

FOR IMMEDIATE RELEASE

Contacts: Tina Strobbe, R.N., M.B.A., L.H.R.M.
Gulf Coast Medical Center (GCMC)
(727) 868-2151
tstrobbe@gcmcl.com

Lori Brienza, R.N., L.H.R.M., CCS-P, Facilities Director
Gulf Coast Medical Center (GCMC)
(727) 868-2151
lbrienza@gcmcl.com

Gulf Coast Medical Center Also Earns National Recognition for Patient-Centered Care for Port Richey South Location

Port Richey, Fla., June 14, 2011 - Gulf Coast Medical Center's Port Richey south location has also received recognition from the National Committee for Quality Assurance (NCQA) for Physician Practice Connections-Patient Centered Medical Home (PPC-PCMH) program for using evidence based, patient-centered processes that focus on highly coordinated care and long-term participative relationships. The Port Richey north location was honored with the recognition in March.

The Patient-Centered Medical Home (PCMH) is a promising model of health care delivery that aims to improve the quality and efficiency of care. PPC-PCMH identifies practices that promote partnerships between individual patients and their personal clinicians, instead of treating patient care as the sum of several episodic office visits. Each patient's care is tended to by clinician-lead care teams, who provide for all the patient's health care needs and coordinate treatments across the health care system. Medical home clinicians demonstrate the benchmarks of patient-centered care, including open scheduling, expanded hours and appropriate use of proven health information systems. Early evaluations of the PPC-PCMH have shown promising results in improving care quality and lowering costs by increasing access to more efficient, more coordinated care. By avoiding unnecessary hospitalizations and emergency room visits, these early results are producing savings for payers, purchasers, and patients.

"The patient-centered medical home promises to improve health and health care," said NCQA President Margaret E. O'Kane. "The active, ongoing relationship between a patient and a clinician in medical homes fosters an all-too-rare goal in care: Staying healthy and preventing illness in the first place. PPC-PCMH recognition shows that Gulf Coast Medical Center's south location has tools, systems, and resources to provide its patients with the right care at the right time."

To receive recognition, which is valid for three years, Gulf Coast Medical Center's south location demonstrated the ability to meet the program's key elements embodying characteristics of the medical home. The standards are aligned with the joint principals

of the Patient-Centered Medical Home established with the American Academy of Pediatrics and the American Osteopathic Association.

Gulf Coast Medical Center's south location met key components in the following areas:

- ◆ Written standards for patient access and enhanced communications
- ◆ Appropriate use of charting tools to track patients and organize clinical information
- ◆ Responsive care management techniques with emphasis on preventative care
- ◆ Adaptation to patients' cultural and linguistic needs
- ◆ Use of information technology for prescriptions and care management
- ◆ Use of evidence-based guidelines to treat chronic conditions
- ◆ Systematic tracking of referrals and test results
- ◆ Measurement and reporting of clinical and service performance

"We're pleased to have both of our locations recognized by NCQA," stated owner Dr. Steven Strobbe. "This recognition adds to our mission in providing quality healthcare to our patients. Programs such as this one aid our group in developing protocols to improve patient care."

With two locations in Port Richey, Fla., privately-owned Gulf Coast Medical Center is a leader in out-patient multi-specialty medical services. Serving the West Pasco area since 1982, The Joint Commission, ACR and COLA accredited facilities combine comfort with technology to offer patients an exceptional medical experience. For more information about GCMC, visit www.gcmcl.com.

###