



NEWS RELEASE

For Immediate Release

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NATIONAL RESEARCH CORPORATION NAMES ST. LUKE'S TOP HOSPITAL

Boise, ID (September 17, 2007) – 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 2007/08, which identifies hospitals that health care consumers have chosen as having the highest quality and image in more than 190 markets throughout the United States. St. Luke's has received this designation from NRC annually since 1999.

Of the 3,200 hospitals named by consumers in the study, the winning facilities rank highest in their Metropolitan Statistical Area, as defined by the U.S. Census Bureau. The 2007-08 NRC HealthCare Market Guide study surveyed more than 200,000 households representing more than 400,000 consumers in the contiguous 48 states and the District of Columbia.

“Being voted a top hospital by the people who use medical services means a great deal to us,” said Gary Fletcher, 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.”

NRC honors those hospitals whose consumers rate as having the best quality and image, based on the NRC's nationally syndicated Healthcare Market Guide, which is the nation's largest and most comprehensive study of its kind.

“Consumers play an increasing role in selecting their healthcare facilities and services,” said NRC CEO Michael Hays. “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.”

St. Luke's Health System is Idaho's only locally owned, not-for-profit health system. The system offers a full continuum of care through its four hospitals and more than 30 outpatient centers and clinics. For more information about St. Luke's Health System, visit www.stlukesonline.org.

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