

## Press Release

### FOR IMMEDIATE RELEASE

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#### **BLUE CROSS OF IDAHO ANNOUNCES 2009 HOSPITAL QUALITY AWARDS**

*~ Recognizes hospitals for improving patient safety and healthcare quality ~*

On April 26, 2010 Blue Cross of Idaho announced the winners of its 2009 Hospital Quality Awards, recognizing the top performing hospitals in the company's Hospital Quality Incentive Program. The incentive program and quality awards are part of Blue Cross of Idaho's ongoing efforts to promote a healthier Idaho and improve quality in healthcare.

The winners of the Blue Cross of Idaho 2009 Hospital Quality Awards were:

Rural hospitals

**Steele Memorial Medical Center**, Salmon, Award of Achievement

**Oneida County Hospital**, Malad, Award of Merit

Urban hospitals

**Portneuf Medical Center**, Pocatello, Award of Achievement

**St. Luke's Regional Medical Center**, Boise, Award of Merit

"I enthusiastically congratulate the four hospitals earning our 2009 Hospital Quality Awards and commend them for their commitment to excellence," said Ray Flachbart, President and CEO of Blue Cross of Idaho. "Our award winners and the other 29 hospitals participating in the program have a significant impact throughout Idaho – their quality improvement and patient safety efforts save lives and reduce overall healthcare costs."

The Blue Cross of Idaho Hospital Quality Incentive Program, developed in collaboration with Idaho hospitals and the Idaho Hospital Association, rewards hospitals based on their efforts in measuring patient safety and improving clinical outcomes. The program evaluates several criteria, including the implementation of evidence-based measures known to improve health outcomes in treating pneumonia, heart attack and heart failure. The program also assesses and promotes patient safety by reducing infections and surgical complications.

Linda Astalos, Interim CEO stated, "Receiving this quality award is indicative of the work demonstrated by all of the employees of Steele Memorial Medical Center. It takes everyone's hard work and dedication to achieve the quality, excellence and clinical outcomes that we do."

Steele Memorial Medical Center received its 2009 Hospital Quality Awards at the “Patient Safety and Quality Improvement Conference” in Boise on April 15, 2010.



Front row from left to right: Receiving the award are Donna Hayden, Quality Manager and Linda Astalos, Interim CEO.

Back row from left to right: Representing their departments are Joel Cannon, Douglas Reinertson, Lynda Evans, Laralee Edsall, Christi Dickerson, and Sherry Taylor.