



The PEMA Group

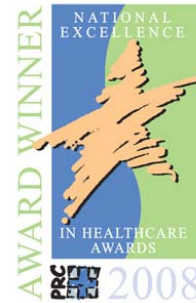
Piedmont Emergency Medicine Associates 
Internal Medicine Specialists, P.A. 

3101 Latrobe Drive • Suite 100 • Charlotte, NC 28211 • 704-376-7362 • www.pema.net

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CONTACT:

Misty McGuire Case
The PEMA Group
Telephone: 704-319-3304 ext. 1128
Fax: 704-887-8798
Email: mcase@phmg.net
Website: www.pema.net



Piedmont Emergency Medicine Associates in Conjunction with Carolinas Medical Center and Iredell Memorial Hospital Receive National Awards

(CHARLOTTE, NC – May 6, 2008) Carolinas Medical Center and Iredell Memorial Hospital emergency departments staffed by PEMA (Piedmont Emergency Medicine Associates) were named as 2008 PRC award winners for Outstanding Patient Perception. Four, 5-Star National Excellence in Healthcare Awards were presented to CMC-Mercy, CMC-Pineville, CMC-University, and Iredell Memorial Emergency Departments by Professional Research Consultants (PRC), a nationally known healthcare research company headquartered in Omaha, Nebraska.

Carolinas Medical Center and Iredell Memorial Hospital leaders received the prestigious awards at PRC's annual recognition dinner held at the Hyatt Regency Baltimore on the Inner Harbor on May 6th where hospital leaders from across the United States gathered to participate in the 2008 educational conference on healthcare service excellence.

On behalf of hospitals, PRC conducts patient, employee, and physician research via telephone, interviewing individuals confidentially to assess their perceptions of service. Patients rate the quality of care provided by nurses and physicians – including competence, caring, and explanation of treatments and tests. In addition, facility characteristics, such as room cleanliness and food services are rated. Lastly patients evaluate operational metrics such as time spent waiting for care and testing and the quality of ancillary services.

“By studying the results of this research, we have national benchmarks against which we can measure our patients’ satisfaction with the care we provide. Measurement is the first step in process improvement,” said Vindell Washington, CEO of The PEMA Group. “We learn about our strengths and weaknesses and use this information to focus our management efforts. Our goal is to continue to provide outstanding care and an overall positive experience for our patients.”

“We are thrilled to present PEMA, Carolinas Medical Center and Iredell Memorial Hospital with these National Excellence in Healthcare Awards,” said Joe M. Inguanzo, Ph.D., President and CEO of Professional Research Consultants. “It was through their hard work, dedication and determination that they have made their emergency department facilities a better place for entire communities. In the past 30 years we’ve never seen hospitals more determined to exceed customers’ expectations than the hospitals we recognized this year. It speaks to their passion that PEMA is among the best of the best.”

Professional Research Consultants is in its 27th year of providing market research for hospitals across the United States.

PEMA is comprised of more than 70 physicians and mid-level providers and was founded in 1983 to provide Charlotte and its surrounding areas with exceptional Emergency Medicine and Hospitalist services.

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