



For Immediate Release
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Press Ganey and Harvard's Forces of Change Announce 2nd Annual Collaboration

South Bend, IN (February 12, 2009) - Press Ganey Associates, Inc. and the Harvard School of Public Health's Forces of Change Program today formally announced continued collaboration through 2009. The two organizations, widely acknowledged as thought leaders in health care quality and innovation, are combining their expertise and reach to help promote productive dialogue among health care leaders about how to adapt to the changing face of health care. The collaboration will also help to educate health care leaders on strategies for improving quality and innovation in today's market.

On March 9 (1-2pm Eastern), Press Ganey will present, "Organizational Disconnects on Patient Safety: The Importance of a Cultural Approach," through the four-part Forces of Change Virtual Seminar Series.

Following the Forces Executive Education Program on April 21-24, the Harvard School of Public Health will offer an intensive Forces of Change seminar for new and emerging health care leaders September 13-17. The program focuses on the rapidly-evolving face of health care and how leaders can strategically respond to a complex and changing health care marketplace.

"A Forces program designed specifically for high potential leaders is something that has been requested by our Forces of Change executive education alumni for several years; this new program is very much market-driven and we are delighted with how the Intensive Seminar has been received," said Harvard's David A. Shore, associate dean and founding director of the Forces of Change program.

Dean Shore further noted that "We are delighted to include insights from Harvard's Atul Gawande and Lucian Leape and industry leaders such as Press Ganey's Mel Hall. Participants gain skills required to move innovations to implementation in the Capstone Activation Workshop."

Dr. Melvin Hall, president and CEO of Press Ganey, will present a session in the Master Class on Patient Safety Improvement entitled, "Changing the Way We Think About Medical Errors: A Cultural Approach to Patient Safety." This master class also includes presentations by Lucian Leape, MD and Atul Gawande, MD.

Dr. Hall commented, "Press Ganey is excited to again work with the Harvard School of Public Health. The program always attracts key thought leaders and we are delighted to add our voice and actions to those committed to improving the delivery of health care."

More information about the Forces of Change programs can be found at www.hsph.harvard.edu/ccpe/programs/Forces.html.

More information about Press Ganey can be found at www.pressganey.com.

Press Ganey Associates, Inc.

For more than twenty 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 41% of U.S. hospitals—to measure and improve the quality of their care. Press Ganey's newest solution—Safety Culture—addresses the growing concern of patient safety by giving hospital staff the ability to provide feedback on the cultural aspects of the organization that support or inhibit patient safety; and improvement solutions to promote transparency and build an open and supportive safety culture.

Harvard's Forces of Change

This five-day immersion program is designed to help high-potential leaders understand and strategically respond to a complex and changing health care marketplace. The Forces Intensive Seminar is ideal for all those seeking to improve the quality of patient care, reduce the cost of providing that care, enhance stakeholder satisfaction, address critical workforce challenges, and create a unique and sustainable competitive advantage. The Forces Intensive Seminar is also recommended for corporate executives from broader industries responsible for the strategy, design, and delivery of health care programs. New and emerging health care leaders are particularly encouraged to participate. The Forces of Change programs also include an April Executive Education program as well as custom programming options.