

NEWS RELEASE

From: Robin Hice, Marketing Coordinator, rhice@harbinclinc.com

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Patient Satisfaction at Harbin Clinic Ranks in 93rd Percentile Among American Medical Services

ROME, GA – Patient satisfaction at Harbin Clinic ranks among the best in the United States, according to a recent survey by Press Ganey Associates. When compared to medical clinics throughout the United States, patient satisfaction with the Harbin Clinic in such areas as courtesy, friendliness, and scheduling ranked in the 93rd percentile. Press Ganey Associates is the largest patient satisfaction survey company in the United States serving physician practices, hospitals, and other medical facilities.

“This is a tremendous accomplishment,” said Ken Davis, MD, President and Chief Executive Officer of Harbin Clinic. “As a physician-owned organization, Harbin Clinic has always provided outstanding clinical services. This recognition puts our patient services near the same level of our clinical quality.”

About two years ago, the doctors and staff at Harbin Clinic set a goal of improving patient satisfaction, explained Kenna Stock, Chief Operating Officer. “At the time, patient satisfaction with the clinic ranked nationally in the 60th percentile; better than average but below our standards.”

Using *Care Completely* as a theme, clinical and non-clinical staff focused on improving communications with patients, better scheduling and courtesy. Every employee was asked to help improve the patient experience, Stock explained.

“Harbin Clinic has a long history of recruiting outstanding doctors and providing superior medical care,” Stock said. “We were determined to improve patient satisfaction in order to match our outstanding clinical quality.” During the past two years, patient satisfaction scores improved and ranked in the 93 percentile in the recently released report.

“Patient satisfaction is a difficult challenge for a medical clinic,” said Alfonso Diaz, MD, Medical Director of Harbin Clinic. “Our patients (customers) are sick and many of the treatments are uncomfortable. There are emergencies that disrupt schedules, laws that restrict the sharing of information with families and friends, and insurance issues beyond our control. Our secret to improving satisfaction is to demonstrate our commitment to improving the health of our patients and communicating with them so they understand their treatments.

“Our goal is to wow our patients – to wow them with our commitment to improving their health and meeting their individual needs,” Diaz said.

Harbin Clinic is the largest physician-owned multispecialty clinic in Georgia and one of the most successful in the United States. Providing primary and specialty care, the



140 Harbin Clinic doctors are recognized nationally for their medical skills and credentials.

For referral to a Harbin Clinic doctor, call 706-295-5331 or visit the clinic's website at www.harbinclinic.com.

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