



## **Carla Peterson Appointed Examiner for 2009 Malcolm Baldrige National Quality Award**

***For Immediate Release***  
***Thursday, May 21, 2009***

Carla Peterson of Press Ganey Associates located in South Bend, IN has been appointed by Dr. Patrick Gallagher, Deputy Director of the Commerce Department's National Institute of Standards and Technology (NIST), to the 2009 Board of Examiners for the Malcolm Baldrige National Quality Award. The Award, created by public law in 1987, is the highest level of national recognition for performance excellence that a U.S. organization can receive.

As an examiner, Peterson is responsible for reviewing and evaluating applications submitted for the Award. The board is composed of approximately 500 leading experts selected from industry, professional and trade organizations, education and health care organizations and government.

Those selected meet the highest standards of qualification and peer recognition. All members of the board must take part in a preparation course based on the Baldrige Criteria for Performance Excellence and the scoring and evaluation processes for the Baldrige Award.

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Awards may be given annually in each of six categories: Manufacturing, Service, Small Business, Education, Health Care, and Non-profit. Awards have been presented to 77 organizations, including the (2008) Award recipients: Cargill Corn Milling North America, Iredell-Statesville Schools, and Poudre Valley Health System.

Information about the Baldrige National Quality Program and the application process is available from the Baldrige National Quality Program, National Institute of Standards and Technology, Administration Bldg., Room A600, 100 Bureau Drive, Stop 1020, Gaithersburg, MD 20899-1020, telephone: 301/975-2036, fax: 301/948-3716. Information also can be found on the Baldrige National Quality Program's website at <http://www.nist.gov/baldrige>.

The Award Program is managed by NIST in close cooperation with the private sector. The American Society for Quality (ASQ) in Milwaukee, WI, administers the program. For further information about the Baldrige Award, reporters may contact Michael E. Newman, NIST Public Affairs Office, 301-975-3025, [michael.newman@nist.gov](mailto:michael.newman@nist.gov).

**Press Ganey Associates, Inc.**

For more than 20 years, Press Ganey has been committed to providing insight that allows health care organizations to improve the quality of care they provide while improving their bottom-line results. The company offers the largest comparative customer feedback databases, actionable data, solution resources, and unparalleled consulting and customer service. Press Ganey currently partners with more than 7,000 health care facilities—including over 45% of U.S. hospitals—to measure and improve the quality of their care. For more information visit [www.pressganey.com](http://www.pressganey.com).

**Carla Peterson**

Carla Peterson, FACHE, Client Relationship Manager at Press Ganey Associates, is responsible for helping Press Ganey view customer service from the perspective of the client. She is responsible for studying customer needs, recommending changes to improve service delivery, and monitoring client satisfaction initiatives. She is also responsible for organizing and supporting several client groups.

Prior to joining Press Ganey, Carla spent over 25 years as the Manager of Patient/Guest Relations at Sinai-Grace Hospital, one of seven facilities that are part of the Detroit Medical Center. Carla was the primary contact with Press Ganey for 11 years when the hospital first began using Press Ganey satisfaction tools and helped to coordinate the survey process for the entire system beginning in 1999.

Carla received her B.A. in Psychology from Oakland University in Rochester, MI. She is a Fellow of the American College of Healthcare Executives, a Senior Member of the American Society for Quality, and a Distinguished member of the Society for Healthcare Consumer Advocacy of the American Hospital Association. She is a past President of the Michigan Chapter of the Society of Patient Representatives (now the Society for Healthcare Consumer Advocacy) and has presented at annual meetings and served on national committees of the Society for Healthcare Consumer Affairs of the American Hospital Association.