

Contacts:

Shannon Portell
Sacred Heart Hospital
715-271-2681
sportell@shc.hshs.org

DeAnna Starn
R/P Marketing Public Relations
(419) 241-2221
dstarn@r-p.com

Top Medical Technology: A Strategic Business Initiative

Calculated planning and execution helps Midwest hospital maximize care capabilities

January 7, 2009 – Eau Claire, Wis., – Striving to deliver quality care, leadership at Sacred Heart Hospital recognizes the need to obtain advanced technology as a strategy for running a successful business.

Investing in the Smart OR™, a specialized neurosurgical suite providing state-of-the-art treatment, is one of the hospital's recent strategies to providing the best in healthcare. Housed in the hospital's Brain & Spine Institute, this technology helps neurosurgeons perform complex brain, spine and trauma surgeries in a more effective way.

“Acquiring the Smart OR technology is a demonstration of organizational effectiveness,” says Steve Ronstrom, Chief Executive Officer of Sacred Heart Hospital in Eau Claire, Wisc. “It was a detailed process that took years of planning. We researched the technology, even traveling to other countries, and then we developed a plan to perfect the Smart OR. Our leadership followed the plan with utmost dedication, and now as a result, Sacred Heart Hospital has a world-class operating suite for diagnosing and removing brain and spine tumors.”

From a business standpoint, the Smart OR is efficient. Sacred Heart Hospital is the first hospital in the country to use this technology configuration for both surgery and diagnostics. As for patient outcomes, it provides more successful results to minimize the need for follow-up operations. Dual usage of the technology united with enhanced precision equates to optimal efficiency.

The Smart OR is a distinguishing element of Sacred Heart Hospital because the technology is rare, typically found only among large academic medical centers. Sacred Heart Hospital is the first healthcare facility of its size to house such technology. Total, there are only 17 hospitals in the world to offer the technological capabilities of the Smart OR.

Some may say offering this level of technology is a daring move for a mid-size institution like Sacred Heart Hospital. However, the hospital's leadership views this advanced technology as a smart, strategic opportunity that opens doors for improvement and advancement. The specialization of the Smart OR not only brings in patients, but also talent.

“Providing high quality care attracts patients,” says Kamal Thapar, MD, Marshfield Clinic neurosurgeon and director of the Brain & Spine Institute at Sacred Heart Hospital. “To attract the best medical minds for providing this care, we must have enticing features like that of the Smart OR. Our leadership understands this, which is why bringing the Smart OR to Sacred Heart Hospital became a business goal.”

Ronstrom adds, “The Smart OR is just one step in a long continuum of advances the hospital has made and will continue to make. Striving to set high standards, benchmarking is an ongoing process at Sacred Heart Hospital, and building the Smart OR suite is an example of a specific benchmarking goal that is raising the bar for the hospital and the entire healthcare industry.”

For more information about the Smart OR, please visit the Sacred Heart Hospital media center: www.SmartORmediacenter.com. In addition, information can be accessed on the Smart OR microsite: www.sacredhearteauclaire.org/smartor.

About Sacred Heart Hospital

Sacred Heart Hospital strives to provide patients the best, most specialized treatment available by blending advanced technology with the Franciscan tradition to improve health by treating the whole person – body, mind and spirit. The Smart OR is an excellent example of this commitment. As an affiliate of the Hospital Sisters Health System, the hospital has been meeting patient needs in Western Wisconsin, since 1889, with the latest medical innovations and technology. For additional information about Sacred Heart Hospital, visit www.sacredhearteauclaire.org.

###