



JUNE 13, 2008

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**LENDALE MEMORIAL HOSPITAL AND HEALTH CENTER RECEIVES NATIONAL AWARD
EXEMPLARY SERVICE
MOST IMPROVED LOYALTY AND ENDORSEMENT
INPATIENT AND OBSTETRICS
2007**

Orlando, Florida– **Glendale Memorial Hospital and Health Center** in Glendale, CA was 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. They received the awards at the Avatar Client Symposium in May for both inpatient and obstetrics services.

“Glendale Memorial Hospital and Health Center is obviously taking very seriously the two key service outcomes of patient visits for inpatients and obstetrics,” said Michael Everett, Ph.D., Avatar Founder and CEO, when making the announcement. “One, would patients recommend your medical center to friends and neighbors, and two, would they return themselves if care is needed in the future. Your improvement efforts have resulted in patients significantly increasing their rating of Glendale Memorial Hospital and Health Center on these key outcomes, reflecting patients’ increased confidence in your staff and services. Congratulations for this significant accomplishment.”

“Glendale Memorial is extremely proud to receive these awards,” said Mary Lynne Knighten, Senior Director of Nursing. “High quality patient care is our top priority, and our entire team is constantly striving to make the patient’s experience better. The awards indicate that our patients have recognized our efforts.”

These awards are based on significant improvement on hospitals’ 2007 inpatient and obstetrics 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.

“Our entire staff deserves to be recognized for these achievements,” said Catherine Pelley, President of Glendale Memorial. “They are a result of a true team effort.”

Multiple awards were given at the symposium based upon bed size and inpatients and obstetrics patients. Parallel to HCAHPS for inpatients, Avatar presented Most Improved in Loyalty and Endorsement as a new award.

Glendale Memorial Hospital and Health Center is a 334-bed acute care community hospital serving the health care needs of our community since 1926. We are dedicated to healing people, and strengthening the communities we serve.

Avatar is the premier provider of hospital survey needs in the healthcare industry. Avatar began in 1981 as the Avatar Institute, a non-profit research and training institute. Avatar’s services initially focused on quality and performance improvement, learning organization, customer service, and vision alignment development. Several Avatar clients such as the Walt Disney World Company, Baptist Health Care in Pensacola, and the Ritz Carlton Hotel Company became widely known as industry leaders for their excellent customer focus. Avatar provides the most accurate, comprehensive, customized, and actionable patient surveys in the industry.

Michael Everett Ph.D, CEO is the only patient survey expert ever appointed to the prestigious National Advisory Council of the Agency for healthcare Research & Quality. Dr. Everett assisted AHRQ during the development phase of HCAHPS.

Avatar International can be reached at 1-800-282-8274.

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