



Press Release

J.D. Power and Associates Reports: Northside Hospital Recognized for Providing Outstanding Maternity Experience for a Third Consecutive Year

WESTLAKE VILLAGE, Calif.: 5 December 2011 — Northside Hospital, located in Atlanta, Ga., has been recognized for service excellence for a third consecutive year under the J.D. Power and Associates Distinguished Hospital Program.SM This distinction acknowledges a strong commitment by the hospital to provide “An Outstanding Maternity Experience.”

“In earning this distinction for maternity services, Northside Hospital has once again demonstrated its commitment to service excellence by creating a highly patient-focused culture at every touch point for expectant mothers,” said John Clark, director of provider programs at J.D. Power and Associates. “This recognition distinguishes the care the facility provides and places it within an elite group of hospitals nationwide.”

The service excellence distinction was determined by surveying recently discharged maternity patients about their perceptions of their hospital visit and comparing the results to the national benchmarks established in the annual J.D. Power and Associates National Hospital Service Performance Study.SM

The telephone-based research conducted among Northside Hospital maternity patients focuses on the five key drivers of patient satisfaction with their overall experience. These drivers, which were identified in the national study, are speed and efficiency; dignity and respect; comfort; information and communication; and emotional support.

Northside Hospital exceeds the national benchmark study score for overall maternity services satisfaction. The hospital performs well, compared with the national study, in providing maternity patients with dignity and respect.

The hospital also performs well in providing maternity patients with emotional support. Northside Hospital receives high ratings from maternity patients for their confidence and trust in the doctor’s skill level and the nurses’ willingness to address questions and concerns.

More than three-fourths (77%) of maternity patients say they would recommend the hospital to others, while 75 percent say they would return to the facility if needed. When asked if they have more trust and confidence in Northside Hospital after their most recent stay, 37 percent of patients say they did, compared with only 16 percent for the national benchmark.

“We are delighted to have received this highly regarded recognition from J.D. Power and Associates for a third consecutive year,” said Bob Quattrocchi, president and CEO of the Northside Hospital health care system. “Northside delivers more babies than any other single hospital in the U.S. and our commitment to high-quality, compassionate care and service excellence remains our calling card in metro Atlanta. The hard work and dedication of physicians, midwives, staff and others have created a reputation for maternity and newborn services

at Northside that is excellent. Their efforts have made receiving this national recognition possible again; and we thank them for all their efforts.”

Nongovernmental, acute-care hospitals throughout the nation are eligible for the J.D. Power and Associates Distinguished Hospital recognition for inpatient, maternity, cardiovascular, emergency and outpatient services. Distinction is valid for one year, after which time the hospital may reapply for this recognition.

About J.D. Power and Associates

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