

The following information is under a media embargo:

For Release at 1:00 PM EDT, May 14, 2004

Healthcare Coalition to Release Consumer Hospital Quality Report

North Canton, OH -- The Community Healthcare Coalition, Inc., will release the findings of a comprehensive survey on the performance of area hospitals on May 14, 2004. The data collection, entitled "A Consumer Guide to Hospital Quality," is being created to help consumers take a more active role in managing their own healthcare.

The information to be presented has been obtained through a cooperative effort between The Community Healthcare Coalition and two third-party resources.

Survey data and all related information regarding the *Consumer Guide to Hospital Quality* is under a media embargo until 1:00 PM EDT, May 14, 2004.

"Research indicates hospitals that are subjected to public scrutiny are more likely to improve healthcare delivery than those that are not," said Amanda Walls, Community Healthcare Coalition's healthcare information consultant. "Consumers need access to accurate and timely information if they are going make informed decisions."

Hospitals are ranked on performance compared to the State of Ohio average using the following indicators:

- The number of certain procedures performed
- Deaths that occur in the hospital during a procedure
- Frequency of major complications
- Deaths that occur in the hospital after a major complication

(more)

The data will be presented in a risk-adjusted format, to provide a more even-handed representation, due to the varying nature of patients and the severity of cases at the corresponding hospitals.

“Our report is to be used as just one of many tools to help consumers choose a treatment facility that provides them with the level of confidence they need,” said Walls. “We encourage patients to consult with their physician and other sources to help them choose the facility that’s right for them.”

The complete report and a summary report will be available to interested media at a news conference to be held at 1:00 PM EDT, May 14, 2004, at the Stark State University Conference Center, 1111 College Rd., N. Canton, OH 44720.

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