



FOR IMMEDIATE RELEASE

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JCAHO GIVES FULL ACCREDITATION

Broadlawns Medical Center Earns Gold Seal of Approval from National Accreditation Commission

Des Moines, March 13, 2007 – Broadlawns Medical Center announced today that it has earned the Joint Commission’s Gold Seal of Approval™ for hospital services and behavioral health care by demonstrating compliance with the commission’s national standards for health care quality and safety.

“Receiving the Seal of Approval validates for the community the quality and safety of care, treatment and services provided by Broadlawns staff and physicians,” said Jody Jenner, CEO of Broadlawns Medical Center. “We sought full accreditation to demonstrate our commitment to patients’ safety and quality care. This esteemed designation affirms that our hard work is on target and encourages us to continue to improve our services and health care to even higher levels.”

Speaking for The Joint Commission, Darlene Christiansen, executive director, Hospital Accreditation Program, said, “The community should be proud that Broadlawns Medical Center is focusing on the most challenging goal—to continuously raise quality and safety to higher levels. Above all, the national standards are intended to stimulate continuous, systematic and organization-wide improvement in an organization’s performance and the outcomes of care.”

Added Mary Cesare-Murphy, Ph.D., executive director, Behavioral Health Care Accreditation Program, The Joint Commission, “Broadlawns Medical Center’s accreditation achievement is a demonstration of the organization’s leadership and staff commitment to

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excellence. Joint Commission accreditation requires organization-wide dedication to providing safe, client-focused care, treatment and services.”

The Joint Commission conducted an unannounced, on-site evaluation of Broadlawns Medical Center during January 2007. The accreditation award recognizes Broadlawns for complying with the Joint Commission’s state-of-the-art standards on a continuous basis. Accreditation is an audit of the actual delivery of critical services and evaluates their quality and safety.

Broadlawns Medical Center has a rich history of more than 83 years of “Caring for Our Community” of Polk County. While the name of the facility has changed over the years, the care and compassion for the needs of the whole family have remained constant. Today, Broadlawns Medical Center is composed of:

- An acute care community hospital serving medical, surgical and primary care needs
- A 60-member physician practice overseeing numerous specialty clinics and outpatient services
- A Family Medicine Residency Program that graduates physician leaders that today serve 22 of Iowa’s 99 counties
- A medical center where grant-funded programs for clinical and human services can flourish.

With a history that reaches back to 1903 as a community health center, Broadlawns Medical Center first opened its doors as a hospital to the residents of Polk County on April 13, 1924. Over the years, Broadlawns has adapted to the changing demands of public health care, yet remained true to its mission of offering quality health services to all Polk County residents and training tomorrow’s health care professionals.

Founded in 1951, The Joint Commission seeks to continuously improve the safety and quality of care provided to the public through the provision of health care accreditation and related services that support performance improvement in health care organizations. The Joint Commission evaluates and accredits nearly 15,000 health care organizations and programs in the United States, including more than 8,000 hospitals and home care organizations, and more than 6,800 other health care organizations that provide long term care, assisted living, behavioral health care, laboratory and ambulatory care services. An independent, not-for-profit organization, The Joint Commission is the nation's oldest and largest standards-setting and accrediting body in health care.