

September 3, 2010

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NMMC-WEST POINT REWARDS PATIENTS FOR THEIR INPUT

WEST POINT, Miss.—The staff at North Mississippi Medical Center-West Point knows the best way to improve patient satisfaction is to go straight to the source. That's why the local hospital holds a monthly drawing to reward patients who return their feedback survey.

A random sample of inpatient, outpatient and emergency department patients receive a survey to rate their service at NMMC-West Point. The surveys are received and processed by Press Ganey Associates Inc., a firm that partners with more than 7,000 health care facilities to measure and improve the quality of their care. The company's databases are the largest in the industry and allow facilities nationwide to benchmark their results against peer organizations.

Patients are certainly not required to include their name on returned surveys; however, those who do are entered into a monthly drawing for a \$50 Wal-Mart gift card.

Nikoya Hollingsworth was happy to share her feedback. "The staff at North Mississippi Medical Center made my 3-year-old daughter feel comfortable during her five-day hospital stay. The extraordinary care and compassion that everyone showed to her was an essential part of her recovery," Hollingsworth said. "I felt the need to recognize the staff members for the outstanding 'job well done.' Filling out the survey was a way for my daughter and me to say 'thank you' for all of the care and compassion that was shown to us."

Returning the survey also allowed Hollingsworth to suggest ways services may be improved. "Your comments and suggestions are important and they can help to make North Mississippi Medical Center a better place for everyone," she added.

Former patient Mary Ann Shows was thrilled to receive her gift card and said she always fills out surveys. "Every business should want to know how the service they provided was. It helps you know how you can make the next visit even better for the next person," Shows said. "It is an easy way to let people know how they perform their job. I was excited to receive the \$50 gift card."

NMMC-West Point Administrator Kent Rogers says every patient satisfaction survey is read and appreciated. "Input from patients and their families is incredibly valuable to us in taking patient satisfaction to the highest level possible," Rogers said. "We realize that we always

have room for improvement, and hearing from people who have recently used our services really helps us take immediate action to improve.”

Rogers said he personally welcomes feedback not only through returned surveys, but also by phone at (662) 495-2301 or by e-mailing wkrogers@nmhs.net.