



**FOR IMMEDIATE RELEASE**

## **James M. Cox Foundation Awards \$500,000 to Baptist Health Care Foundation**

**PENSACOLA, Fla. (July 18, 2023)** – The James M. Cox Foundation awarded a \$500,000 grant to fund CareView, a predictive patient monitoring system at the new Baptist Hospital campus and Behavioral Health Unit, scheduled to open September 2023. The foundation is the charitable arm of Cox Enterprises, parent company of Cox Communications, and named after the company’s founder.

CareView is a virtual monitoring system designed to help health care providers with patient safety by reducing falls, reducing self-harm and increasing patient safety. Its patented technology can help predict inpatient falls, alert staff to at-risk patients and further a culture of patient safety.

“At Baptist, patient and team member safety is our top priority,” said Mark Faulkner, president and CEO of Baptist Health Care. “We are proud to partner with the James M. Cox Foundation and Cox on this essential technology for the new campus to add another layer of quality to ensure our patients are recovering safely while also keeping us at the forefront of innovative medical technology.”

The Behavioral Health Unit, an inpatient department of Baptist Hospital, will utilize a more robust version of CareView for their specialized patient population. Specific to behavioral health care, CareView allows facilities to keep a continuous watch over patients who present with behaviors that warrant a higher level of protective observation, such as exhibiting extreme combativeness, being self-destructive or being considered a danger to themselves or others.

The patient monitoring solution uses infrared technology and 24-hour monitoring for patients perceived to be at risk for suicide or self-harm. CareView also provides virtual bedrails that will alarm care teams and allow for a faster response time. This technology will be an ideal addition to the behavioral health geriatric unit, where patients are at a much higher risk for falls, especially at night.

The Cox grant will include the installation of 20 observation cameras at Baptist Hospital and 72 cameras that will be installed for observation at the Behavioral Health Unit. All cameras will be strategically located and adjusted to units where there is the greatest risk to patient safety.

“Cox has been a proud longtime partner of Baptist Health Care and the Baptist Foundation, and we’re excited about the James M. Cox Foundation’s generous investment in this beautiful new facility under construction in Pensacola,” said David Deliman, Cox Communications’ Gulf Coast market vice president. “The opportunity to partner with Baptist Health Care to use state-of-the-art technology to care for and monitor some of the most at-risk patients will help ease the minds of friends and family members in our community.”

Implementing the CareView system will allow Baptist Health Care to continue to provide the highest quality care for their patients.

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For more information about this press release or to schedule an interview, please contact Carmela Cook at 850.791.5254 or [BHCMediaRelations@bhcpns.org](mailto:BHCMediaRelations@bhcpns.org).

*About Baptist Health Care*

*Baptist Health Care is a not-for-profit health care organization based in Northwest Florida that is committed to helping people throughout life's journey. The organization is a proud member of the Mayo Clinic Care Network. Baptist continuously strives to be a national leader in quality and service. Baptist Health Care includes three hospitals, four medical parks, Andrews Institute for Orthopaedics & Sports Medicine and a large network of primary care and specialty physicians. Baptist Health Care is one of the largest non-governmental employers in Northwest Florida.*

*Baptist Health Care • Baptist Hospital • Gulf Breeze Hospital • Jay Hospital • Baptist Medical Parks Airport, Nine Mile, Navarre and Pace • Andrews Institute • Baptist Medical Group • Baptist Heart & Vascular Institute  
• Baptist Health Care Foundation*

*About the James M. Cox Foundation*

*[The James M. Cox Foundation](#) is named in honor of Cox Enterprises' founder and provides funding for capital campaigns and special projects in communities where the company operates. James M. Cox was Ohio's first three-term governor and the 1920 Democratic nominee for president of the United States. The foundation concentrates its community support in several areas, including conservation and environment, early childhood education, empowering families and individuals for success, and health.*