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The Nebraska Medical Center Wins National Consumer Choice Award

OMAHA, Neb. – The Nebraska Medical Center is the only hospital in the Omaha metro to earn the 2007 Consumer Choice Award, which represents the voices of thousands of patients across the country.

The National Research Corporation (NRC), an independent research firm based in Lincoln, interviewed more than 200,000 thousand households to find out which hospitals offer the highest quality care. In Nebraska, the only hospital is The Nebraska Medical Center.

“The fact that our selection for this award was made by our consumers makes this award especially meaningful,” said Glenn Fosdick, FACHE, president and CEO of The Nebraska Medical Center. “For four straight years now, families have recognized The Nebraska Medical Center as the best place for healthcare whether a loved one is here for a check-up or life-saving surgery.”

This is the fifth time in six years that The Nebraska Medical Center has earned the Consumer Choice Award and the second year that it has won sole honors.

The NRC surveyed more than 200,000 households by email between May and July of this year. The respondents were questioned about the quality of care and image of hospitals in their metropolitan areas. Their answers were then weighted and tabulated to form the list of top hospitals. The margin of error in the survey is + or – 0.2 percent.

“This award is just one indicator of how The Nebraska Medical Center is performing as a healthcare facility, we will continue to do what is necessary to provide even higher quality healthcare in 2008,” said Fosdick.

Winners of the 2007 Consumer Choice Awards can be found in the Sept. 17th issue of *Modern Healthcare* magazine.

With a reputation for excellence, innovation and extraordinary patient care, The Nebraska Medical Center has earned J.D. Power and Associates' Hospital of Distinction award two consecutive years. It also received the 2007 Consumer Choice Award, a mark of patient satisfaction as selected by healthcare consumers and has achieved Magnet recognition status for nursing excellence, as well as the Award of Progress from the state of Nebraska's Edgerton Quality Awards Program. As the teaching hospital for the University of Nebraska Medical Center, this 689 licensed bed academic medical center has an international reputation for providing solid organ and bone marrow transplantation services and is well known nationally and regionally for its oncology, neurology and cardiology programs. The Nebraska Medical Center can be found online at www.nebraskamed.com -30-