



MEMORANDUM

TO: Adventist HealthCare Employees
Adventist HealthCare Board of Trustees

FROM: William G. "Bill" Robertson, President and CEO

RE: **SHADY GROVE ADVENTIST HOSPITAL and NATIONAL
RESEARCH CORPORATION'S CONSUMER CHOICE AWARD**

DATE: October 19, 2005

I want to share with you some exciting news about **Shady Grove Adventist Hospital and the National Research Corporation's Consumer Choice Award** memo. Please read the attachment.

WGR:mch

Attachment: as stated



TO: ADVENTIST HEALTHCARE BOARD OF TRUSTEES

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EMERITUS

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FACSIMILE MESSAGE:

FROM: William G. "Bill" Robertson, President and CEO

DATE: October 19, 2005

SUBJECT: **SHADY GROVE ADVENTIST HOSPITAL AND THE NATIONAL RESEARCH CORPORATION'S CONSUMER CHOICE AWARD**



MEMORANDUM

TO: Adventist HealthCare Board of Trustees
Adventist HealthCare Employees

FROM: William G. "Bill" Robertson, President and CEO

RE: **SHADY GROVE ADVENTIST HOSPITAL AND THE NATIONAL RESEARCH CORPORATION'S CONSUMER CHOICE AWARD**

DATE: October 19, 2005

I write to share news that Shady Grove Adventist Hospital has been named a **co-winner of the National Research Corporation's (NRC) Consumer Choice Award** for most preferred hospital in overall quality and image in the Bethesda, Maryland, Metropolitan Statistical Area (MSA).

The award, given by the National Research Corporation, is based on consumer preference research in the Bethesda, Maryland MSA, a geographic service area defined by the U.S. Census Bureau. The award is based on a study of nearly 200,000 households representing 400,000 consumers in the U.S. The winning hospital rated highest in their MSA. This is the tenth year the National Research Corporation has awarded hospitals whose consumers have recognized them for providing quality healthcare services. Shady Grove's co-winner of the Consumer Choice Award is Johns Hopkins Hospital. According to the National Research Corporation, co-winners are named when the difference between top scores in a given market is less than 0.2%.

Our mission at Adventist HealthCare is to provide excellent healthcare through a ministry of physical, mental and spiritual healing. Ensuring that those we serve have an extraordinary experience in our care is critical to achieving our mission. This Consumer Choice Award is a wonderful public recognition of the excellent work taking place at Shady Grove. Please join me in congratulating the leadership, employees, physicians and volunteers at Shady Grove Adventist Hospital.