

Here. For Life.



**FOR IMMEDIATE RELEASE**

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**TOURO RECEIVES NATIONAL AWARD EXCEEDING PATIENT EXPECTATIONS 2010**

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New Orleans – Touro Infirmary was recognized as a national award winner in healthcare service quality for *Exceeding Patient Expectations* by Avatar International Inc., the leader in measuring customer expectations in healthcare. The Exceeding Patient Expectations Award is based on the three critical survey items gauging patient expectation about quality of care, reliability and customization before the visit.

“I am proud of the dedication our employees display on a daily basis in order to exceed our patient’s expectations,” said Touro President Jim Montgomery. “Feedback from the patient survey process helps us to know when we hit our target: to meet Touro’s commitment to continuously improve the health and well-being of the people in our community.”

In making the announcement, David Medvedeff, PharmD, MBA, CEO of Avatar said, “Exceeding a patient’s expectations reflects an inherent sense of compassion. Touro Infirmary has succeeded in its aim to putting the needs of the patient first. I congratulate Touro for winning Avatar’s Exceeding Patient Expectations Award.”

**About Touro Infirmary**

Touro Infirmary is a not-for-profit, full service, community-based healthcare facility, located in New Orleans, LA. Guided by the principles of Judaism, Touro is dedicated to the health status and well-being of the diverse people it serves and is fully accredited by the Joint Commission on the Accreditation of Healthcare Organizations, the nation’s oldest and largest hospital accreditation agency. The rehabilitation center is accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) in three programs: general rehabilitation, acute brain injury rehabilitation and spinal cord rehabilitation. To learn more about Touro Infirmary, visit [www.touro.com](http://www.touro.com)

**About Avatar**

Avatar ([www.avatar-intl.com](http://www.avatar-intl.com)), a research and consulting company based in Orlando, FL, specializes in Evidence Based Intelligent Surveys™ and Innovative Strategies™ to transform information into significant quality and efficiency of care improvement for the healthcare industry.

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*For 159 years, Touro Infirmary has provided New Orleans residents from all walks of life with quality and compassionate care. For additional information, please visit [www.touro.com](http://www.touro.com).*