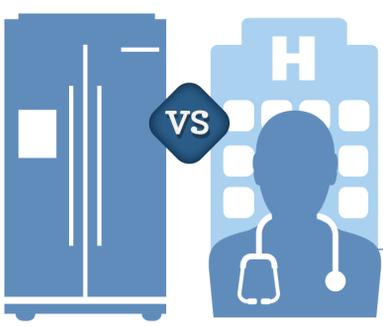


What Americans Don't Know About Their

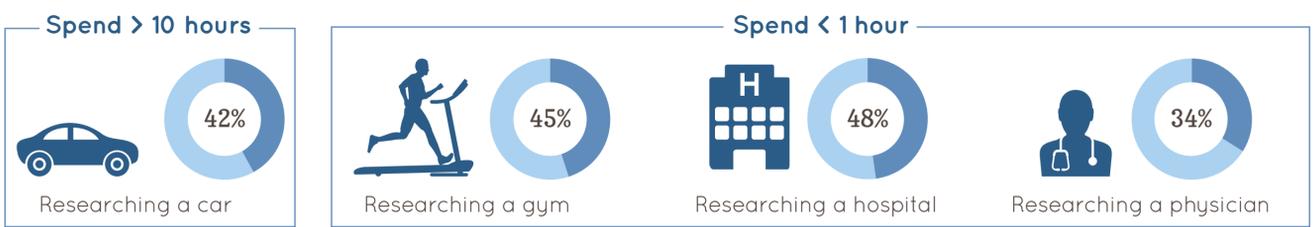
DOCTORS & HOSPITALS

May Be Putting Them At Risk



Americans spend **more time** researching a refrigerator than they do choosing a doctor or hospital

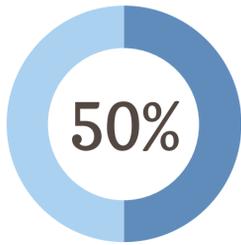
Americans spend as much or **more time researching routine purchases** than they do researching where they will receive healthcare.



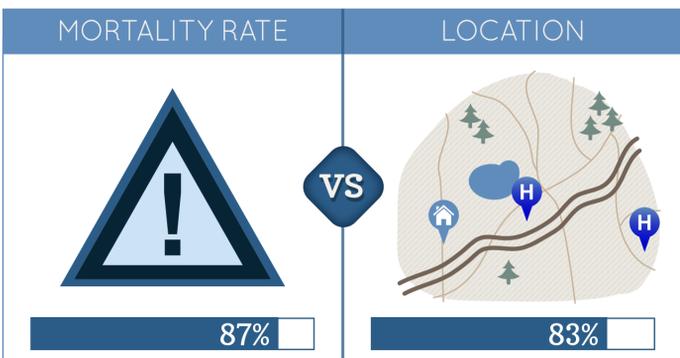
We value our doctors:

Selecting a physician ranks second only to selecting a spouse for most Americans when ranking 8 key relationships, including:

- 1 Spouse
- 2 Physician
- 3 Employer
- 4 Neighbor
- 5 School



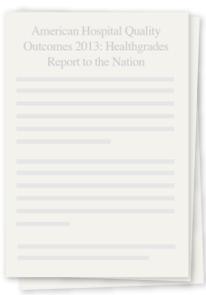
Yet, we make mistakes: Only half of Americans have felt that they have made the **right choice** when selecting a doctor or hospital



And prioritize proximity similar to survival:

Consumers said a hospital's location is virtually as important to them as its mortality rate.

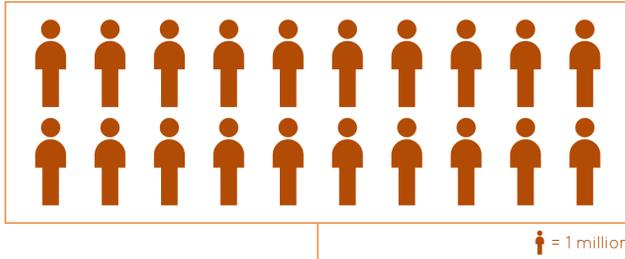
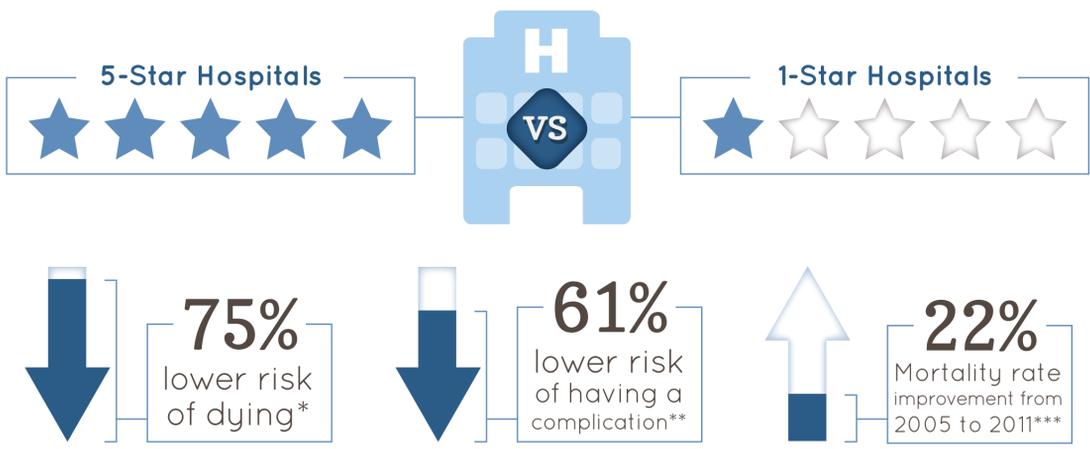
To better equip Americans for making this important choice, Healthgrades released the **American Hospital Quality Outcomes 2013: Healthgrades Report to the Nation**



The report shines a light on:

- How more than **4,500 hospitals** nationwide performed on risk-adjusted mortality and complication rates
- For nearly **30** of the most common conditions and procedures
- Based on a **3-year review** (2009 - 2011) of data from the Centers for Medicare & Medicaid Services

Among the key findings from the American Hospital Quality Outcomes 2013 report:



More than **20 million people** turn to **Healthgrades.com** every month to find, evaluate and connect with a doctor or hospital.

For more information about Healthgrades or to download a full copy of the full study and the **American Hospital Quality Outcomes 2013: Healthgrades Report to the Nation**, visit: www.Healthgrades.com today.



Infographic Sources:
 2012 Healthgrades Consumer Readiness Research Study
 American Hospital Quality Outcomes 2013: Healthgrades Report to the Nation
 * Patients treated in hospitals receiving 5-Stars from Healthgrades have, on average, 75% lower risk of dying than if they were treated in hospitals receiving 1-Star, based on risk-adjusted mortality rates (across 18 common procedures and diagnoses, such as coronary artery bypass graft (CABG), stroke, and pneumonia).
 **Patients being treated in hospitals receiving 5-Stars have, on average, 61% lower risk of having a complication than if they were treated by hospitals receiving 1-Star (across 9 common procedures and diagnoses, such as total knee replacement surgery, gallbladder surgery, and spine surgery).
 ***The nation's average in-hospital risk-adjusted mortality rate improved 22% from 2005 to 2011 for procedures and conditions studied by Healthgrades, such as COPD, heart failure and stroke.
 This infographic from Healthgrades is for informational purposes only and is not meant to replace the guidance of a qualified medical professional.
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