



FOR IMMEDIATE RELEASE

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**Windber, Waverly and CRE Named
2009 Designated Planetree Patient-Centered Hospitals**

October 20, 2009—Planetree has announced that Windber Medical Center (Pennsylvania), Waverly Health Center (Iowa) and Centre de réadaptation Estrie (CRE) of Sherbrooke, Québec have been officially named Designated Planetree Patient-Centered Hospitals. The hospitals were honored at Planetree's annual conference in Baltimore held October 4-7. [Planetree](#) is an internationally-recognized not-for-profit organization that partners with health care providers around the globe to advance patient-centered approaches to care. With its model of patient-centered care being implemented in acute care hospitals, continuing care facilities, outpatient clinics and consumer health libraries across North America and abroad, Planetree is demonstrating that patient-centered care is not only an empowering philosophy, but a viable, vital and cost-effective model of care.

Planetree's Patient-Centered Hospital Designation Program is the only formal designation program that recognizes individual hospitals' achievement and innovation in fostering an organizational culture that prioritizes patient comfort, dignity, empowerment and well-being. Designated hospitals are also recognized by The Joint Commission on its Quality Check Web site, a resource created to help consumers make informed decisions about where to go for their health care.

Among the key practices in place in some form at every Designated Planetree Patient-Centered Hospital are patient-directed visiting, processes for proactively sharing medical information with patients, and ongoing opportunities for patient and family involvement in the care process. Other criteria include that staff participate in training to sensitize them to the patient experience, and that the hospital's physical environment is a healing

one engaging all the senses. The designated sites also meet or exceed national performance benchmarks for patient satisfaction and quality.

The Patient-Centered Hospital Designation Program was launched in 2007, and since that time 10 hospitals have achieved the designation. All designation decisions are made by an independent committee whose membership includes individuals with extensive experience with such organizations as the American Hospital Association, the Institute for Healthcare Improvement, and The Joint Commission, among others. Designation decisions are made on a blinded basis and are based on a review of policies and practices in place at the hospital, as demonstrated by written documentation and verified by patient, family and staff focus group feedback.

“Designation distinguishes hospitals excelling at delivering patient-centered care, and it provides a more consistent understanding among consumers as well as the health care industry of what it means to be a patient-centered hospital,” said Planetree President Susan B. Frampton. Frampton has co-authored the book, *Putting Patients First, Second Edition*, and is a member of the Joint Commission’s Expert Advisory Panel to guide the process of drafting culturally competent patient-centered care standards for the nation’s hospitals.

About Planetree:

Founded in 1978 by a San Francisco patient who endured a traumatic hospitalization, Planetree has been at the forefront of the effort to personalize, humanize and demystify the healthcare system for three decades. Today, the Planetree membership network is a global community of acute care hospitals, continuing care facilities, and outpatient clinics, each at various phases of the journey to transform their health care by considering every aspect of the healthcare experience from the perspective of their patients, and reconnecting staff to their passion for caring for others. A complete list of Planetree hospitals is available to download at www.planetree.org.