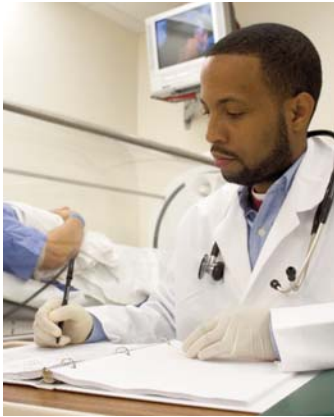


Demonstrating Best Quality

Partners Include Malcolm Baldrige Award Winners and Other Top Hospitals



As a reflection of Diversified Clinical Services' (DCS) own high clinical and operational quality standards, it's not surprising to see many of America's top hospitals in the DCS network, comprised of more than 300 Wound Care Centers®. This list includes DCS' partnerships with top-notch institutions such as the **University of North Carolina Hospitals** and two 2009 **Malcolm Baldrige National Quality Award** winners,* AtlantiCare in New Jersey and Heartland Health in Missouri. At the end of 2009, DCS' hospital partner NorthShore University HealthSystem's Highland Park Hospital was named to the **Leapfrog Top Hospitals List**.* More recently, during the start of 2010, eight DCS-

hospital partners were named to the **HealthGrade's List of America's 50 Best Hospitals**,* and 32 partners were recognized by the American Nurses Credentialing Center's **Magnet Recognition Program**.* These specialized wound care partners are just a sampling of the exemplary institutions that make up the DCS network.

Reputation for Quality Shines in Wound Care Centers

By partnering with America's leaders in healthcare, DCS' standards for quality are fully incorporated in each Wound Care Center, and patient and financial outcomes are maximized for each hospital. Quality-focused hospitals entrust their wound care management to DCS because they know that treatment pathways will be directed by evidence-based Clinical Practical Guidelines, offering the best-possible specialized wound care for each patient. DCS offers the largest clinical education and training program for its clinicians, which is one of only a few to award CME and CEU credits, and is one of only two programs to be accredited for wound care specialty by The Joint Commission. As a part of its commitment to quality, DCS clinicians and operations staff frequently collaborate to discuss best practices in wound care and new strategies to maximize success within each Center.



DCS' Quality is Considered During Award Process

When AtlantiCare and Heartland Health were evaluated for the Malcolm Baldrige National Quality Award, DCS' 2009 data (including healing percentages, patient-satisfaction rates, and average days to heal) were considered. Atlanticare Program Director Carly Manne noted, "Clinical quality is the gold standard in our Center. It's the reason that we're here-to treat and heal patients, and get them back to their lives." The Malcolm Baldrige review committee was fully aware of the relationship that Atlanticare and Heartland Health had with DCS, as explained by Heartland Health Program Director Sandra Dent, "They were very complimentary of our quality data and were very aware of how DCS had contributed."

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Hospitals of this caliber partner with Diversified Clinical Services because they recognize DCS' commitment to quality. With more than 300 hospital partners nationwide and experience in treating over two million wounds, DCS Centers traditionally achieve excellent clinical outcomes, including high limb salvage rates, an 88% healing rate within 31 median days-to-heal, and extremely high patient satisfaction. As these statistics show, quality wound care is the focus behind each service DCS has to offer. Together, we truly heal wounds and improve patient lives.

*The **Malcolm Baldrige National Quality Award** is the nation's highest Presidential honor for innovation and performance excellence in seven areas: leadership; strategic planning; customer focus; measurement, analysis, and knowledge management; workforce focus; process management; and results. The Baldrige National Quality Program (BNQP) and the Baldrige Award promote innovation and performance excellence across the country and around the world. These hospitals represent two of only five organizations so honored across the nation during the year.

*The **Leapfrog Top Hospitals 2009 List** recognizes the quality of care and patient safety in America's hospitals, with a particular emphasis on the hospital's awareness, accountability, ability and action plan to meet the service excellence standards of quality healthcare for each patient.

*HealthGrades announced in March 2010 its fourth-annual '**America's 50 Best Hospitals' list**, which highlights facilities that have ranked among the top 5% of the nation's hospitals for at least the past six years on clinical outcomes, and also are "setting national benchmarks for excellence in clinical quality," according to a HealthGrades spokesperson. Hospitals had to meet minimum thresholds for patient volumes, quality ratings, and the range of services provided. The organizations that qualified for the list had risk-adjusted mortality and complication rates that were approximately 27% and 8% lower, respectively, than those at all other U.S. hospitals.

*The ANCC **Magnet Recognition Program®** recognizes healthcare organizations that provide the very best in nursing care and professionalism in nursing practice. The program also provides a vehicle for disseminating best practices and strategies among nursing systems, and is the gold standard for nursing excellence.

