

BlueCross Recognizes Baptist Women's Hospital

Memphis Facility is First in Centers for Comprehensive Women's Care program

MEMPHIS, Tenn. — BlueCross BlueShield of Tennessee has designated Baptist Memorial Hospital for Women as the first facility in the Centers for Comprehensive Women's Care (CCWC) program.

The CCWC program recognizes facilities providing the highest level of women's and newborns' health care with a focus on quality and patient-centered care. CCWC-designated facilities, all within the BlueCross provider network, meet evidence-based quality criteria determined by credentialed clinicians and other experts in their respective fields.

By meeting these requirements, centers like Baptist Women's Hospital demonstrate an ongoing commitment to providing all-inclusive women's medical and surgical care in a patient- and family-friendly environment.

"Baptist Women's Hospital treats its patients as people and commits to working with them to achieve positive health outcomes," said BlueCross President and CEO Vicky Gregg. "They never lose sight of the fact that people do not go to a hospital 'for treatment' – they go to a hospital to get well."

Baptist Women's Hospital is Memphis' only freestanding women's hospital and is a regional referral center for high-risk pregnancies, mammography diagnostics and urogynecology. The 140-bed facility has a 24-hour maternity ambulance entrance, 23 labor and delivery suites, a 40-bed newborn intensive care unit and several surgical suites.

The Memphis facility is home to several specialized centers, such as the Women's Health Center Boutique and the Comprehensive Breast Center, as well as a public health library. The hospital is one of just three in the nation to receive the Quest for Quality Prize™ from the American Hospital Association for its quality efforts.

“This distinction is a testament to Baptist Women's Hospital's commitment to taking patient care to a whole new level”, said Anita Vaughn, CEO and administrator of Baptist Women's Hospital. “The hospital staff and physicians share a common vision of providing a high level of clinical expertise and compassionate care to women.”

The CCWC program seeks to promote quality, patient-centered services for women in a caring environment committed to ongoing quality improvements. Facilities chosen for the CCWC program are evaluated based on the services they provide and their commitment to quality of care.

About BlueCross

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