



## Huntsville Memorial Hospital

an affiliate of  
Memorial Hermann Healthcare System

For Immediate Release

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### Huntsville Memorial Chooses New ER Management Group

*Affilion chosen to enhance patient experience in ER department*

**HUNTSVILLE, TEXAS (Feb. 29, 2008)** – Huntsville Memorial Hospital announced today that, after a nationwide search, Affilion, an emergency department management and physician staffing company, will partner with HMH to oversee the management and restructuring of the hospital's emergency room. The partnership takes effect Monday, March 3, 2008.

"Affilion has a reputation of reducing turnaround times and increasing customer satisfaction," said Sally Nelson, HMH CEO. "We look forward to partnering our high-quality, compassionate staff with Affilion to recreate the patient experience in the emergency department and provide excellent emergency services right here at home."

Nearly half of all admissions to Huntsville Memorial begin in the emergency room, thus the patient experience in the ER becomes extremely critical Nelson said. Hospitals across the country continue to face great challenges in ER. Creating a collaborative environment between physicians, staff and hospital leadership is critical to providing the best care possible for patients and meeting these challenges head on, she added.

An Affilion representative added, "We are excited about working with the motivated leadership of Huntsville Memorial to create a truly first-class emergency department. We are honored the hospital's medical executive committee, local physicians and hospital administration found our expertise and commitment a match for Huntsville."

"The hospital board is excited to have our goals aligned with the medical staff and the hospital employees," said Dr. David Prier, President, HMH Board of Directors. "It has been our pleasure to team together with our new administrator, Sally Nelson, as we seek to raise the ability and quality of medical care delivery at HMH. We recognize that the ER is the 'front door' to our hospital for the residents of Walker County. We are confident that Affilion can improve our patient's experience as they utilize the Emergency Department."



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### ***About Huntsville Memorial Hospital***

*Since 1927, Huntsville Memorial Hospital has provided benevolent and charitable health care services, setting the standard for quality, proficient health care for the residents of Walker County and the surrounding communities. At Huntsville Memorial, we have great people who are passionate about your health. We have outstanding physicians, motivated leadership, and compassionate staff. We are your friends and neighbors – dedicated to excellence in everything we do – right here at home.*

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