

Study Ranks Value at Memphis Area Hospitals

Data Advantage's Hospital Value Index™ is the first comprehensive scorecard that measures the value of care provided by U.S. hospitals. The most recent study results, released by Data Advantage in March 2009, scored hospitals in the Memphis area, including Northern Mississippi and Eastern Arkansas, and the findings are detailed in the following report.

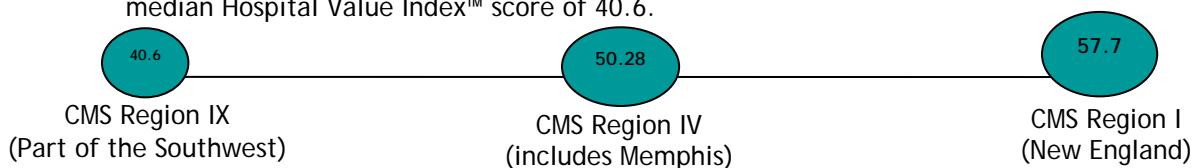
| Memphis CBSA* Hospital Name | Quality | Affordability & Efficiency | Patient Satisfaction | Hospital Value Index™ Score |
|----------------------------------------|-----------|----------------------------|----------------------|-----------------------------|
| Baptist Memorial Hospital-DeSoto | 40 | 75.7 | 66.0 | 58.7 |
| Crittenden Regional Hospital | 50 | 60.0 | 54.0 | 54.9 |
| Baptist Memorial Hospital- Memphis | 45 | 55.6 | 67.5 | 52.0 |
| Regional Medical Center at Memphis | 45 | 57.5 | 49.0 | 51.0 |
| Baptist Memorial Hospital- Tipton | 60 | 33.9 | 50.5 | 47.3 |
| Saint Francis Hospital- Bartlett | 55 | 28.4 | 71.5 | 44.7 |
| Methodist University Hospital | 55 | 23.5 | 67.0 | 42.0 |
| Methodist Fayette Hospital | 60 | 12.1 | 68.5 | 39.3 |
| Saint Francis Hospital | 50 | 21.0 | 64.5 | 38.4 |
| Baptist Memorial Hospital-Collierville | 40 | 26.8 | 70.5 | 37.1 |
| Alliance Healthcare System | 40 | 37.0 | NA | 34.6 |
| Delta Medical Center | 45 | 30.6 | NA | 34.0 |
| North Oak Regional Medical Center | 30 | 43.2 | NA | 33.0 |
| <i>Memphis CBSA* Median</i> | <i>45</i> | <i>33.9</i> | <i>66.5</i> | <i>42.0</i> |
| <i>CMS Region IV** Median</i> | <i>50</i> | <i>52.2</i> | <i>66.5</i> | <i>50.3</i> |
| <i>National Median</i> | <i>50</i> | <i>50.7</i> | <i>65.0</i> | <i>50.4</i> |

- **Quality of Care:** 45% of the overall score.
- **Efficiency and Affordability:** 45% of the overall score.
- **Patient Satisfaction:** 10% of the overall score. A "NA" implies that no patient surveys were submitted to CMS for public release. The median scores reported by CBSA, CMS Region and National were calculated using only scores where there was a value.
- **Hospital Value Index™ score:** Each category is scored on a 100-point scale and weighted as described above to produce the overall score.

*The Centers for Medicare and Medicaid Services (CMS) categorizes hospitals by individual markets called "CBSAs" and into one of 10 CMS Regions, based on geographic area; the Hospital Value Index™ analyzes hospitals by CBSA and CMS Region.

** Memphis is in CMS Region IV, which includes KY, TN, NC, SC, GA, AL, MS, and FL.

- **Highest Overall Score:** Baptist Memorial Hospital-DeSoto (Mississippi) had an overall score of 58.7, primarily as a result of a much better Affordability and Efficiency score than other hospitals in the market.
- **Lowest Overall Score:** North Oak Regional Medical Center scored a 33.0, influenced by low CMS Core Measures Quality scores and its decision not to make public its patient satisfaction (HCAHPS) scores.
- **Quality:** Methodist Fayette Hospital and Baptist Memorial Hospital-Tipton tied for the highest scores in this category with a 60.0.
- **Affordability and Efficiency:** Baptist Memorial Hospital- DeSoto and Crittenden Regional Hospital scored the highest in this category with a 75.7 and 60.0, respectively. North Oak Regional Medical Center offered the most affordable care but had the lowest efficiency measure in the market.
- **Patient Satisfaction:** Saint Francis Hospital- Bartlett and Baptist Memorial Hospital-Collierville scored the highest in this category with a 71.5 and a 70.5, respectively. Both scores are above the national average of 64.9.
- The median Hospital Value Index™ score for Memphis area hospitals was a 42.0, which is below the CMS Region IV median score of 50.3 and the overall National median score of 50.4.
- The median Hospital Value Index™ score for CMS Region IV was 50.3, which is below the highest median score of 57.7 in CMS Region I (ME, MA, RI, CT, NH, and VT). However, CMS Region IV outperformed CMS Region IX (CA, NV, and AZ), which scored the lowest median Hospital Value Index™ score of 40.6.



About the Hospital Value Index™

Data Advantage, an independent healthcare information company, specializes in providing healthcare organizations with the needed support to make complex decisions, such as increasing revenue, managing costs, or competing more effectively.

Launched in June 2008, the Hospital Value Index™ analyzes financial data on Medicare spending submitted by more than 3,000 Medicare-certified general acute-care hospitals to the Centers for Medicare and Medicaid Services (CMS).

The March 2009 study defines a hospital's value by its success in the following critical areas:

- **Quality of care:** As reported to CMS' Core Measures Program, Patient Safety and 30-day post-discharge mortality;
- **Efficiency of care and affordability,** including what prices it actually charges: As reported from hospital filings to CMS;
- **Experience of patients:** As reported in the HCAHPS submissions.

Importance of the Hospital Value Index™

National policymakers have increasingly endorsed Value-Based Purchasing as a key initiative in addressing the nation's healthcare crisis. As proposed by CMS to Congress, Value-Based Purchasing will accelerate CMS's evolution to an active purchaser of care by reimbursing hospitals based on performance against established benchmarks.

In a world of Value-Based Purchasing, where hospitals are rewarded for their performance, the Hospital Value Index™ provides hospital executives with the first all-encompassing measurement of value, enabling them to compare hospital value in a more comprehensive way.

Hospitals may access detailed information on their Hospital Value Index™ scores for free by visiting www.HospitalValueIndex.com.

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