

# 6 REASONS TO LEARN MORE ABOUT THE AMERICA'S BEST HOSPITALS PROGRAM



Here are the top 6 reasons why 400+ hospitals nationwide see **100% ROI** from the Women's Choice Award - and why earning this award is your best tool for success, and an invaluable asset for your organization!



## 1 VALIDATION

Consumers today are looking for validation. It's not what YOU say about your hospital, but what OTHERS say that truly influences their decision to choose a hospital. Our award provides the **third-party validation** and **trust** that consumers seek to confirm they're making the right decision for themselves and their family. In fact, **95% of women** say that their trust in a hospital would increase, knowing that it earned the Women's Choice Award.



## 2 HIGHEST STANDARDS

Our award is 100% objective and only the **TOP 15%** of hospitals can earn our award. Our standards are very high and your hospital not only met them, but exceeded them. You deserve the recognition.



## 3 GUARANTEED ROI

We give you a prescription for success! Our program offers you guaranteed ROI by providing you with turnkey materials to fully leverage your seal through all marketing channels, as well as access to hundreds of patient education materials and digital resources to help you spotlight your award.



## 4 CONNECT WITH CONSUMERS

Our award instantly connects with women – the Chief Healthcare Officer of the home- but just as important, the award helps all patients, *male and female*, in search for the best hospitals. In fact, the Women's Choice Award has proven to be **3x more powerful than US News** and **5x more powerful than Healthgrades** in empowering patients to choose your hospital over others.



## 5 INCREASE ADMISSIONS

The Women's Choice Award helps hospitals increase admissions. Did you know that **96% of women** are more likely to choose a hospital that has earned the Women's Choice Award over non-awarded hospitals? Our award gives her a reason to choose your hospital over others.

[See Case Studies](#)



## 6 INCREASE HCAHPS

Hospitals that leverage the award in their marketing and community outreach have seen **increases in HCAHPS scores of 2-3 points**.

[See Case Studies](#)



	PRIOR YEAR	FOLLOWING YR	RESULT
Primary Care Patients	43,539	55,790	<b>Increase 28%</b> (1,000 per month!)
OB/GYN Visits	6,039	8,487	<b>Increase 200 patients</b> (per month)
HCAHPS Scores	75	78.6	<b>Increase of 3.6 points</b>

Case Study from Cuyuna Regional Medical Center

## CLIENT TESTIMONIALS

“As long as we keep winning the Women's Choice Award, I know we will always have a powerful edge over our competition.”

- Peggy Stebbins, Director of Marketing & PR, Cuyuna Regional Medical Center

“We used the Women's Choice Award as an important tool to encourage our employees to work together on our plan to reduce our costs, while maintaining our level of care.”

- Alvin Hoover, CEO, Kings Daughters Medical Center

“We love your organization - you all do a phenomenal job!”

- Darron Rock, Marketing Director, Northwest Specialty Hospital