

Attracting and Keeping Female Patients: The Role of Quality in a Woman's Lifetime of Healthcare

The lifetime value of a customer is not a new concept in business and is one embraced by many industries. Even healthcare leaders are embracing a parallel model referred to as "the lifetime value of a patient" for business planning. As this model connotes the net profit attributed to the entirety of a relationship with that individual, hospitals need to realize that integrating the needs of the patient by gender into business development efforts is integral to their success.

As a group, women's healthcare needs are greater in volume, in part because they live longer than men. According to Tom Perls, founder of the New England Centenarian Study at Boston University, women live five to 10 years longer than men.¹ Increased longevity increases both the variety of services women require and their consumption of those services.

If women are a primary marketing target for hospitals because of their lifetime value, understanding what matters to women and how they make healthcare decisions is fundamental to sustaining the success of long-term business strategies. Inpatient service needs for an adult woman over her lifetime include maternity care and gynecologic services, as well as other inpatient care needs based on her overall health.

What hospitals should focus on, then, is their ability to offer and provide excellent outcomes for the entire array of services that women need across their lifetime. Understanding your own hospital's capabilities to provide women's services and communicating excellent performance is a lynch pin for success.

Hospitals With Superior Outcomes Across a Woman's Lifetime of Hospital Care

Each year, Healthgrades evaluates and reports on hospital quality for services provided to women in American hospitals. Women's health includes a broad spectrum of care provided through a woman's lifespan, from her family-building years to her geriatric ones. For this reason, Healthgrades evaluates clinical outcomes for women in the female-specific specialties of maternity care and gynecologic surgery, as well as orthopedic, cardiac, pulmonary, and vascular care.

In this year's report, we recognize 116 hospitals as Healthgrades 2014 Maternity Care Excellence Award recipients and 122 hospitals as Healthgrades 2014 Gynecologic Surgery Excellence Award recipients. These hospitals are designated as providing the best clinical outcomes in these services among other hospitals across 17 states where all-payer data is publicly available.

In addition, Healthgrades recognizes 176 hospitals as Healthgrades 2014 Women's Health Excellence Award recipients. These hospitals excelled in providing care for women across a spectrum of specialties among all other hospitals in the nation, as measured by in-hospital complication and mortality rates for 15 of the most common hospital-based conditions and procedures.

2014 HOSPITALS PROVIDING BEST CLINICAL OUTCOMES

Healthgrades evaluates clinical outcomes for women in the female-specific specialties of maternity care, gynecologic surgery, and women services including orthopedic, cardiac, pulmonary and vascular care. Healthgrades recognizes:

122

Healthgrades
Gynecologic Surgery
Excellence Award™
recipients

116

Healthgrades
Maternity Care
Excellence Award™
recipients

176

Healthgrades
Women's Health
Excellence Award™
recipients

STATES PROVIDING ALL-PAYER DATA

Maternity Care and Gynecologic Surgery ratings and awards use all-payer data. The following 17 all-payer states were evaluated:

- Arizona
- Colorado
- Florida
- Iowa
- Maryland
- Massachusetts
- Nevada
- New Jersey
- New York
- Oregon
- Pennsylvania
- Rhode Island
- Texas
- Utah
- Virginia
- Washington
- Wisconsin

How Women Make Healthcare Decisions

An ongoing dilemma hospitals face is how to best communicate with women as patients and consumers of services. In this report, Healthgrades provides insights specifically on how women consider their choices and inform their decisions for the services they need throughout their lifetime.

We share the results of a national survey fielded online by Harris Poll on behalf of Healthgrades in June 2014 which sought to identify how much time women spend researching services to fulfill their healthcare needs, what resources they use, prioritization of information from those resources, as well as what matters in their decision-making process.

The survey asked 1,116 women of different ages and demographic groups across the entire country what mattered to them in making healthcare decisions. Pertinent findings from the survey reveal that in general women:

- Spend less than one hour researching healthcare services.
- Consult at least three resources (physician, family/friends, internet) when evaluating/selecting healthcare providers.
- Prioritize the level of influence these resources have in the decision-making process according to their age and specific health need.
- Place higher importance on quality outcomes of a surgical procedure than distance to provider and out-of-pocket costs.
- Place higher importance on the quality of the doctor or hospital than whether or not insurance covered the cost of a surgical procedure.

These results show that in developing and sustaining valuable, life-long relationships with women, high quality must be a hospital's central theme in educating and communicating with the women of its community.

However, women can't be grouped together and expected to behave collectively. Decision making varies for women depending on their age and specific healthcare needs. By understanding the differences in how specific demographics of women make decisions, hospitals can influence choice and build loyalty.

Maternity Care

Maternity care can be the beginning of a hospital care relationship for women. It is often the first time they consider a hospital for what it has to offer prior to her care needs. Women tour maternity wards and research hospital quality long before their babies are due. This is an important time for a hospital to capture the loyalty that a female patient may give over her lifetime.

If a hospital's goal is to establish a solid, long-term relationship with a female household decision maker, there is no better way to do so than to make her OB experience a positive one.

During a three-year time period (2010-2012), Healthgrades found that women treated at hospitals with 5-star performance in maternity care had a 54.4% lower risk of experiencing a complication with vaginal deliveries than women treated at

DECISION MAKING VARIES DEPENDING ON CARE NEEDS

When choosing **maternity care services**, women age 18 to 50 tend to:²

- rely more on family and friends for input (55%)
- spend less than one hour researching (55%)
- be more concerned with hospital reputation (19%) than specific outcomes (15%).

When considering **gynecologic surgery** or other pelvic reconstructive surgeries, women are more likely to:²

- take healthcare provider recommendations (56%)
- spend less than one hour researching (54%)
- be most concerned with hospital outcomes (21%).

WHEN SELECTING A PROVIDER

Percentage of women who use **recommendations from healthcare professionals** when selecting a provider for care:²

72%

of women age 65+ when choosing a provider for **medical procedures related to aging**

56%

when choosing a provider for **gynecologic surgery**

48%

of women age 18 to 50 when choosing a provider for **maternity care**

WHEN CHOOSING A HOSPITAL

Percentage of women who would **consider patient outcomes** (ratings) as the most valuable piece of information when choosing a place to receive care:²

21%

when choosing a hospital for **gynecologic surgery**

15%

when choosing hospital for **maternity care**

WHEN RESEARCHING

- 46% of women would spend more than one hour evaluating care providers for gynecologic or pelvic reconstructive surgeries.²

hospitals rated with 1-star. In addition, women treated at hospitals with 5-stars had a 77.6% lower risk of experiencing a complication with cesarean delivery than women treated at hospitals rated 1-star.³

When we asked women ages 18 to 50 if clinical quality performance ratings mattered for maternity care services:

- **65%** responded that they would very/fairly likely choose a hospital rated 5-stars for a normal delivery if they knew there was a 45% lower risk (compared to the national average) of having a complication.²
- **70%** said they would very/fairly likely choose a hospital rated 5-stars for a cesarean delivery if they knew there was a 74% lower risk of having complications (compared to national average).²

Thus, as women consider where to deliver their baby, a hospital with a distinction of high-quality maternity care can differentiate itself by educating women in its community about their excellence in care.

We also asked what resources they would use when deciding where to obtain maternity care. Sixty percent of women age 18 to 34 responded that they would use recommendations from friends and family.

The implication for hospitals is that in order to capture this demographic at the beginning of their healthcare lifespan, they must combine the message of high quality and patient/family experience. Focusing on delivering the message of quality through marketing can be a winning strategy for increasing maternity patients, and building loyalty with those women.

Healthgrades Maternity Care Methodology

To help consumers evaluate and compare hospital performance in maternity care, Healthgrades analyzed patient outcome data for virtually every hospital in the 17 states that provide all-payer state data for years 2010 through 2012.

Maternity Care ratings are based on the analysis and equal weighting of four factors listed below. For details, see *Healthgrades Maternity Care Ratings 2014 Methodology*, by visiting www.healthgrades.com/quality.

- Maternal complication rate among women undergoing vaginal deliveries
- Maternal complication rate among women undergoing cesarean-sections (C-sections)
- Number of newborns adjusted for the percentage that were low birth weight
- Newborn risk-adjusted mortality

The top 10% of hospitals were selected as Healthgrades Maternity Care Excellence Award™ recipients. For details on the methodology for selecting Maternity Care Excellence Award recipients, see the Healthgrades Specialty Excellence Award™ 2014 Methodology at www.healthgrades.com/quality.



Healthgrades Maternity Care Excellence Hospitals

Women treated at hospitals with a 5-star rating had:

 **54.4%**
lower risk of experiencing a complication with a vaginal delivery

 **77.6%**
lower risk of experiencing a complication with a cesarean delivery

than women treated at hospitals rated 1-star.

* Statistics based on analysis of three years of all-payer data (2010-2012) from 17 states that submitted to the All-Payer database.

QUALITY PERFORMANCE RATINGS MATTER TO WOMEN SEEKING MATERNITY CARE

When we asked women age 18 to 50 if clinical quality performance ratings mattered for maternity care services:²

65%
would very/fairly likely choose a hospital rated 5-stars (knowing there was a 45% lower risk for complication) for **normal delivery**

70%
would very/fairly likely choose a hospital rated 5-stars (knowing there was a 74% lower risk of complications) for **cesarean delivery**

Gynecologic Surgery

Not all women will need services in gynecologic surgery. But for those who do, it will be an important experience for them. This is another opportunity for hospitals to provide an exceptional experience of care for women that can affect the lifetime value of those patients. The decision-making process for women who need gynecologic surgery, however, is different from that of women having babies. Healthgrades found that from 2010-2012, there was 57.5% lower risk of experiencing a complication in gynecologic surgery by selecting a hospital rated 5-stars. In addition, as women age their risk of experiencing complications increases (see *Table 1*).

When asked how likely women would choose a hospital based on a 5-star rating, (knowing there was a 54% lower risk of complication in gynecologic surgery), 71% indicated that they would very/fairly likely choose a hospital with a 5-star rating.² These results indicate that quality really matters to women requiring gynecologic surgery.⁴ When asked about the resources women use to evaluate care providers, including hospitals, 56% of respondents indicated that they use recommendations from healthcare providers.² This is an important distinction in the decision-making process for this demographic. An opportunity exists for hospital's to inform their healthcare professionals and partners about the quality of the hospital. By doing so, hospitals can influence the choices of women with regard to where they choose to have gynecologic surgery.

Healthgrades Gynecologic Surgery Methodology

Gynecologic surgery refers to surgery on the female reproductive system and includes surgeries to treat benign tumors, cancer, infertility, incontinence, and various other conditions. To help consumers evaluate and compare hospital performance in gynecologic surgery, Healthgrades analyzed patient outcome data for all patients (all-payer data) provided by 17 individual states for years 2010 through 2012.

Developing the Healthgrades Gynecologic Surgery ratings involved four steps.

1. The predicted value (predicted complications) was obtained using a logistic regression model.
2. The predicted value was compared with the actual or observed number of complications.
3. A test was conducted to determine whether the difference between the predicted and actual values was statistically significant.
4. Hospital performance was stratified into one of three performance categories. Details on the *Healthgrades Gynecologic Surgery Ratings 2014 Methodology* may be found at the Healthgrades Quality Center: www.healthgrades.com/quality

The top 10% of hospitals were selected as Healthgrades Gynecologic Surgery Excellence Award™ recipients. For details on the methodology for selecting Gynecologic Surgery Excellence Award recipients, see the *Healthgrades Specialty Excellence Award™ 2014 Methodology* at www.healthgrades.com/quality.



Healthgrades Gynecologic Surgery Excellence Hospitals

Women treated at hospitals with a 5-star rating have a

57.5%

lower risk of experiencing a complication than women treated at hospitals rated 1-star.

* Statistics based on analysis of three years of all-payer data (2010-2012) from 17 states that submitted to the All-Payer database.

Table 1. Gynecologic Surgery Relative Increase in Risk of Complications by Age

Age Group	X times Increased Risk of Complications Compared to Age Group 18 to 44 years
45 to 64	1.16
65 to 74	1.51
75 and older	2.07

QUALITY MATTERS TO WOMEN REQUIRING GYNECOLOGIC SURGERY

When asked how likely women would choose a hospital, for gynecologic surgery, based on a 5-star rating with a 54% lower risk of complication:²

71%

would very/fairly likely choose a hospital with a **5-star rating**

Women's Health

At Healthgrades, Women's Health includes care provided to women for common conditions and procedures treated in the hospital for women over the age of 65. This is an area where hospitals can maximize the value of a female patient over her lifespan. Due to the acuity of conditions in this demographic, quality is more difficult to achieve but is perhaps more valuable to this age group.

When asked if they would be willing to sacrifice quality results if it meant insurance would cover a larger portion of the surgery,

- 67% of women 65 or older said no, they would not sacrifice quality.²

These results indicate that this age group of women not only use care quality in their decision-making process, but that they are also willing to pay for it. So, where should a hospital put efforts into communicating that quality message? Again, it comes down to how this age group makes decisions.

When asked about how women evaluate the selection of care providers, including hospitals for medical procedures related to aging, such as knee/hip replacement and heart procedures,

- 72% of women age 65 or older indicated they would seek recommendations from healthcare providers.²

This is, again, a crucial area for hospitals to concentrate on for educating partners about their quality.

If physicians and nurses can speak confidently about the quality of the hospital to their female patients over 65, the hospital has a chance to build relationships with those patients and capture a larger portion of their lifetime value as a patient.

Healthgrades Women's Health Methodology

The Healthgrades Women's Health Excellence Award™ recognizes the best-performing hospitals in women's health, which includes care provided to women for common conditions and procedures treated in the hospital.

Women's health ratings used to determine award recipients were based upon Healthgrades risk-adjustment methodology for 15 conditions and procedures using Medicare inpatient data from the MedPAR database (purchased from the Centers for Medicare and Medicaid Services) for years 2010 through 2012.

Of the 15 conditions and procedures Healthgrades evaluated, eight are mortality rate-based and seven are in-hospital complications rate-based. To see the full *Women's Health Excellence Award™ 2014 Methodology*, please visit www.healthgrades.com/quality.



Healthgrades Women's Health Excellence Hospitals

From 2010 through 2012, if all hospitals had performed at the same level as the Women's Health Excellence Award™ recipients:

44,484

WOMEN'S LIVES

could have potentially been saved.

12,123

WOMEN'S COMPLICATIONS

could have potentially been avoided.

* Statistics based upon Healthgrades risk-adjustment methodology for 15 conditions and procedures using Medicare inpatient data on women only from the MedPAR database for years 2010 through 2012.

WOMEN'S HEALTH PROCEDURES & CONDITIONS

Mortality-Based Cohorts

- Chronic Obstructive Pulmonary Disease (COPD)
- Coronary Artery Bypass Graft (CABG) Surgery
- Coronary Interventional Procedures (PTCA/Angioplasty, Stent)
- Heart Attack
- Heart Failure
- Pneumonia
- Stroke
- Valve Surgery

Complication-Based Cohorts

- Spinal Fusion
- Back and Neck Surgery (Without Spinal Fusion)
- Carotid Surgery
- Hip Fracture Treatment
- Hip Replacement
- Peripheral Vascular Bypass
- Total Knee Replacement

Conclusion

Hospital leaders can emphasize their ability to provide superior outcomes in the care of women throughout their lifecycle needs to differentiate their services in a competitive marketplace.

The ability to provide measurable quality services to women throughout their lifetime can be leveraged into an overall strategy that incorporates the concept of the lifetime value of a patient.

Understanding the resources, both in tools and people, used by women and ensuring plans include targeted marketing to those personas is a step all hospital leaders can take to attract and keep this desirable demographic.

About Healthgrades

Since 1998, Healthgrades has collected, reported and explained the importance of health quality outcomes to consumers. We provide consumers with critical information at the time they need it most: when selecting a physician or hospital to care for themselves or family members. In addition, by reporting quality information to the public, Healthgrades is on the forefront of driving high-quality performance by doctors and hospitals.

Healthgrades awards hospital quality achievements for cohort-specific performance, specialty area performance, and overall best performance in these categories. For detailed performance information such as cohort-specific outcomes data and quality achievements for individual hospitals, please visit www.healthgrades.com/find-a-hospital.

Healthgrades, headquartered in Denver, Colorado, is the leading online resource for comprehensive information about physicians and hospitals. More than 250 million visitors use the Healthgrades websites to search, evaluate, compare, and connect with physicians and hospitals that best meet their treatment needs. Consumers are empowered through use of the Healthgrades proprietary information about clinical outcomes, satisfaction, safety, and health conditions to make informed healthcare decisions and take action. For more information, please visit www.healthgrades.com and www.bettermedicine.com.

References

- 1 Blue, L. Why Do Women Live Longer Than Men? TIME Magazine. Aug 6, 2008. <http://content.time.com/time/health/article/0,8599,1827162,00.html>
- 2 U.S. National Women's Survey for Healthgrades, Harris Interactive Group, June 2014. This survey was conducted online within the United States by Harris Poll on behalf of Healthgrades from June 3-5, 2014 among 1,116 women ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact is Sonja Baro, sbaro@healthgrades.com.
- 3 Based on analysis of 3 years of All-Payer data (2010-2012). See Healthgrades Maternity Care ratings 2014 Methodology, by visiting www.healthgrades.com/quality
- 4 Based on analysis of 3 years of All-Payer data see Healthgrades Gynecologic Surgery Ratings 2014 Methodology, by visiting www.healthgrades.com/quality

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Healthgrades Maternity Care Excellence Award™ Recipients 2014

The following hospitals are recipients of the Healthgrades Maternity Care Excellence Award in 2014. Some of the award recipients have multiple locations. In these cases, Healthgrades analyzes the results for all locations and recognizes each of the facilities as a recipient of the award. Information on the award recipients and the rating methodology is available at www.healthgrades.com.

Table 2. Healthgrades Maternity Care Excellence Award Recipients 2014

State*	Healthgrades Maternity Care Excellence Award Recipients 2014	City
Arizona	Arrowhead Hospital	Glendale
	Banner Baywood Medical Center	Mesa
	West Valley Hospital	Goodyear
Florida	Baptist Hospital of Miami	Miami
	<i>Including:</i> Baptist Children's Hospital	Miami
	Baptist Medical Center Beaches	Jacksonville Beach
	Bayfront Health Brooksville	Brooksville
	<i>Including:</i> Bayfront Health Spring Hill	Spring Hill
	Bayfront Medical Center	Saint Petersburg
	Boca Raton Regional Hospital	Boca Raton
	Gulf Coast Medical Center	Fort Myers
	Halifax Health - Medical Center of Daytona Beach	Daytona Beach
	<i>Including:</i> Atlantic Medical Center	Daytona Beach
	Halifax Health - Medical Center of Port Orange	Port Orange
	Hialeah Hospital	Hialeah
	Kendall Regional Medical Center	Miami
	Lakeland Regional Medical Center	Lakeland
	Manatee Memorial Hospital	Bradenton
	Martin Memorial Medical Center	Stuart
	<i>Including:</i> Martin Memorial Hospital South	Stuart
	Memorial Hospital West	Pembroke Pines
	Mount Sinai Medical Center	Miami Beach
	NCH Downtown Naples Hospital	Naples
	<i>Including:</i> NCH North Naples Hospital	Naples
	North Shore Medical Center	Miami
	<i>Including:</i> Florida Medical Center	Lauderdale Lakes
Osceola Regional Medical Center	Kissimmee	
Palmetto General Hospital	Hialeah	
Palms West Hospital	Loxahatchee	
<i>Including:</i> The Children's Hospital at Palms West	Loxahatchee	

State*	Healthgrades Maternity Care Excellence Award Recipients 2014	City
Florida (cont)	Peace River Regional Medical Center	Port Charlotte
	Sarasota Memorial Hospital	Sarasota
	Shands at Lake Shore	Lake City
	Tallahassee Memorial Healthcare	Tallahassee
	Wellington Regional Medical Center	Wellington
	West Boca Medical Center	Boca Raton
	Winter Haven Hospital	Winter Haven
	<i>Including:</i> Regency Medical Center	Winter Haven
Massachusetts	Southcoast Hospitals Group - Charlton Memorial	Fall River
	<i>Including:</i> Southcoast Hospitals Group - St. Luke's Hospital	New Bedford
	Southcoast Hospitals Group - Tobey Hospital	Wareham
Nevada	MountainView Hospital	Las Vegas
New Jersey	AtlantiCare Regional Medical Center - Atlantic City	Atlantic City
	<i>Including:</i> AtlantiCare Regional Medical Center - Mainland	Pomona
	Christ Hospital	Jersey City
	Clara Maass Medical Center	Belleville
	Englewood Hospital & Medical Center	Englewood
	Hoboken University Medical Center	Hoboken
	Holy Name Medical Center	Teaneck
	Meadowlands Hospital Medical Center	Secaucus
	Monmouth Medical Center	Long Branch
	Saint Barnabas Medical Center	Livingston
	Saint Clare's Hospital/Denville	Denville
	<i>Including:</i> Saint Clare's Hospital/Dover	Dover
	Saint Joseph's Regional Medical Center	Paterson
	<i>Including:</i> Saint Joseph's Children Hospital	Paterson
	Saint Joseph's Wayne Hospital	Wayne
	Saint Mary's Hospital	Passaic
	Saint Peter's University Hospital	New Brunswick
	<i>Including:</i> The Children's Hospital at Saint Peter's University Hospital	New Brunswick
	Somerset Medical Center	Somerville
	Trinitas Regional Medical Center	Elizabeth
University Medical Center of Princeton at Plainsboro	Plainsboro	
Valley Hospital	Ridgewood	

State*	Healthgrades Maternity Care Excellence Award Recipients 2014	City
New York	Bronx - Lebanon Hospital Center	Bronx
	<i>Including:</i> Bronx-Lebanon--Concourse Division	Bronx
	Coney Island Hospital	Brooklyn
	Forest Hills Hospital	Forest Hills
	Huntington Hospital	Huntington
	New York-Presbyterian Hospital/Lower Manhattan Hospital	New York
	Nyack Hospital	Nyack
	Our Lady of Lourdes Memorial Hospital	Binghamton
	Plainview Hospital	Plainview
	Queens Hospital Center	Jamaica
	Richmond University Medical Center	Staten Island
	Saint Charles Hospital	Port Jefferson
	Saint John's Riverside Hospital	Yonkers
	<i>Including:</i> Community Hospital at Dobbs Ferry	Dobbs Ferry
	Saint Joseph's Hospital Health Center	Syracuse
	Southside Hospital	Bay Shore
Wyckoff Heights Medical Center	Brooklyn	
Pennsylvania	Abington Memorial Hospital	Abington
	<i>Including:</i> Allegheny University Hospitals - Bucks	Warminster
	Schuylkill Medical Center South Jackson Street	Pottsville
Rhode Island	Kent Hospital	Warwick
Texas	Angleton - Danbury Medical Center	Angleton
	Baptist Beaumont Hospital	Beaumont
	Baylor All Saints Medical Center at Fort Worth	Fort Worth
	Bayshore Medical Center	Pasadena
	<i>Including:</i> East Houston Regional Medical Center	Houston
	CHRISTUS Spohn Hospital Corpus Christi - Memorial	Corpus Christi
	<i>Including:</i> CHRISTUS Spohn Hospital Corpus Christi - Shoreline	Corpus Christi
	CHRISTUS Spohn Hospital Corpus Christi - South	Corpus Christi
	Detar Hospital Navarro	Victoria
	<i>Including:</i> Detar Hospital North	Victoria
	Doctors Hospital of Laredo	Laredo
	Doctors Hospital Tidwell	Houston
	Harlingen Medical Center	Harlingen
	Houston Methodist Willowbrook Hospital	Houston
	Kingwood Medical Center	Kingwood
	Knapp Medical Center	Weslaco

State*	Healthgrades Maternity Care Excellence Award Recipients 2014	City
Texas (cont)	Laredo Medical Center	Laredo
	Las Palmas Medical Center	El Paso
	<i>Including:</i> Del Sol Medical Center	El Paso
	Memorial Hermann Healthcare System - Southwest	Houston
	<i>Including:</i> Memorial Hermann Northwest Hospital	Houston
	Memorial Hermann Southeast Hospital	Houston
	Memorial Hermann The Woodlands Hospital	Shenandoah
	Memorial Hermann Northeast Hospital	Humble
	Memorial Hermann Sugar Land Hospital	Sugar Land
	Methodist Charlton Medical Center	Dallas
	Methodist Stone Oak Hospital	San Antonio
	Oakbend Medical Center	Richmond
	San Angelo Community Medical Center	San Angelo
	Sierra Medical Center	El Paso
	Sierra Providence East Medical Center	El Paso
	St. David's Medical Center	Austin
	<i>Including:</i> Heart Hospital of Austin	Austin
	St. David's Georgetown Hospital	Georgetown
	St. David's Round Rock Medical Center	Round Rock
	St. David's South Austin Medical Center	Austin
	St. Luke's The Woodlands Hospital	The Woodlands
	Texas Health Harris Methodist Hospital Cleburne	Cleburne
	Texas Health Harris Methodist Hospital Stephenville	Stephenville
	Texas Health Presbyterian Hospital Denton	Denton
	The Corpus Christi Medical Center	Corpus Christi
	<i>Including:</i> Corpus Christi Medical Center - Doctors Regional	Corpus Christi
	Corpus Christi Medical Center - Northwest Regional	Corpus Christi
	The Heart Hospital	Corpus Christi
	The Medical Center of Southeast Texas	Port Arthur
	Val Verde Regional Medical Center	Del Rio
	Valley Baptist Medical Center - Brownsville	Brownsville
	Valley Baptist Medical Center - Harlingen	Harlingen
	Valley Regional Medical Center	Brownsville

State*	Healthgrades Maternity Care Excellence Award Recipients 2014	City
Utah	Jordan Valley Medical Center	West Jordan
	<i>Including:</i> Pioneer Valley Hospital	West Valley City
	Mountain View Hospital	Payson
	Ogden McKay-Dee Hospital Center	Ogden
	Ogden Regional Medical Center	Ogden
	Timpanogos Regional Hospital	Orem
Virginia	Bon Secours - Maryview Medical Center	Portsmouth
	Chesapeake Regional Medical Center	Chesapeake
	Inova Alexandria Hospital	Alexandria
	Inova Fair Oaks Hospital	Fairfax
	Reston Hospital Center	Reston
	Sentara Leigh Hospital	Norfolk
Washington	Valley Medical Center	Renton
Wisconsin	Aspirus Wausau Hospital	Wausau
	Wheaton Franciscan Healthcare - All Saints	Racine
	<i>Including:</i> Wheaton Franciscan Healthcare - All Saints	Racine

*17 states provide all-payer data that allows risk-adjusted evaluation of these procedures. CA provides data, however without key information to allow risk adjustment, and therefore Healthgrades does not evaluate this state. All other states do not provide data for evaluation.

Healthgrades Gynecologic Surgery Excellence Award™ Recipients 2014

The following hospitals are recipients of the Healthgrades Gynecologic Surgery Excellence Award in 2014. Some of the award recipients have multiple locations. In these cases, Healthgrades analyzes the results for all locations and recognizes each of the facilities as a recipient of the award. Information on the award recipients and the rating methodology is available at www.healthgrades.com.

Table 3. Healthgrades Gynecologic Surgery Excellence Award Recipients 2014

State*	Healthgrades Gynecologic Surgery Excellence Award Recipients 2014	City
Arizona	Banner Baywood Medical Center	Mesa
	Verde Valley Medical Center	Cottonwood
	Yavapai Regional Medical Center - East	Prescott Valley
Colorado	Mercy Regional Medical Center	Durango
	Swedish Medical Center	Englewood
Florida	Bayfront Health Brooksville	Brooksville
	<i>Including:</i> Bayfront Health Spring Hill	Spring Hill
	Coral Gables Hospital	Coral Gables
	Florida Hospital Deland	Deland
	Florida Hospital North Pinellas	Tarpon Springs
	Hialeah Hospital	Hialeah
	Homestead Hospital	Homestead
	Kendall Regional Medical Center	Miami
	Martin Memorial Medical Center	Stuart
	<i>Including:</i> Martin Memorial Hospital South	Stuart
	Memorial Regional Hospital	Hollywood
	<i>Including:</i> Joe DiMaggio Children's Hospital	Hollywood
	Memorial Regional Hospital South	Hollywood
	Metropolitan Hospital of Miami	Miami
	Munroe Regional Medical Center	Ocala
	North Okaloosa Medical Center	Crestview
	Northwest Medical Center	Margate
	Palm Springs General Hospital	Hialeah
	Palmetto General Hospital	Hialeah
	Parrish Medical Center	Titusville
Plantation General Hospital	Plantation	
<i>Including:</i> Mercy Hospital	Miami	
Sacred Heart Hospital	Pensacola	
Sacred Heart Hospital On the Emerald Coast	Miramar Beach	

State*	Healthgrades Gynecologic Surgery Excellence Award Recipients 2014	City
Florida (cont)	The Villages Regional Hospital	The Villages
	Westchester General Hospital	Miami
Maryland	Anne Arundel Medical Center	Annapolis
	Fort Washington Medical Center	Fort Washington
	MedStar Harbor Hospital	Baltimore
	Washington Adventist Hospital	Takoma Park
Massachusetts	Cape Cod Hospital	Hyannis
	Cooley Dickinson Hospital	Northampton
	Good Samaritan Medical Center	Brockton
New Jersey	AtlantiCare Regional Medical Center - Atlantic City	Atlantic City
	<i>Including:</i> AtlantiCare Regional Medical Center - Mainland	Pomona
	Englewood Hospital & Medical Center	Englewood
	Memorial Hospital of Salem County	Salem
	Morristown Medical Center	Morristown
	Robert Wood Johnson University Hospital Hamilton	Hamilton
	Saint Michael's Medical Center	Newark
	<i>Including:</i> Saint Michael's Medical Center - Saint James Campus	Newark
	Saint Peter's University Hospital	New Brunswick
	<i>Including:</i> The Children's Hospital at Saint Peter's University Hospital	New Brunswick
	University Medical Center of Princeton at Plainsboro	Plainsboro
	Valley Hospital	Ridgewood
	New York	Albany Medical Center Hospital
<i>Including:</i> The Children's Hospital at Albany Medical Center		Albany
Bon Secours St. Anthony Community Hospital		Warwick
Brooklyn Hospital Center at Downtown		Brooklyn
Brooks Memorial Hospital		Dunkirk
Flushing Hospital Medical Center		Flushing
Forest Hills Hospital		Forest Hills
Good Samaritan Hospital Medical Center		West Islip
Lutheran Medical Center		Brooklyn
Mercy Hospital		Buffalo
Nassau University Medical Center		East Meadow
Richmond University Medical Center		Staten Island
South Nassau Communities Hospital		Oceanside
Southside Hospital		Bay Shore
Winthrop-University Hospital		Mineola
Woodhull Medical and Mental Health Center		Brooklyn

State*	Healthgrades Gynecologic Surgery Excellence Award Recipients 2014	City
Oregon	Providence Saint Vincent Medical Center	Portland
	Saint Charles Medical Center - Bend	Bend
Pennsylvania	ACMH Hospital	Kittanning
	Bryn Mawr Hospital	Bryn Mawr
	Clearfield Hospital	Clearfield
	Elk Regional Health Center	Saint Mary's
	Holy Redeemer Hospital	Meadowbrook
	Lancaster General Hospital	Lancaster
	Robert Packer Hospital	Sayre
	Saint Clair Hospital	Pittsburgh
	The Washington Hospital	Washington
	Uniontown Hospital	Uniontown
	UPMC Bedford Memorial	Everett
	Warren General Hospital	Warren
Texas	CHRISTUS Saint Catherine Hospital	Katy
	CHRISTUS Spohn Hospital Corpus Christi - Memorial	Corpus Christi
	<i>Including:</i> CHRISTUS Spohn Hospital Corpus Christi - Shoreline	Corpus Christi
	CHRISTUS Spohn Hospital Corpus Christi - South	Corpus Christi
	Dallas Medical Center	Dallas
	Doctors Hospital at Renaissance	Edinburg
	Doctors Hospital of Laredo	Laredo
	Grace Medical Center	Lubbock
	Harlingen Medical Center	Harlingen
	Hillcrest Baptist Medical Center	Waco
	Houston Methodist Sugar Land Hospital	Sugar Land
	Knapp Medical Center	Weslaco
	Laredo Medical Center	Laredo
	Las Colinas Medical Center	Irving
	Las Palmas Medical Center	El Paso
	<i>Including:</i> Del Sol Medical Center	El Paso
	Memorial Hermann Healthcare System - Southwest	Houston
	<i>Including:</i> Memorial Hermann Northwest Hospital	Houston
	Memorial Hermann Southeast Hospital	Houston
	Memorial Hermann The Woodlands Hospital	Shenandoah
Memorial Hermann Katy Hospital	Katy	
Memorial Hermann Memorial City Medical Center	Houston	
Memorial Hermann Northeast Hospital	Humble	

State*	Healthgrades Gynecologic Surgery Excellence Award Recipients 2014	City
Texas (cont)	Methodist Hospital	San Antonio
	<i>Including:</i> Northeast Methodist Hospital	Live Oak
	Methodist Specialty and Transplant Hospital	San Antonio
	Methodist Teksan Hospital	San Antonio
	Metropolitan Methodist Hospital	San Antonio
	Mother Frances Hospital - Tyler	Tyler
	North Central Surgical Center	Dallas
	Providence Healthcare Network	Waco
	Rio Grande Regional Hospital	McAllen
	Scott and White Memorial Hospital	Temple
	<i>Including:</i> McLane Children's Hospital- Scott & White	Temple
	South Texas Health - Edinburg Regional Medical Center	Edinburg
	<i>Including:</i> McAllen Medical Center	McAllen
	<i>Including:</i> McAllen Medical Center	McAllen
	St. David's Medical Center	Austin
	<i>Including:</i> Heart Hospital of Austin	Austin
	St. David's Georgetown Hospital	Georgetown
	St. Luke's Sugar Land Hospital	Sugar Land
	Texas Health Center for Diagnostics and Surgery	Plano
	Texas Regional Medical Center at Sunnyvale	Sunnyvale
	The Hospital at Westlake Medical Center	Austin
	The Woman's Hospital of Texas	Houston
	University Medical Center	Lubbock
Valley Baptist Medical Center - Brownsville	Brownsville	
Valley Baptist Medical Center - Harlingen	Harlingen	
Valley Regional Medical Center	Brownsville	
Virginia	Augusta Health	Fishersville
	Bon Secours - Maryview Medical Center	Portsmouth
	Clinch Valley Medical Center	Richlands
	Inova Alexandria Hospital	Alexandria
	Martha Jefferson Hospital	Charlottesville
	Sentara Obici Hospital	Suffolk
	Smyth County Community Hospital	Marion
	Southside Regional Medical Center	Petersburg
	University of Virginia Hospital	Charlottesville

State*	Healthgrades Gynecologic Surgery Excellence Award Recipients 2014	City
Washington	Northwest Hospital & Medical Center	Seattle
	Overlake Hospital Medical Center	Bellevue
	Providence Saint Mary Medical Center	Walla Walla
Wisconsin	Aurora West Allis Medical Center	West Allis
	Gundersen Lutheran Medical Center	La Crosse
	Ministry Saint Joseph's Hospital	Marshfield
	Including: Saint Joseph's Children's Hospital	Marshfield
	Saint Vincent Hospital	Green Bay
	Wheaton Franciscan Healthcare - Saint Francis	Milwaukee

*17 states provide all-payer data that allows risk-adjusted evaluation of these procedures. CA provides data, however without key information to allow risk adjustment, and therefore Healthgrades does not evaluate this state. All other states do not provide data for evaluation.

Healthgrades Women's Health Excellence Award™ Recipients 2014

The following hospitals are recipients of the Healthgrades Women's Health Excellence Award in 2014. Some of the award recipients have multiple locations. In these cases, Healthgrades analyzes the results for all locations and recognizes each of the facilities as a recipient of the award. Information on the award recipients and the rating methodology is available at www.healthgrades.com.

Table 4. Healthgrades Women's Health Excellence Award Recipients 2014

State	Healthgrades Women's Health Excellence Award Recipients 2014	City
Arizona	Banner Thunderbird Medical Center	Glendale
Arkansas	Arkansas Heart Hospital	Little Rock
	North Arkansas Regional Medical Center	Harrison
California	Alta Bates Summit Medical Center - Summit	Oakland
	Beverly Hospital	Montebello
	Cedars - Sinai Medical Center	West Hollywood
	Centinela Hospital Medical Center	Inglewood
	Desert Valley Hospital	Victorville
	Eden Medical Center	Castro Valley
	Huntington Memorial Hospital	Pasadena
	Kaiser Permanente Antioch Medical Center	Antioch
	Kaiser Permanente Baldwin Park Medical Center	Baldwin Park
	Kaiser Permanente Fresno Medical Center	Fresno
	Kaiser Permanente Hayward Medical Center	Hayward
	<i>Including:</i> Kaiser Permanente Fremont Medical Center	Fremont
	Kaiser Permanente Riverside Medical Center	Riverside
	Kaiser Permanente San Francisco Medical Center	San Francisco
	Kaiser Permanente Santa Rosa Medical Center	Santa Rosa
	Kaiser Permanente Vallejo Medical Center	Vallejo
	Kaiser Permanente Walnut Creek Medical Center	Walnut Creek
	Kaiser Permanente Woodland Hills Medical Center	Woodland Hills
	Mercy Medical Center Merced	Merced
	<i>Including:</i> Mercy Medical Center Merced Dominican	Merced
	Northridge Hospital Medical Center	Northridge
	Providence Holy Cross Medical Center	Mission Hills
	Providence Tarzana Medical Center	Tarzana
	Saddleback Memorial Medical Center - Laguna Hills	Laguna Hills
	<i>Including:</i> Saddleback Memorial Medical Center San Clemente	San Clemente
	Saint Vincent Medical Center	Los Angeles

State	Healthgrades Women's Health Excellence Award Recipients 2014	City
California (cont)	Scripps Green Hospital	La Jolla
	Sierra Nevada Memorial Hospital	Grass Valley
	St. Helena Hospital	Saint Helena
	St. John's Pleasant Valley Hospital	Camarillo
	St. John's Regional Medical Center	Oxnard
	St. Mary's Medical Center	San Francisco
	Sutter Auburn Faith Hospital	Auburn
	Sutter Delta Medical Center	Antioch
	Sutter General Hospital	Sacramento
	<i>Including:</i> Sutter Memorial Hospital	Sacramento
	Sutter Roseville Medical Center	Roseville
	UCSD Medical Center - Hillcrest	San Diego
	Washington Hospital	Fremont
Colorado	Centura Health - Penrose Saint Francis Health Services	Colorado Springs
	<i>Including:</i> St. Francis Medical Center	Colorado Springs
	Exempla Good Samaritan Medical Center	Lafayette
	Exempla Lutheran Medical Center	Wheat Ridge
	McKee Medical Center	Loveland
	Poudre Valley Hospital	Fort Collins
Connecticut	Saint Francis Care	Hartford
District of Columbia	Sibley Memorial Hospital	Washington
Florida	Delray Medical Center	Delray Beach
	Fawcett Memorial Hospital	Port Charlotte
	Flagler Hospital	Saint Augustine
	Florida Hospital Fish Memorial	Orange City
	Kendall Regional Medical Center	Miami
	Lee Memorial Hospital	Fort Myers
	<i>Including:</i> HealthPark MC / Lee Memorial	Fort Myers
	Martin Memorial Medical Center	Stuart
	<i>Including:</i> Martin Memorial Hospital South	Stuart
	Mayo Clinic	Jacksonville
	Memorial Hospital West	Pembroke Pines
	Munroe Regional Medical Center	Ocala
	Ocala Regional Medical Center	Ocala
	<i>Including:</i> West Marion Community Hospital	Ocala

State	Healthgrades Women's Health Excellence Award Recipients 2014	City
Florida (cont)	Parrish Medical Center	Titusville
	South Florida Baptist Hospital	Plant City
	UF Health Shands Jacksonville	Jacksonville
Georgia	Emory University Hospital	Atlanta
	Houston Medical Center	Warner Robins
	Northeast Georgia Medical Center	Gainesville
	Piedmont Fayette Hospital	Fayetteville
	St. Mary's Health Care System	Athens
	University Hospital	Augusta
	WellStar Kennestone Hospital	Marietta
	West Georgia Medical Center	Lagrange
Idaho	St. Luke's Regional Medical Center	Boise
Illinois	Advocate Christ Hospital and Medical Center	Oak Lawn
	Advocate Good Samaritan Hospital	Downers Grove
	Advocate Trinity Hospital	Chicago
	Palos Community Hospital	Palos Heights
	Presence Saint Joseph Medical Center	Joliet
	Riverside Medical Center	Kankakee
	Saint Alexius Medical Center	Hoffman Estates
	Silver Cross Hospital	New Lenox
Indiana	Community Hospital	Munster
	Franciscan Saint Elizabeth Health - Lafayette East	Lafayette
	Indiana University Health Arnett Hospital	Lafayette
	Indiana University Health Methodist Hospital	Indianapolis
	<i>Including:</i> Indiana University Health University Hospital	Indianapolis
	Indiana University Health West Hospital	Avon
	Saint Mary's Medical Center - Evansville	Evansville
	St. Vincent Indianapolis Hospital	Indianapolis
	<i>Including:</i> St. Vincent Women's Hospital	Indianapolis
Wishard Hospital	Indianapolis	
Iowa	Mercy Medical Center - Cedar Rapids	Cedar Rapids
	Saint Luke's Hospital	Cedar Rapids
Kansas	Stormont - Vail Healthcare	Topeka
	Via Christi Hospital on Saint Francis	Wichita
Louisiana	Ochsner Medical Center	New Orleans
	<i>Including:</i> Ochsner Medical Center- West Bank Campus	Gretna
	Ochsner Hospital - Elmwood	Harahan

State	Healthgrades Women's Health Excellence Award Recipients 2014	City
Maryland	Greater Baltimore Medical Center	Towson
	Howard County General Hospital	Columbia
	MedStar Franklin Square Hospital Center	Baltimore
	MedStar Good Samaritan Hospital	Baltimore
	MedStar Harbor Hospital	Baltimore
	Memorial Hospital at Easton	Easton
	Meritus Medical Center	Hagerstown
	Northwest Hospital Center	Randallstown
	Union Hospital	Elkton
	University of Maryland St. Joseph Medical Center	Towson
Massachusetts	Berkshire Medical Center	Pittsfield
	Holy Family Hospital	Methuen
	UMass Memorial Medical Center - University Campus	Worcester
	<i>Including:</i> UMass Memorial Medical Center - Hahnemann	Worcester
	UMass Memorial Medical Center - Memorial Campus	Worcester
Michigan	Beaumont Hospital - Royal Oak	Royal Oak
	Beaumont Hospital - Troy	Troy
	Genesys Regional Medical Center	Grand Blanc
	Henry Ford Hospital	Detroit
	<i>Including:</i> Henry Ford Cottage Hospital	Grosse Pointe Farms
	Henry Ford Wyandotte Hospital	Wyandotte
	Holland Hospital	Holland
	Huron Valley - Sinai Hospital	Commerce Township
	McLaren - Lapeer Region	Lapeer
	Munson Medical Center	Traverse City
	Providence Hospital	Southfield
	St. Joseph Mercy Oakland	Pontiac
Minnesota	Fairview Southdale Hospital	Edina
	Mayo Clinic Saint Mary's Hospital	Rochester
	North Memorial Medical Center	Robbinsdale
	Regions Hospital	Saint Paul
	Saint Cloud Hospital	Saint Cloud
Missouri	Heartland Regional Medical Center	Saint Joseph
	SSM Saint Mary's Health Center	Richmond Heights
	St. Luke's Hospital	Chesterfield
Nebraska	Bryan Health Medical Center - East	Lincoln
	<i>Including:</i> BryanLGH Medical Center West	Lincoln

State	Healthgrades Women's Health Excellence Award Recipients 2014	City
New Hampshire	Concord Hospital	Concord
New Jersey	Community Medical Center	Toms River
	Hackensack UMC	Hackensack
	Morristown Medical Center	Morristown
	Overlook Medical Center	Summit
New York	Albany Medical Center Hospital	Albany
	Long Island Jewish Medical Center	New Hyde Park
	New York-Presbyterian/Weill Cornell Medical Center	New York
	<i>Including:</i> New York-Presbyterian Hospital/Columbia University Medical Center	New York
	New York-Presbyterian Hospital/The Allen Hospital	New York
	Saint Peter's Hospital	Albany
	SUNY Downstate Medical Center	Brooklyn
North Carolina	Alamance Regional Medical Center	Burlington
	Margaret R. Pardee Memorial Hospital	Hendersonville
	Mission Hospitals	Asheville
	WakeMed Cary Hospital	Cary
Ohio	Bethesda North Hospital	Cincinnati
	Blanchard Valley Hospital	Findlay
	Fort Hamilton Hughes Memorial Hospital	Hamilton
	Good Samaritan Hospital	Dayton
	<i>Including:</i> Dayton Heart and Vascular Hospital at Good Samaritan	Dayton
	Grant Medical Center	Columbus
	Marymount Hospital	Garfield Heights
	Mercy Health - Anderson Hospital	Cincinnati
	Mercy Health - Fairfield Hospital	Fairfield
	Mercy Health - Western Hills Hospital	Cincinnati
	Miami Valley Hospital	Dayton
	ProMedica Flower Hospital	Sylvania
	ProMedica Toledo Hospital	Toledo
	South Pointe Hospital	Warrensville Heights
	Southwest General Health Center	Middleburg Heights
	Union Hospital	Dover
Pennsylvania	Grand View Hospital	Sellersville
	Jefferson University Hospitals - City Center	Philadelphia
	<i>Including:</i> Methodist Hospital	Philadelphia
	Lancaster General Hospital	Lancaster
	Penn Presbyterian Medical Center	Philadelphia
	UPMC McKeesport	McKeesport

State	Healthgrades Women's Health Excellence Award Recipients 2014	City
South Carolina	AnMed Health Medical Center	Anderson
	Bon Secours St. Francis Health System	Greenville
	Conway Medical Center	Conway
	McLeod Regional Medical Center	Florence
Tennessee	Indian Path Medical Center	Kingsport
	LeConte Medical Center	Sevierville
Texas	Houston Methodist Hospital	Houston
	<i>Including:</i> Diagnostic Center Hospital	Houston
	Scott and White Memorial Hospital	Temple
	<i>Including:</i> McLane Children's Hospital- Scott & White	Temple
	St. David's Medical Center	Austin
	<i>Including:</i> Heart Hospital of Austin St. David's Georgetown Hospital	Austin Georgetown
Virginia	Augusta Health	Fishersville
	Henrico Doctors' Hospital	Richmond
	<i>Including:</i> Parham Doctors' Hospital Retreat Doctors' Hospital	Richmond Richmond
	Inova Fairfax Hospital	Falls Church
	Inova Loudoun Hospital	Leesburg
	Rockingham Memorial Hospital	Harrisonburg
	Sentara Northern Virginia Medical Center	Woodbridge
	Washington	PeaceHealth St. John Medical Center
West Virginia	CAMC General Hospital	Charleston
	<i>Including:</i> CAMC Memorial Hospital	Charleston
	CAMC Women and Children's Hospital	Charleston
Wisconsin	Aurora Saint Luke's Medical Center	Milwaukee
	<i>Including:</i> Saint Luke's Medical Center Aurora Sinai Medical Center	Cudahy Milwaukee
	Gundersen Lutheran Medical Center	La Crosse
	Wheaton Franciscan - Saint Joseph	Milwaukee
	<i>Including:</i> Wheaton Franciscan - Elmbrook Memorial The Wisconsin Heart Hospital	Brookfield Wauwatosa