

SUCCESS STORY



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-Tony Rose,
President and CEO,



About:

Catawba Valley Medical Center

Catawba Valley Medical Center located in Hickory, NC is the region's largest not-for-profit community hospital with a mission to improve the health status of the Catawba Valley. The center encompasses a 258-bed facility, three specialty practices, two urgent care clinics and 15 affiliated family practices. The hospital serves an area of over 250,000 and employees 1,900. It has received multiple awards from the Women's Choice Award since 2012, including:

- America's 100 Best Hospitals for Patient Experience (2012 through 2017)
- America's Best Hospitals for Cancer Care (2014, 2016, 2017)
- America's Best Hospitals for Orthopedics (2013 through 2016)
- America's Best Hospitals for Bariatric Surgery (2016, 2017)
- America's Best Hospitals for Obstetrics (2013 through 2017)
- America's Best Hospitals for Patient Safety (2017)
- America's Best Stroke Centers (2015)



An Award Culture That Defies the Odds

Bucking the Trend

Catawba Valley Medical Center (CVMC) in Hickory, North Carolina sits 50 miles northwest of Charlotte in a valley between Asheville and Winston-Salem. "Big city" and university-affiliated hospitals are just an hour away. Yet, it is one of the most respected hospitals in the state with a patient following that is the envy of its rivals

In a hospital industry where consolidations are the norm, how does this nonprofit community medical center not just survive, but thrive? By relentlessly building on its "foundation of excellence" that was first envisioned more than fifty years ago and proudly touting its award-winning achievements.

Keeping the Bar High

Not long after CVMC opened its doors in 1967, one of the first nursing directors put in place innovative practices that led to achieving award status as part of the hospital's enduring culture. It is the first facility in North Carolina to achieve the American Nurses Credentialing Center's Magnet® recognition four times, the highest honor an organization can receive for professional nursing practice, and it has received an astounding 21 Women's Choice Awards since 2012, more than any other large hospital in the state.

"The Women's Choice Award is a tremendous complement to our Magnet program" said CVMC president and CEO, Tony Rose. "While Magnet recognition is attained through our peers, the Women's Choice Award is a seal of excellence from consumers. These two achievements make our entire staff strive harder every year to be the best care provider in the eyes of the patient."

Shouting it from the Rooftops

Understanding that women make or influence 94% of all healthcare decisions for themselves and others, the marketing professionals at CVMC put the Women's Choice Award seal on just about everything they do, and use the marketing support materials provided by the Women's Choice award throughout the hospital and at community events.

Has it made a difference? CVMC holds 83% of the market share for births, a statistic that has grown by approximately 10% since the hospital first started receiving the America's Best Hospital for Patient Experience in Obstetrics in 2013. Considering that a birth can often be a woman's first experience in a hospital setting, having such a large market share—and an award that validates the hospital's quality of obstetrics care—bodes well for the hospital becoming the place where she decides to bring the rest of her family members.

Staying True to Mission

A protégé of that visionary nursing director who instilled a culture of innovation and excellence, credits the awards with CVMC's ongoing success. "There is no doubt that receiving multiple Women's Choice Awards has instilled deep pride in our employees and our community," said CVMC chief operating officer/chief nursing officer Eddie Beard. "With pride comes a relentless pursuit of continuous improvement. We aim higher every single day, knowing we are realizing our mission to improve the health of our community."