FOR IMMEDIATE RELEASE

North Valley Hospital Named One of America’s Best Hospitals for Patient Experience in Obstetrics

WHITEFISH, MT – January 30, 2013: North Valley Hospital is pleased to announce it has received the Women’s Choice Award from WomenCertified® recognizing it as one of the 2013 Best Hospitals for Patient Experience in Obstetrics. North Valley Hospital is one of 350 hospitals nationwide to be recognized for their care in obstetrics. The award is based on clinical data and exceptional scores for patient recommendation in the HCAHPS survey (Hospital Consumer Assessment of Healthcare Providers and Systems). WomenCertified also awarded North Valley Hospital as one of America’s Best Hospitals for Patient Experience overall.

"We work hard to fulfill each family’s desired birth experience,” said Cindy Walp, RN, Manager of The Birth Center. “When you combine true patient-centered care in a beautiful, soothing environment with highly skilled nurses, physicians and midwives, you’ve got a recipe for a wonderful experience that patients relish.”

North Valley Hospital had 482 births during its fiscal year 2012. The hospital draws families, not only from the local area, but also from areas out-of-state. Several couples traveled to the facility last year from Mexico and Europe specifically to have their delivery at The Birth Center.

Jason Spring, North Valley Hospital CEO, attributes also attributes this draw to the outstanding medical and support staff in addition to the many exceptional services provided at The Birth Center including one-on-one labor support, complementary therapies, water birth, and a variety of other options to make labor, deliver and post-partum more comfortable. The Birth Center is also known for its 98% breast feeding success rate and a C-section rate that is well below the national average.

Women make or influence more than 90 percent of healthcare decisions for themselves and their families, according to a study published by the American Academy of Family Physicians.

Hospitals qualify for the Woman’s Choice Award based on a scoring process that incorporates data from HCAHPS, the largest comparative database in the US healthcare industry, and an analysis that weighs criteria identified as the most important to women for patient satisfaction. The scoring incorporates research on customer satisfaction among women conducted by WomenCertified including a joint study with the Wharton
School of the University of Pennsylvania. Hospitals were also screened based on clinical criteria. Hospitals do not apply or pay for this national recognition.

For more information on The Birth Center at North Valley Hospital, visit http://www.nvhosp.org/nv.nsf/View/BirthCenter.

About North Valley Hospital:

North Valley Hospital is a private 501©(3), non-profit community Critical Access hospital governed by a Volunteer Board of Directors from the North Valley area. North Valley Hospital is the first hospital in Montana to be affiliated with Planetree. Planetree is a non-profit organization that provides education and information in a collaborative community of healthcare organizations, facilitating efforts to create patient centered care in healing environments. North Valley Hospital receives no tax support for its services. The hospital and its affiliate clinics serve Flathead and Lincoln counties.

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