

# From the President



**Brian E. Keeley**  
President and  
Chief Executive Officer

“As we stand up to the pandemic before us, we are more resilient, sustainable and better prepared than we have been in the past.”

**APRIL 2020**

## **We are Strong. We are Prepared. We are Baptist Health.**

Ladies and Gentlemen:

Several days ago, the Surgeon General warned the American people to brace for a “rough two-week period” ahead with a projected pandemic death toll and the ensuing skyrocketing increase in the number of jobs lost. I know this has caused a lot of anxiety and uncertainty for the entire Baptist Health family, but we will get through this — together.

This is not the first national crisis we have faced. The AIDS crisis of the 1980s, Hurricane Andrew in 1992 and the 9/11 attack of 2001 all challenged the people of South Florida. By working closely together and learning from past experience, we recovered from each crisis in a stronger position than before. As we stand up to the pandemic before us, we are more resilient, sustainable and better prepared than we have been in the past.

Many of our executives and physicians led us through these other crises and have the experience and expertise to deal with this invisible enemy — COVID-19. Most importantly, we have an amazing team of front-line caregivers — nurses, doctors, respiratory therapists and other support personnel totally dedicated to patients who have entrusted them with their care. They are the courageous heroes who put themselves in “harm’s way” to care for all those who come through our doors seeking help. Our top priority is to protect the safety and health of all our employees, especially our frontline caregivers, so that they can care for our patients and community.

We have had the benefit of watching this crisis evolve in other parts of the nation and the world, which has enabled us to prepare accordingly. We have acquired additional personal protective equipment/PPE (surgical and N-95 masks, gowns and goggles), ventilators and, just recently, rapid, point-of-care diagnostic testing equipment to assist our front-line caregivers in their heroic efforts. Today, Baptist Health is well prepared to deal with this pandemic in South Florida.

We truly value you, your role in our efforts and your ability to provide these life-saving services and everything you do for our patients. Please take care of yourselves (“self-care”) by following all the CDC guidelines, including the prescribed use of PPE, proper handwashing, social distancing and sheltering in place as well as finding time for rest and renewal as much as you can.

Working as a team, we will get through this and remain strong.

With sincere gratitude and admiration,

A handwritten signature in black ink, appearing to read "Brian E. Keeley", written in a cursive style.

**Brian E. Keeley**  
President and Chief Executive Officer