



FOR IMMEDIATE RELEASE

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Hospital Israelita Albert Einstein is the first hospital in the South America  
Honored with Planetree Designation  
***Planetree Designation is the only formal program to measure and  
recognize excellence in patient-centered care***

Derby, Conn., January 9, 2012— Hospital Israelita Albert Einstein in São Paulo, Brazil, has been formally designated by Planetree as a “Planetree Designated Patient-Centered Hospital.” This designation recognizes Hospital Israelita Albert Einstein’s achievement and innovation in the delivery of patient-centered care. Hospital Israelita Albert Einstein is the first hospital in the South America and one of only 27 healthcare organizations worldwide to receive the Patient-Centered Designation since the program’s launch in 2007.

[The Planetree Designation Program](#) was created to set a standard and recognize health care organizations across the continuum of care that have transformed their organizational culture in order to implement personalizing care based upon the needs of the individual. The program is based on Planetree’s three decades of experience in working with patients, residents, families, and healthcare professionals. “These organizations focus on patient activation and inspiring and supporting the professional and personal aspirations of their staff members, who can more effectively meet the needs of those they are caring for if their personal and professional needs are supported,” said Planetree President Susan B. Frampton. Frampton has co-authored the book, *Putting Patients First, Second Edition*, is a member of National Quality Forum’s National Priorities Partnership and was 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.

Among the key practices in place at every designated site are patient-directed visiting, processes for proactively sharing medical information, 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 physical environment is a healing one engaging all the senses.

#### About Designation

The Planetree Designation Program was launched in 2007, and since that time 27 organizations (13 in the U.S., 12 in The Netherlands, one in Canada and one in South America) 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 applicant site, as demonstrated by written documentation and verified by patient, resident, family and staff focus group feedback.

For organizations interested in seeking Designation, a [Designation Process Manual is available for purchase](#). An applicant site initially conducts a self-assessment and then submits documentation to Planetree. It is not sufficient for a site to demonstrate its patient-/person-centered practices on paper; it must be apparent from interacting with patients/residents and staff that the organization lives its commitment to personalized care daily. Therefore, after reviewing the self-assessment and application materials submitted by an applicant hospital, Planetree schedules a validation site visit. During the site visit, a review team tours the facility, meets with leadership and the patient/resident advisory council, and conducts detailed focus groups and interviews with patients, residents and staff.

#### 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 more than three decades. Today, the Planetree membership network is a global community of health care organizations across the continuum of care, 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 at [www.planetree.org](http://www.planetree.org).

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