



**FOR IMMEDIATE RELEASE:**  
**October 10, 2008**

## **Sunrise Hospital and Medical Center and Sunrise Children's Hospital Earn Consumer Choice Award For 13<sup>th</sup> Consecutive Years From National Research Corporation**

**LAS VEGAS** –Sunrise Hospital and Medical Center and Sunrise Children's Hospital have been awarded the Consumer Choice Award for the 13<sup>th</sup> consecutive year. This award, given by the National Research Corporation, identifies hospitals which healthcare consumers have chosen as having the highest quality and image. Only 1.2% of hospitals nationwide have received the Consumer Choice Award for 13 straight years.

Ginny Martin, President of NRC's Healthcare Market Guide Division, said winners are determined by consumer perceptions on multiple quality and image ratings collected in the company's Healthcare Market Guide Ticker ® study. Of the 3,200 hospitals named by consumers in the study, the winning facilities rank highest in their Metropolitan Statistical Areas (MSAs), as defined by the US Census Bureau.

"Sunrise Hospital and Sunrise Children's Hospital are proud to be acknowledged by our community for the 13<sup>th</sup> consecutive year," said Sylvia Young, President and CEO for Sunrise Hospital and Medical Center and Sunrise Children's Hospital. "The history of recognition for our quality services can be attributed to our dedicated and committed professional staff who continue to set the standard, every day."

### **About Sunrise Hospital:**

Now celebrating its 50<sup>th</sup> anniversary, Sunrise Hospital & Medical Center provides the most sophisticated, quality healthcare in Southern Nevada. A Consumer Choice award-winning hospital for 13 consecutive years, the 701-bed acute care facility includes comprehensive inpatient and outpatient services such as The Nevada Neurosciences Institute– the region's first Joint Commission Certified Primary Stroke Center– an ACoS-recognized Comprehensive Cancer Center, an innovative, full-service Breast Center and specialty services in cardiac, women's health, pulmonology, critical care, complex surgery, and rehabilitation, as well as Level-II Trauma and Emergency care. The hospital has invested millions of dollars in obtaining new technologies such as the da Vinci Robotic surgery system, Intraoperative MRI machines, Gamma Knife incision-less brain surgery, and an exclusive Picture Archiving and Communication System designed to assist physicians in retrieving important patient data.

Sunrise Hospital and Medical Center  
3186 South Maryland Parkway  
Las Vegas, NV 89109

[www.SunriseHospital.com](http://www.SunriseHospital.com)

Need a physician? Call 702-233-5300

**About Sunrise Children's Hospital:**

Sunrise Children's Hospital is a dedicated specialty hospital of 244 beds offering comprehensive inpatient and outpatient services for children and expectant mothers. As Nevada's only dedicated children's hospital, Sunrise Children's staff of pediatric experts includes top physicians, specialists and sub-specialists in pediatric emergency medicine, cardiology and cardiac surgery, oncology, complex surgery, critical care, forensic maltreatment, obstetrics, and neonatology. The facility's services for healing extend through a family-centered care philosophy, where pediatric and neonate nurses, pharmacists, respiratory/physical therapists, social workers and child life specialists treat various aspects of the patients' lives.

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**FOR MORE INFORMATION:**

Michelle St. Angelo/Tiffany Hauck, Kirvin Doak Communications: 702.737.3100

Ashlee Seymour, Marketing Director of Sunrise Children's