



**For Immediate Release**

## **CenVaNet announces new program to improve patient satisfaction with hospital stays**

*Hospitals build patient loyalty through post-discharge patient contact.*

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**Richmond, VA – November 7, 2007** – CenVaNet announced today the launch of an innovative program designed to improve patients' satisfaction with their hospital stays.

Patients have choices when it comes to hospital care and leading hospitals have found value in engaging patients in innovative ways that build trust and loyalty.

Studies have shown that making contact shortly after discharge improves patient's satisfaction with the inpatient experience. The program offered through CenVaNet involves a registered nurse calling patients recently discharged from the hospital to determine any unresolved issues. CenVaNet can "private-label" its services in a manner that allows patients to perceive the calls as value-added services from the hospital staff. If problems are uncovered during this conversation, the nurse immediately relays this information back to the hospital staff for follow-up and resolution.

"Our nurses find that the patients are very appreciative of the attention, and we can quickly route any clinical issues back to the hospital's clinical staff" explains Julie LaPrade, Vice President of Medical Management with CenVaNet. "We are convinced that it helps build loyalty to the hospital."

The types of questions asked by the CenVaNet nurses are customized for each hospital client and can range from basic satisfaction levels to clinical questions related to the patient's current condition. Calls are made from CenVaNet's state-of-the-art nurse call center in Richmond, Virginia.

For more information about this program, please contact Jeff Odell, [jodell@cvhn.com](mailto:jodell@cvhn.com)

### **About CenVaNet**

Established in 1996, CenVaNet, LLC, is jointly owned by Central Virginia Health Network, representing the area's leading not-for-profit hospitals, and more than 300 community physicians. CenVaNet's early roots were in managed care risk contracting, including a comprehensive medical management program. Based on these early successes, CenVaNet has become a leader in the delivery of a full continuum of services including the provision of care management, health and wellness programs, and a state-of-the-art nurse call center. For more information on CenVaNet visit [www.CenVaNet.com](http://www.CenVaNet.com).