



NEWS RELEASE  
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## **NEWS RELEASE**

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# **St. Luke's Boise/Meridian Medical Centers Named Top Consumer Choice**

*-- Recognition marks 9th year in a row St. Luke's is honored --*

St. Luke's Boise and Meridian Medical Centers garnered top honors in the National Research Corporation's (NRC) 2009/10 Consumer Choice Awards.

This is the ninth year in a row St. Luke's has received the recognition. St. Luke's is the only hospital in Idaho to be recognized.

Consumers surveyed by the NRC for the annual award recognized St. Luke's for: Best overall quality, best image and reputation, and best doctors and nurses. The award winners were announced Oct. 12. Results of this year's study are being published in the latest edition of *Modern Healthcare* magazine.

"Being named a Top Consumer Choice hospital means a lot to us," said Gary Fletcher, president and CEO of St. Luke's Boise/Meridian. "The honor is a validation that the efforts of our dedicated physicians, nurses and other health care professionals, who strive to always provide the highest quality care, is not going unnoticed by the patients we serve."

St. Luke's Boise and Meridian hospitals are part of St. Luke's Health System. As Idaho's largest and only locally controlled health system, St. Luke's delivers unmatched care in specialized medical fields including cancer, heart and vascular, obstetrics, women's services and children's health care.

"As care options multiply and financial challenges remain strong, consumer perception of quality continues to grow in importance. Dedication to providing high quality health care has become essential for all hospitals," said Ginny Martin, president of NRC's Ticker Division. "In the face of adversity, these Consumer Choice award winners exemplify the dedication it takes to provide quality health care to their communities, and we are please to honor them through the eyes of their patients."

NRC ranks hospitals based on quality and image ratings collected in the company's annual Health care Market Guide Ticker study. Of the 3,200 hospitals named by consumers in the study, the winning facilities rank highest in their Metropolitan Statistical Areas, as defined by the US Census Bureau. The Healthcare Market Guide Ticker study surveyed over 250,000 households representing more than 450,000 consumers in the contiguous 48 states and the District of Columbia.

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*On the Web:*

National Research Corporation: [www.nationalresearch.com](http://www.nationalresearch.com)

St. Luke's Boise/Meridian Medical Centers: [www.stlukesonline.org](http://www.stlukesonline.org)