

For Immediate Release
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Contact:
John Atkinson at (334) 528-5925
john.atkinson@eamc.org

EAMC Recognized by WomenCertified®

(Opelika, AL) – In a full-page ad in *USA Today* on September 23rd, WomenCertified® named its “Top Hospitals for Patient Experience,” and East Alabama Medical Center was 1 of only 5 Alabama hospitals recognized. WomenCertified®, the voice of female consumers, says their “scoring process is unique in that it is the only national list that focuses on female patient satisfaction.”

“Our goal is to help simplify your choice when it comes to healthcare,” WomenCertified® says on its web site. “Because being treated with the quality of care we expect for ourselves and our families is not only important, it also affects our health, well-being and healing.”

WomenCertified® states that their scoring process begins with scores derived for each hospital in the “Hospital Consumer Assessment of Healthcare Providers and Systems” (HCAHPS) database. “The score takes a subset of the questions HCAHPS uses that our research and experience shows are more important to women than to men. The scoring is totally objective and uniform.”

“We are very pleased that our hospital has received this recognition from WomenCertified®,” states **Laura Grill**, executive vice president and administrator at EAMC. “It is outside confirmation of what we know goes on at EAMC. We are committed to high quality, compassionate care, and our staff members and medical staff live out that mission in how they care for all of our patients, both male and female.”

Here are 5 areas that WomenCertified® says are more important to women than men:

Cleanliness - Cleanliness embodies everything from the appearance of your facilities right through to the patient room bathrooms, from clean and pressed lab coats to the cleanliness of your cafeteria.

Communications with Nurses – Women place a higher value on building and maintaining relationships, and nurses can either foster or hinder that relationship with the hospital. Communications, both non-verbal and verbal, have a significant impact on how a woman perceives her experience with the hospital.

Communications with Doctors – Bedside manner and ability to be perceived as competent and compassionate strongly impact the patient experience. Women appreciate more talk time and more eye contact.

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Response to Help Requests – All patients appreciate fast response. For a female though, it goes beyond response time as the tone and attitude during that process impact her perception of the experience.

Willingness to Recommend - Women are twice as likely to refer a business than a man. She is even more cautious in making referrals as she places more emphasis on protecting her relationships.

The other 4 Alabama hospitals named to the list were:

- Callahan Eye Foundation Hospital (Birmingham)
- Fayette Medical Center (Fayette)
- Thomas Hospital (Fairhope)
- UAB Hospital (Birmingham)

-EAMC-

About WomenCertified®

WomenCertified®, the voice of female consumers, awards businesses and brands based on consumer experience. WomenCertified is on a mission to give women a collective voice so we can help each other identify businesses who deserve our loyalty and referrals. We are a trusted referral source for businesses and brands that women in your community would recommend.

Those businesses and brands that meet a higher standard of customer experience among women are awarded the Women's Choice Award. The Award is based on surveys of tens of thousands of women, as well as research conducted in partnership with the Wharton School of Business on what drives the consumer experience for women vs. men. This research led to the development of the Female Sales and Service Satisfaction Index. Businesses that perform well are awarded the Women's Choice Award. For more information, visit www.womencertified.com.

About EAMC

East Alabama Medical Center is a 340-bed regional referral hospital located in Opelika that serves a five-county area. With more than 2,600 employees, EAMC is Opelika-Auburn's second largest employer. Among the many services that EAMC provides are open-heart surgery and cancer treatment, both of which are highly acclaimed specialties at the hospital. The Medical Center has also ventured into non-mainstream services in the past few years, adding four retirement living facilities, a fitness center, a diabetes & nutrition center, and a wound care center. In addition, EAMC operates the Auburn University Medical Clinic. The hospital, which opened in 1952, was ranked among Fortune's "100 Best Companies to Work For" in America in 2001 (#36) and in 2002 (#18). For more information, please visit www.eamc.org.