

**News Announcement
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Colorado Plains Receives National Choice Award

Colorado Plains Medical Center was recently notified of their selection as a 2007 Hospital of Choice by the American Alliance of Healthcare Providers.

The Hospital of Choice awards are uniquely designed to identify America's most customer friendly hospitals.

Ric Vincent Parr, President of the American Alliance of Healthcare Providers, noted that this year's recipients were extremely difficult to narrow down because of the competitive nature of the selection criteria.

The selection process involved reviewing public information such as websites, news releases, announcements, as well as phone surveys of hospital staff and applications submitted for review.

"The America's 100 Choice Hospital award is quite an honor. We have received accolades for other achievements, such as for our quality of care and our performance improvement, but now we are also being recognized for being

one of America's most customer friendly facilities. We are honored to be recognized for successfully exceeding the expectations of our patients. Because this hospital was founded as a community hospital, the respect and the spirit to serve our family, friends, and neighbors remain strong," says Michael Anaya, CPMC Chief Executive Officer.

The hospital is planning on celebrating their achievement in several ways during the year, with some special activities that will involve the community.

Colorado Plains Medical Center was one of three Colorado facilities to receive the prestigious designation this year. Penrose-St. Frances Health Services in Colorado Springs and Swedish Medical Center in Englewood also received honors.

In addition to the 100 hospitals selected for the award, 20 other hospitals received honorable mentions.

"Meeting acceptable standards of quality patient care is not enough to earn the endearment of family members, healthcare payors and providers who refer their friends and clients for admission," notes Parr.

"In addition to competent care, they also want a friendly and courteous staff. They want timely communication regarding their client's status and treatment. They want involvement in the discharge plan and they want fair and accurate billing. The American Alliance of Healthcare Providers designed the Hospital of Choice Awards to recognize those hospitals that go beyond their walls in pursuit of excellence and quality care," he adds.

The American Alliance of Healthcare Providers was founded in 1992 with a group of 32 practitioners and healthcare managers. It was established to find practical, effective, and efficient ways to improve patient care in the American healthcare system.

For more information about the Hospital of Choice Awards or the American Alliance of Healthcare Providers, contact Sara Suliman at 703-941-2284 or visit their website at www.aahcp.com.