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French Hospital Medical Center Receives National Award from Avatar International

Second CEP America emergency department recognized within the past two years by prestigious firm

April 26, 2010 – Avatar International, an industry leader in healthcare quality improvement services has honored French Hospital Medical Center with Avatar's Five Star Service — Loyalty and Endorsement — Emergency Award for the year 2009. This national award is presented to the facility with the highest score for a particular patient type in Avatar's national database, specific to the loyalty and endorsement items.

"We at French Hospital Medical Center are proud of this national recognition," stated Carsten Zierger, DO, and Medical Director of the French Medical Center Emergency Department. "It's very gratifying, since everyone in our emergency department works hard to ensure patient care is compassionate, and of the highest quality."

Avatar is a research and consulting company based in Orlando, Florida that specializes in Evidence Based Intelligent Surveys™ and Innovative Strategies™ to transform information into significant quality and efficiency of care improvement for the healthcare industry. In addition to conducting surveys, Avatar also actively engages healthcare providers in process improvement, including training in service quality.

The 2009 Avatar Award is the second such honor won by CEP America managed emergency departments in the past two years. In 2008, the emergency department of St. Mary Medical Center in Apple Valley, California was awarded Avatar International's Five Star Service, Five Star Loyalty & Endorsement, Exemplary Service Most Improved and Most Improved Loyalty & Endorsement awards.

"CEP America emergency physicians are honored to have been recognized for our partnership with nursing and administration for this prestigious achievement at French Medical Center", stated Wesley A. Curry, MD, and Chief Executive Officer. "This award validates our long term commitment to support our emergency physicians in their efforts to reduce patient wait times and improve the patient care experience in emergency rooms everywhere we practice."

Avatar will present the awards at a Formal Dinner and Awards Ceremony during Avatar's 2010 Client Symposium in Orlando, Florida.