For Immediate Release
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Sheridan Memorial Hospital emergency department receives national award:
most improved loyalty and endorsement 2007

(Sheridan, Wyo.) Sheridan Memorial Hospital has been named a National Award winner in healthcare service quality for Exemplary Service Most Improved Loyalty and Endorsement 2007 by Avatar International Inc., a leader in healthcare research and consulting.

In making the announcement, Dr. Michael Everett, Avatar Founder and CEO said, “Sheridan Memorial Hospital is obviously taking very seriously the two key service outcomes of patient visits for Emergencies; (1) would patients recommend your medical center to friends and neighbors, and (2) would they return themselves if care is needed in the future. Your improvement efforts have resulted in patients significantly increasing their rating of Sheridan Memorial Hospital on these key outcomes, reflecting patients’ increased confidence in your staff and services. Congratulations for this significant accomplishment.”

Iris Hehn, emergency department and ICU manager at Sheridan Memorial Hospital is grateful for all of the support.

“We would like to take this opportunity to thank the community for their continued confidence and support,” she said upon hearing about the award.

Sheridan Memorial Hospital CEO Mike McCafferty explained the emergency department staff must provide a healing environment for patients during a stressful time.

“During times that can be both traumatic and adverse for patients, Sheridan Memorial’s people strive to create an environment full of warmth and encouragement,” he said. “When we don’t meet our patients’ expectations, it is our goal to turn these situations into opportunities to learn, and build the loyalty of our patients by showing them that we will make it right with them,” he added.

This award is based on significant improvement on hospitals’ 2007 Emergency surveys for loyalty and endorsement compared to 2006. Hospitals achieving at least a one standard deviation increase in score from the previous year receive this award. Multiple awards are given based upon bed size and patient Emergencies. Parallel to HCAHPS for Inpatients, Avatar is presenting Most Improved in Loyalty and Endorsement as a new award.