

National Research Corporation Names Good Shepherd Among Top Hospitals

LINCOLN, NE – National Research Corporation (NRC) publicly recognized the nation's top hospitals this week with the 2009/2010 Consumer Choice Award. The award identifies hospitals which healthcare consumers have chosen as having the highest quality and image.

Ginny Martin, President of NRC's Ticker Division, said winners are determined by consumer perceptions on multiple quality and image ratings collected in the company's Healthcare Market Guide Ticker study. Of the 3,200 hospitals named by consumers in the study, the winning facilities rank highest in their Core Based Statistical Areas (CBSAs) as defined by the U.S. Census Bureau.

"Healthcare has become an increasingly important issue across the country and empowered consumers are making decisions for themselves and their families when selecting their healthcare facilities and services," Martin said. "As care options multiply and financial challenges remain strong, consumer perception of quality continues to grow in importance. Dedication to providing high quality healthcare has become essential for all hospitals. In the face of adversity, these Consumer Choice award winners exemplify the dedication it takes to provide quality healthcare to their communities, and we are pleased to honor them through the eyes of their patients."

"At Good Shepherd, providing quality healthcare is more than meeting defined criteria or protocols but providing care that produces successful outcomes so that patients heal quickly so they can return to a good quality of life," said Ed Banos, president and chief executive officer. "We are pleased that the area consumers have identified Good Shepherd as their preferred hospital based on quality and image."

NRC's Healthcare Market Guide Ticker is the nation's largest and most comprehensive study of its kind. No other study used to measure hospital performance and preferences contains more consumer responses than NRC's study. National Research Corporation is an industry leader, with more than two decades of experience in healthcare performance measurement and improvement.

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