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**Southwest General's Heart & Vascular Institute Receives the Women's Choice Award As One of *America's Best Hospitals in Heart Care***

*Southwest General's Heart & Vascular Institute recognized for creating an extraordinary patient experience by individualizing, personalizing and humanizing health care for women and their families.*

**Middleburg Heights, OH (Tuesday, June 17, 2014)** – Southwest General's Heart & Vascular Institute is a winner of the Women's Choice Award as one of *America's Best Hospitals in Heart Care*. As more women self-manage their care and seek providers they can trust, the Women's Choice Award is the only award that identifies the country's best health care facilities based on robust criteria that consider female patient satisfaction, what women say they want from a hospital, and referrals from other women.

As the collective voice of female consumers, the [Women's Choice Award](#) provides women with recommendations they can trust, from other women. Eighty percent of women will choose a brand that is highly recommended by others and more than 92 percent of women will trust a hospital more if it carries the Women's Choice Award seal, according to MedeliaMonitor, Independent Poll (2013).

"The Women's Choice Award is based on robust criteria, which considers patient satisfaction, clinical excellence and what women really want when it comes to treatment and a quality hospital experience," says Delia Passi, CEO and founder of WomenCertified, home of the Women's Choice Award. "The Heart & Vascular Institute at Southwest General not only performed well clinically with regard to heart care measures but also had a high recommendation rate, a measure that is very important to women in choosing a hospital."

February was American Heart Month, and it is more important than ever to raise awareness of heart care, as one in every four women dies from heart disease in the U.S., according to the Centers for Disease Control and Prevention.

"The *America's Best Hospitals for Heart Care* award signifies that Southwest General has met a stringent set of standards for heart care, and this distinction allows women to make an informed decision about where to go for themselves or their family members," explains Thomas A. Selden, FACHE, president and CEO, Southwest General. "Women can choose the Heart & Vascular Institute at Southwest General with confidence knowing that the care they will receive is among the nation's best."

"As the primary health care decision makers, women account for about 90 percent of all family choices when it comes to matters of health," added Passi. "Making quick decisions goes against the grain for women, and they are seeking more information than ever before when making health



care or hospital selections. Women appreciate learning from the experiences of others, as they take more time to identify the best hospitals and seek validation in their choices. Our mission is to reduce the risk for women and their families so they can make smarter health care choices. ”

*To schedule an interview to learn more about the Women’s Choice Award, contact Caroline Fienga, media specialist, at 216-299-7727 (cell) or e-mail [cfienga@swgeneral.com](mailto:cfienga@swgeneral.com).*

### **About Southwest General**

Southwest General is a private, not-for-profit, 358-bed acute care facility located in Middleburg Heights, Ohio. Founded in 1920, Southwest General is home to nationally recognized physicians with full access to state-of-the-art technology. Southwest General has a deep commitment to providing personalized care and building a healthy future for the patients, families and communities it serves. For news highlights, events and additional information, visit [www.swgeneral.com](http://www.swgeneral.com), [www.facebook.com/SWGeneral](https://www.facebook.com/SWGeneral) or [@SWGHospital](https://www.twitter.com).

### **About the Women’s Choice Award**

The Women’s Choice Award sets the standard for helping women make smarter choices by collectively identifying the brands, products and services most recommended and trusted by women and those that deliver a customer experience worthy of her recommendation. Awards are based on surveys of thousands of women as well as research conducted in partnership with the [Wharton School of the University of Pennsylvania](http://www.wharton.upenn.edu) on what drives the consumer experience for women versus men. As the leading advocate for female consumers, WomenCertified<sup>®</sup>, home of the Women’s Choice Award, created the first national award based on the ratings and preferences of women to provide them with a collective voice. Women can make their preferences heard and be part of the mission toward a million voices strong by visiting the Women’s Choice Award official website at [www.womenschoiceaward.com](http://www.womenschoiceaward.com) and joining the network.

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