in the health and wellbeing of those in our community. We want to be your care provider for this generation and the ones that follow.

Recent Awards and Recognition

Baptist Health Care is honored to be recognized and rewarded. Here are some of our distinctions from the past three years.

2024

- Gulf Breeze Hospital received an A rating from The Leapfrog Group.
- Baptist Blood Bank earned AABB accreditation.
- Baptist Weight-Loss Center earned national accreditation for a second time.

2023

- Baptist Hospital was named U.S. News & World Report a Best Regional Hospital.
- Baptist Health Care achieved Fitwel® certification for the design of Bear Family Foundation Health Center.
- Baptist Cancer Institute earned accreditation from the National Accreditation Program for Breast Centers.

2022

- Gulf Breeze Hospital was nationally recognized for its commitment to providing high quality stroke care.
- Baptist Health Care team members were honored at Pensacola Area Chamber Excellence (PACE) Awards.
- Baptist Health Care was recognized as the EntreCon Employer of the Year.

See our more detailed list of awards on our website at ebaptisthealthcare.org/about/awards.

Baptist Hospital

The new Baptist Hospital is unlike any other you've ever experienced. Every detail in its design is purposefully and thoughtfully executed to create the ultimate healing and supportive environment. Patients are in close proximity to their care teams to facilitate greater communication and response time. Treatment spaces are standardized to ensure a consistent positive experience for every patient. Services, such as lab, imaging, therapy and pharmacy, are embedded in patient care areas to provide more efficient communication and delivery of care.

High-quality finishes, abundant natural light and soothing color palettes provide a sense of calm and comfort. Safe, well-lit and intuitive access allow for peace of mind and as you heal.

Gulf Breeze Hospital

Gulf Breeze Hospital has been providing groundbreaking care for nearly 40 years, offering the advanced medical technology and experienced medical specialists often found in larger hospitals, while providing the personalized care of a smaller, community hospital. Being the area's ONLY, five-star rated hospital means you'll receive the best possible care from our incredible team now and for generations to come.

Whether you need inpatient or outpatient care, Gulf Breeze Hospital offers a wide array of services. We are conveniently located in your community to provide the care you and your family need. We've been here for you since 1985, and we will be for generations to come. That's what groundbreaking health care in a community looks like.

Leadership

Mark Faulkner

Mark Faulkner is President and Chief Executive Officer of Baptist Health Care, a three-hospital integrated health care system headquartered, led and governed in Northwest Florida. Baptist is the region's second-largest non-governmental employer with nearly 4,500 team members.



Mark has been with Baptist since 1993 when he joined the team as an administrative resident. Since then, he has served in numerous progressive leadership roles including administrator of Jay Hospital, president of Baptist Hospital, and senior vice president and chief operating officer of Baptist Health Care. In 2012, Mark ascended to the role of President and CEO, only the fourth in the organization's 73-year history.

Mark currently serves as a member of the Florida Hospital Association Board of Trustees having previously served as Chairman. Additionally, he currently serves on the American Hospital Association Regional Policy Board. He was honored by The Greater Pensacola Area Chamber of Commerce as a 2013 PACE Award recipient for Business Leader of the Year and has been named to the Florida Trend list of the top 500 most influential Floridians for the past seven consecutive years.

Mark earned his master's degree in health administration from the University of Alabama at Birmingham, graduating first in his class, and his bachelor's degree in commerce and business administration, magna cum laude from the University of Alabama.

Mark has dedicated his entire career to this community he has always called home. He has served and continues to serve in numerous community and faith-based organizations focused on health outcomes, educational outcomes, economic development and financial stability. He considers himself a blessed individual and believes in using his blessings for good, by serving others.

Position Summary

The Executive Director, Nursing Critical Care is accountable to provide oversight and leadership of critical care services (including people, service, quality, safety, finance, and growth). The position assures service development, personnel management, resource allocation, fiscal management, and evidence-based nursing practice to ensure quality patient care for critical care areas on both the Baptist and Gulf Breeze Hospital campuses. The position is responsible to serve as the nursing liaison with the contracted intensivist group. The Executive Director, Nursing Critical Care may also be responsible for serving as the nursing liaison assigned to vendor services such as dialysis. The position provides operational leadership to the departments and works collaboratively with nursing and other organizational leaders and educators (Vice president, clinical managers, and clinical educators, peers in other departments) to ensure delivery of highly reliable, safe patient care while ensuring judicious stewardship of organizational resources. The Executive Director, Nursing Critical Care is accountable for maintaining a work environment conducive to professional growth, accountability and autonomy and ensures the department functions in accordance with all regulatory agency standards (i.e., DNV, AHCA, OSHA, AACN, ANA, and other appropriate standards of care).

Reporting Relationships

Reporting to the Vice President & Chief Nursing Officer, direct reports include:

Nursing Clinical Managers
Critical Care Nursing Educators

Responsibilities

The successful Executive Director, Nursing Critical Care candidate will:

- Develop, implement, and evaluate an ongoing critical care program that ensures the provision of safe clinical practice and emphasizes reliability in performance and is consistent with the hospital mission.
- Work collaboratively with the critical care managers and the education department to ensure clinical competencies are evidence based and align with policy. Holds self and others accountable for maintain current competencies.
- Accurately identify real/potential problems affecting departments and implements solutions with follow through and communication.
- Ensure the efficient, economic, and quality performance of assigned departments/areas of responsibility to support or provide quality health care services.
- Be responsible for department's operational excellence; ensures department delivers quality services in accordance with applicable policies, procedures, and professional standards.
- Manage direct reports which include orientation, development and evaluation of personnel, and monitoring the provision of delivering quality services. Participates in the recruiting, interviewing and selecting of team members following policies, guidelines and applicable laws. Evaluates their performance relative to job goals and requirements.
- Provide coaching to staff, recommends in-service education programs, and ensures adherence to internal policies and standards.
- Responsibility for the fiscal management of division; assures proper utilization of organization's financial resources.
- Be an effective communicator, communicates departmental, organization, and industry information to staff.

Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Develop a vision for critical care that aligns with the organization's strategic vision. Ensure that the mission and values of the organization are well articulated and supported.
- Build outstanding relationships and establish oneself as the executive leader who is highly engaged, collaborative, accessible, credible, responsive and knowledgeable.
- Identify the staffs' individual strengths and weaknesses and formalize the education and training of the team with more defined processes and ensure succession planning is in place.
- Encourage the team to use data and evidence-based practices to make formative decisions within the departments.
- Further develop a shared governance structure within the departments to achieve the highest level of quality care while improving the work environment, satisfaction and retention.
- Establish a strong presence with the Nursing Executive Committee to be an integral part of the future changes of the hospital.

Candidate Qualifications

Education/Certification

- Bachelor's degree in nursing is required and a graduate degree in business administration, nursing, health care administration, within three years of employment.
- RN license in the state of Florida or eligible compact state.
- BLS and ACLS Provider for Healthcare Providers from the American Heart Association.
- Professional Nursing Certification within two years of employment.

Knowledge and Work Experience

- Extensive Seven to Nine years nursing experience including management and critical care services is required.
- Nursing experience in cardiothoracic surgery is required.
- Nursing experience in neurotrauma and surgical intensive care is preferred.

Leadership Skills and Competencies

- Knowledge of human resource management, program development, fiscal management skills, and familiarity with regulatory and accrediting agency standards.
- Ability to mentor and develop all members of the Critical Care Team.
- Adept at performance/process improvement activities.
- Effective communication skills especially in high emotion, high stress, and high intensity situations.
- Ability to build healthy and successful interdisciplinary team function and relationships (including all disciplines/department particularly nursing and medical staff).
- High degree of personal responsibility and accountability.
- Demonstrates ownership of all processes and outcomes.
- Confident and comfortable with the change process and is effective change agent.
- Customer service-oriented and adept at service recovery and is proactive in meeting customer needs.
- Ability to work collaboratively with team of nurse leaders and to interact effectively with peers from other departments.

The Community

Pensacola, Florida

Located in Florida's panhandle, Pensacola is surrounded by 50-plus miles of coastline which includes the emerald-green Gulf of Mexico waters and crystal-clear bay areas. This makes Pensacola the perfect combination of a relaxed beach town and bustling metropolitan center. The temperate, climate and a friendly community that is driven toward success present an unparalleled quality of life.

The city has a proud military heritage, thanks to the Naval Air Station. In addition to being the "Cradle of Naval Aviation," the Pensacola Bay Area is proud to call itself home to the renowned Blue Angels, officially known as the U.S. Navy Flight Demonstration Squadron. Welcoming family or friends for a visit is convenient with our local Pensacola International Airport which offers nonstop air service to nine major U.S. cities, over 1300 domestic flights, and 21 international flights via six major airlines.

There is no shortage of entertainment, and Pensacola prides itself on its diverse and emerging cultures. Annual festivals, events, and performances display the region's greatest musicians, food, artists, shows, and vendors that captivate the heart and history of the area. Residents benefit from an abundance of resources, from the more than 40 primary and secondary schools which boast some of the highest standardized test scores in the state, to area hospitals and retirement homes which have won numerous awards and continuously rank among the best in the state. Pensacola's heritage includes a mix of many different cultures, making it the ideal place to learn, grow, work, and play. The variety of opportunities available in Pensacola attracts people from all backgrounds to the region. From military personnel to snowbirds, the area is rich in life, commerce, and southern culture.



History

Established in 1559 by Don Tristan de Luna and Spanish settlers, Pensacola is America's First Settlement. Pensacola is proud of its rich heritage and significant place in America's history. Often referred to as "The City of Five Flags", Pensacola is known for having changed ownership several times. The Spanish, French, British, Confederate, and American flags have all flown over our beautiful city. The fascinating past of our city is celebrated every year at our many historic sites, festivals, and parades.

Recently, King Juan Carlos I and Queen Sofia of Spain visited to celebrate the 450th anniversary of Pensacola along with the world's third largest tall ship, the Elcano. The famous Royal Spanish Navy ship returned again in 2015, and the Port of Pensacola was one of two American ports the ship visited that year.

Like the story of our past, the many historical attractions in Pensacola are colorful and interesting. Historic Pensacola Village includes furnished period houses, several museums, and one of Florida's oldest churches. The Veterans Memorial Park contains the only permanent replica of Washington D.C.'s Vietnam Veterans Memorial. Visitors and residents alike also enjoy the Pensacola Lighthouse, the T.T. Wentworth, Jr. Florida State Museum, and the National Naval Aviation Museum.

More than 450 years after our founding, Pensacola is still a flourishing city, with its thriving economy, beautiful landscape, and remarkable past.

Pensacola Beach

Pensacola Beach was awarded TripAdvisor's 2015 Traveler's Choice Award for being one of the top 5 beaches in the nation. It has also been ranked among the best in the country by Dr. Beach and the Travel Channel. Located on Santa Rosa Island, our beach is one of the longest barrier islands in the world. In addition to the sugar white sand and crystal clear emerald waters, our beach also offers first-rate fishing, many local hang-outs and top-notch restaurants, as well as the historic Fort Pickens.



The famous 1,471 feet Pensacola Beach Pier is one of the longest in the Gulf of Mexico. The Portofino Boardwalk, on the Santa Rosa Sound, is home to local open-air bars and restaurants, shops, piers, and shallow water for children.

Another popular attraction is the Gulf Islands National Seashore, which is the longest stretch of protected seashore in the United States. Located on both sides of Pensacola Beach, Gulf Islands National Seashore earned the title of "No. 1 Best Florida Beach," in USA Today's "10 Best Readers' Choice" awards, chosen by voters of USA Today and 10Best. It is an ideal area for all kinds of aquatic and land activities, such as biking, snorkeling, surfing, scuba diving, collecting seashells, or kayaking. During the summer, visitors can be entertained with free concerts four nights a week.

We are proud of our beautiful beach, which offers some of the best fishing and boating in Florida.

Downtown Pensacola

A combination of rich history and cosmopolitan success make Downtown Pensacola the heart and soul of our city. From award-winning restaurants, unique boutiques, incredible event venues, to the multiple beautiful and historical parks, there are arts and cultural experiences at every turn.

Downtown Pensacola is home to the historical district, filled with 500 years of great facts, as well as one of the American Planning Association's "top 10 Great Streets in America": Palafox Street. Palafox Street is a great place to discover all types of remarkable local businesses in Pensacola. Visitors and residents alike enjoy strolling through our beautiful parks, including Plaza Ferdinand, the Veterans Memorial Park, Alabama Park and Martin Luther King Jr. Plaza and Plaza DeLuna. Many bike-ride and run next to the shining waters of Pensacola Bay. Downtown is also filled with great art museums, such as the Pensacola Museum of Art and Artel Gallery. Children enjoy the Children's Museum or Mess Hall where they can have hands on fun with science, math and engineering. Residents and visitors flock downtown for the endless festivals, art shows, Gallery Nights, parades, and performing and visual arts. Downtown is the heart of America's first city; it's where the city began, and where growth and progress continue to meet with a past more than 400 years old. Modern condominiums and historical houses complement each other right next to the waterfront, culture thrives, and excitement is never-ending.

Procedure for Candidacy

Please direct all applications, nominations and inquiries to the WittKieffer consultants assisting Baptist Health Care with this recruitment, preferably via e-mail, to tdavis@wittkieffer.com or through the WittKieffer Candidate Portal by [clicking here](#).

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267.766.0410

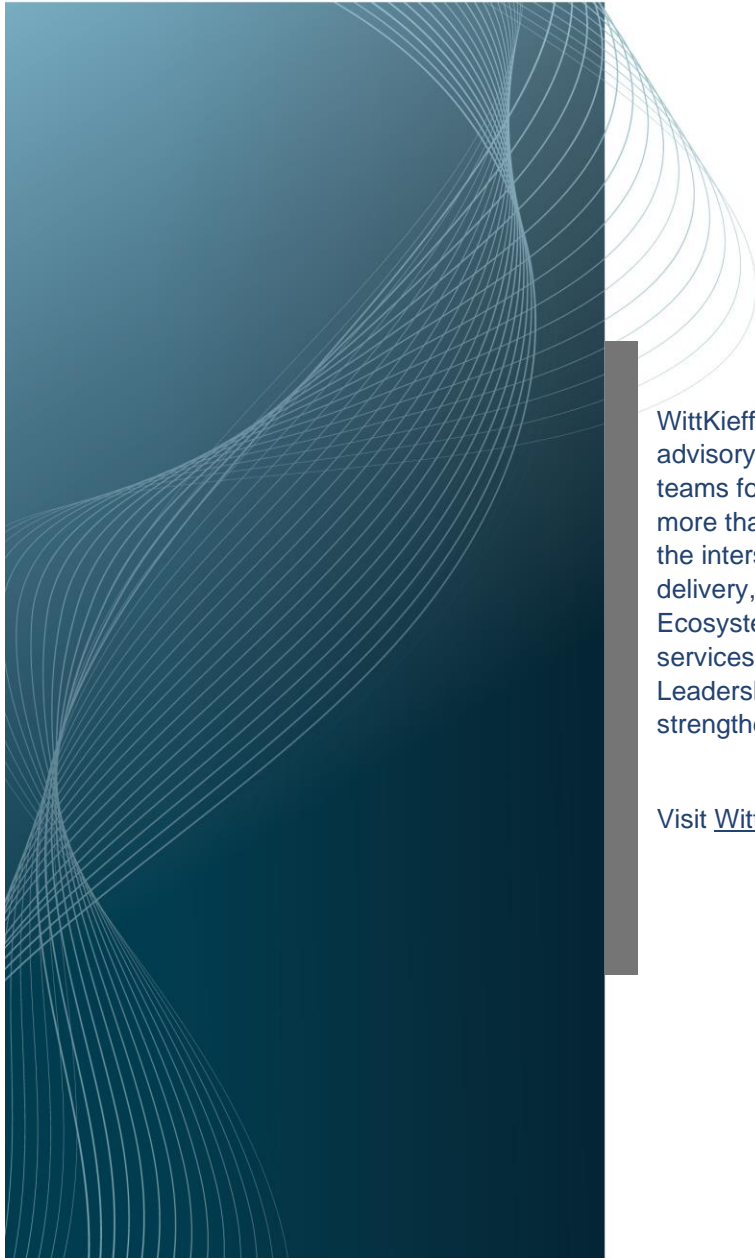
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Baptist Health Care values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from Baptist Health Care documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

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