



STEELE MEMORIAL MEDICAL CENTER

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Press Release

AVATAR INTERNATIONAL ANNOUNCES NATIONAL AWARD RECIPIENT FOR EXCEEDING PATIENT EXPECTATIONS IN SERVICE QUALITY FOR 2007

Orlando, Florida (September 24, 2008) – Steele Memorial Medical Center is recognized as a national award winner in healthcare service quality for Exceeding Patient Expectations by Avatar International, the leader in measuring customer expectations in healthcare.

In making the announcement, David Medvedeff, Pharm.D., MBA, CEO of Avatar said, “The hallmark of exceptional service to patients is to consistently meet or exceed their expectations — not always an easy task. Steele Memorial Medical Center has demonstrated that it exceeds its patients’ expectations in a tangible and measurable manner. As a winner of **Avatar’s Exceeding Expectations Award**, I congratulate Steele Memorial Medical Center for its continued and impressive efforts to put patients first.”

In accepting this award, the CEO of Steele Memorial Medical Center said, “This only sets a higher standard for the future as we strive to continue to exceed our patients’ expectations.” ABOUT AVATAR

Avatar definition: exemplar, standard of comparison

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

Avatar has been providing quality improvement training and consulting services for over twenty years, working with clients in all sectors of the economy: healthcare, government, communications, manufacturing, banking, hospitality as well as other industries. Eminent customer service clients include Disney World®, and the Ritz Carlton Hotel Company. Avatar has assisted National Baldrige Quality Award winning organizations such as AT&T, Corning, and Xerox. Within healthcare, Avatar serves hospitals nationally including small community hospitals, academic medical centers, large regional medical centers, integrated healthcare systems, long-term care and behavioral health organizations.

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

Committed to Delivering Compassionate Healthcare