



**FOR IMMEDIATE RELEASE:**

Contact: Dan Jacobs  
Phone: 936-637-8542  
Cell: 936-229-0072  
[daniel.jacobs@woodlandheights.net](mailto:daniel.jacobs@woodlandheights.net)

### **Woodland Heights Underscores Commitment to Patient Satisfaction**

Lufkin, TX, February 22, 2010 – On Wednesday, February 17, 2010, Woodland Heights Medical Center hosted Lara Burnside, a consultant with the Studer Group, a nationally known health care consulting firm devoted to teaching organizations how to achieve higher employee retention as well as greater patient and customer satisfaction.

“Woodland Heights already leads our community in patient satisfaction,” said Casey Robertson, Interim Chief Executive Officer of Woodland Heights Medical Center. “We are proud of all our recent scores and we continue to take every opportunity to further excel. Partnering with the Studer Group underscores our efforts and commitment to continuous improvement.”

A national website hosted by the Centers for Medicare and Medicaid Services (CMS), allows consumers to evaluate hospitals based upon quality and patient satisfaction. According to the most recent HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) data released November 23, 2009, Woodland Heights exceeded other Lufkin hospitals in eight of the ten HCAPS measurements. This survey provides information regarding the patient’s perspective of care and is the nation’s only standardized survey that asks recently discharged patients to rate their hospital experience.

“The HCAPS survey is one important and valuable measure of our overall patient satisfaction efforts,” continued Robertson. “We are always engaged in education and training in an effort to deliver quality care and service that exceeds our patients’ expectations about their hospital experience.”

The Studer Group is a healthcare consulting firm that specializes in teaching evidence-based tools and processes to produce service and operational excellence. Quint Studer, Chief Executive Officer of the Studer Group, was named one of the "Top 100 Most Powerful People" by Modern Healthcare and has gained national recognition (USA Today, Inc. Magazine, Investor's Business Daily) as a change agent and thought leader in health care because of his ability to link sustained focus on service, quality, employee and patient satisfaction with growth and bottom-line results. At Woodland Heights, the

Studer Group focused on creating a culture of excellence through helping create great leadership.

“There is no doubt that leadership, employee retention and quality performance are linked,” stated Robertson. “Currently we are among the top 5% of hospitals nationally for patient safety according to a recent article by Forbes. This is a direct result of our high-quality leaders, compassionate nurses and a commitment to employee, physician and patient satisfaction.”

On January 26, 2010, Woodland Heights Medical Center was recognized by Forbes as being among the top five percent of hospitals nationally for preventing mortality and complications. In an article titled “America’s Least Deadly Hospitals,” Forbes lists hospitals that were identified as having a 29% lower rate of death and 9% lower complication rate. Woodland Heights was the only hospital in Lufkin, Nacogdoches, Livingston and surrounding areas to receive this national recognition.

To learn more about Woodland Heights Medical Center’s , visit [www.woodlandheights.net/heart](http://www.woodlandheights.net/heart). For more information on the HCAPS data, visit [www.hospitalcompare.hhs.gov](http://www.hospitalcompare.hhs.gov).

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**Photo:** Left to right: Rick Williams, Community Cares Champion; Lara Burnside, Studer Coach; Casey Robertson, Interim Chief Executive Officer of Woodland Heights Medical Center