

November 14, 2013

Dear Friends and Colleagues,

Two prestigious awards and two important meetings marked recent achievements at NCH.

First , the awards:

- We were selected by Truven Health Analytics as a winner of the 2014 Fifty Top Cardiovascular Hospitals. NCH outperformed peers in inpatient and extended outcomes, clinical process, efficiency, and cost for the two most common cardiovascular conditions (heart attacks and heart failure) and the most common cardiovascular interventions (cardiac caths and heart bypass surgery). To ensure fair and objective analysis of performance, Truven uses only public data sources and peer-reviewed methodologies.
- The National Research Corporation (NRC) recognized NCH as one of only 17 of approximately 305 hospitals in Florida with 2013/2104 Consumer's Choice awards. NRC annually provides Consumer Choice Awards for the most-preferred hospitals in markets across the country. The Consumer Choice Award identifies the top hospitals that healthcare consumers have chosen as having the highest quality and image. Winners are determined by consumer perceptions on multiple quality and image ratings collected in the company's market insights survey. No other study measures hospital performance and preferences and contains more consumer responses than this annual analysis.

Second , the meetings:

- *U. S. News & World Report* hosted 600 professionals in a groundbreaking summit entitled, "Hospital of Tomorrow." Scores of top hospital executives, leading medical experts, and healthcare visionaries addressed the most critical challenges facing the future of healthcare. Among them was Dr. Tom Frieden, Director of the Centers for Disease Control and Prevention. Highlights of his address: the need for healthcare systems to get outside of their four walls; getting people out of bed; reducing the use of overused antibiotics by 50%; addressing alcohol abuse and unrecognized HIV/AIDS; making the workplace "baby friendly"; and addressing the epidemic of opiate abuse. Dr. Patrick Conway, Chief Medical Officer of the Centers for Medicare and Medicaid, shared that the immediate future for healthcare is patient-centered and outcomes-driven, with sustainable coordinated care and no more fee-for-service.
- HealthLeaders convened 40 healthcare system CEOs from around the nation to frankly discuss the risky new payer universe, leading through the big clinical shift, evolving cost-reduction strategies, and other topics of mutual interest and concern. Most systems in attendance were bigger than NCH. We all were on various stations of the journey from volume to value, with some of the California and Texas systems way out front and realizing success. We need to learn from them and move forward. And we will.

Our excellent capabilities and personnel and the huge drive by payers to move from volume to value will lead us into the future of healthcare delivery. Charles Darwin once said, "*It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.*" NCH plans to be a survivor.

Respectfully,



Allen S. Weiss, M.D., President and CEO

***P.S. DO YOU HAVE A COLLEAGUE OR FRIEND WHO WOULD BE INTERESTED IN THESE UPDATES?***

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