



M E D I A R E L E A S E

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YRMC Receives National Consumer Choice Award

Hospital Recognized with National Honor for Sixth Consecutive Year

Yavapai Regional Medical Center (YRMC) is one of three Arizona hospitals honored as a 2011/2012 Consumer Choice Award winner. This is the sixth consecutive year that YRMC has received this prestigious national recognition. The hospital was selected by the people it serves for providing high quality healthcare and for its excellent image.

“The YRMC team is honored and humbled to receive this recognition,” said Tim Barnett, YRMC’s President and CEO. “The hospital’s Mission is to provide comprehensive, high-quality healthcare consistent with our communities’ needs. The Consumer Choice Award is a gratifying affirmation from the community that we are fulfilling our Mission.”

The Consumer Choice Award is sponsored by National Research Corporation (NRC), a research firm specializing in healthcare performance measurement and improvement. The award recognizes hospitals selected by healthcare consumers in more than 300 markets throughout the U.S. This is the sixteenth year NRC has awarded hospitals for providing the highest quality healthcare, as designated by their patients and communities.

“This award is an acknowledgment of YRMC’s exceptional team,” said Barnett. “Throughout YRMC there are skilled, talented and dedicated healthcare professionals working to make the hospital’s Total Healing Environment a reality. They are the reason YRMC has been recognized again with the Consumer Choice Award by the people of the Quad Cities.”

The Consumer Choice Award is based on NRC’s Ticker Survey which includes more than 250,000 U.S. households and approximately 450,000 consumers. The Ticker Survey is the nation’s largest and most comprehensive study of its kind. The study, which took place from Sept. 1, 2010-Aug. 31, 2011, has a margin of error of + or – 0.2 percent at a national level.

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