



## **NEWS RELEASE**

For Immediate Release

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### **NATIONAL RESEARCH CORPORATION NAMES ST. LUKE'S TOP HOSPITAL**

**Boise, Idaho (October 2, 2006)** – St. Luke's Regional Medical Center has been recognized as one of the Nation's top hospitals by the National Research Corporation (NRC). St. Luke's received NRC's Consumer Choice Award for 2006/07, which identifies hospitals which health care consumers have chosen as having the highest quality and image in 186 markets throughout the United States. St. Luke's has received this designation from NRC annually since 1999.

Of the 3,200 hospitals rated by consumers in the study, the winning facilities rank highest in their Metropolitan Statistical Area, as defined by the U.S. Census. Other hospitals chosen in this year's survey include Johns Hopkins Hospital in Maryland, the Mayo Clinic in Minneapolis, and the Stanford Hospital and Clinics and Cedars-Sinai, both in California.

"Being voted a top hospital by the people who use medical services means a great deal to us," said Gary Fletcher, president and CEO of St. Luke's Boise Regional Medical Center and St. Luke's Meridian Medical Center. "Being the 'consumer's choice' is a credit to the commitment and dedication of the skilled physicians practicing at St. Luke's, our nurses and other health care professionals who work together to provide quality care and service to our patients."

Winners of the NRC Consumer Choice Award are determined by consumer perceptions on multiple quality and image ratings collected in the company's annual Healthcare Market Guide Study (HCMG).

NRC interviews more than 200,000 households representing 400,000 consumers nationwide in order to assess public opinion of which hospitals have the best overall quality, best doctors and nurses as well as the best image and reputation. The nation's largest and most comprehensive study of its kind, their survey contains more consumer responses than any other study.

“Consumers play an increasing role in selecting their healthcare facilities and services,” said NRC President and CEO, Michael Hayes. “As more healthcare 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 healthcare in the eyes of their patients,” Hayes added.

National Research Corporation (NASDAQ: NRCI) is a recognized industry leader, with more than two decades of experience in healthcare-specific performance measurement. For more information about NRC or the Health Care Market Guide Study, log on to their website at [www.nationalresearch.com](http://www.nationalresearch.com). For more information about St. Luke's, log on to their website at [www.stlukesonline.org](http://www.stlukesonline.org).

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