

NEWS RELEASE

IMMEDIATE

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LOCAL RESIDENTS RANK THE TOLEDO HOSPITAL No. 1 FOR THE 11th CONSECUTIVE YEAR

TOLEDO, Ohio, October 9, 2006 – Residents of Greater Toledo named The Toledo Hospital their choice for the **2006 Consumer Choice Award** by the National Research Corporation (NRC). This is the 11th consecutive year The Toledo Hospital has received this national honor, which is based on a comprehensive consumer survey of nearly 205,000 households representing 400,000 consumers in the United States. Area residents rated The Toledo Hospital as having the best quality and image in northwest Ohio. The results can currently be viewed at www.nationalresearch.com and in the Sept. 25 issue of *Modern Healthcare* magazine.

NRC will present the award to The Toledo Hospital executives at 10 a.m. on Mon., Oct. 9, at the hospital. Accepting the award will be: Gary Gordon, president; Rob Fredrick, MD, vice president, medical affairs; Cindy Schriefer, vice president, patient care services, and chief nursing officer; Mike Wilkins, vice president, operations; and Gopinath Upamaka, MD, president, medical staff. ***Note to media – please meet in The Toledo Hospital main lobby, if interested in covering.***

“The Consumer Choice Award is very special to us as it comes from the residents of our region. By naming The Toledo Hospital as their preferred hospital, our patients, families and neighbors have honored us with their trust and confidence,” says Gary Gordon. “Each day, our physicians, nurses and staff work hard to provide our patients and their families with the highest quality health care services in a compassionate and caring environment. It is rewarding to know that our efforts are valued by the community we serve.”

NRC annually honors the top-rated hospitals whose consumers recognize them for providing quality health care services. **The people of Toledo named The Toledo Hospital their hospital of choice.**

“Consumers play an increasing role in selecting their health care facilities and services,” says Michael Hays, chief executive officer, NRC. “As more health care quality information is made publicly available, we expect this trend to increase. These organizations are selected for the Consumer Choice Awards by the community residents they serve. We are pleased to honor these facilities for their dedication to quality health care in the eyes of their patients.”

The 2006/07 Healthcare Market Guide is the nation’s largest and most comprehensive study of its kind. No other study used to measure hospital performance and preferences contains more consumer responses than NRC’s study. The study has a margin of error of + or – 0.2 percent at a national level.

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NRC is an industry leader, with more than two decades of experience in health care performance measurement.

The Toledo Hospital is a member of ProMedica Health System. ProMedica, ranked the 1st most integrated health system in the country, was formed in 1986 and is a Toledo, Ohio-based, not-for-profit health care organization with 15,000 employees, 70 corporations and joint ventures, 2,900 physicians and more than 233 facilities in its 23-county service area in northwest Ohio and southeast Michigan. ProMedica facilities treated more than 2.25 million patients in 2005 and includes 10 hospitals; ProMedica Continuing Care Services with senior, rehabilitation and integrative services; ProMedica Physician Group, a large network of primary care, obstetrics, and specialist physicians; Paramount Health Care, the largest HMO in northwest Ohio; and the Health, Education and Research Corporation, with more than 150 academic affiliations. For more information, please visit www.promedica.org.

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