



Hartford Hospital Named Recipient of National Research Corporation Consumer Choice Award

Hartford Hospital has been named a 2016/2017 Consumer Choice Award winner by the National Research Corporation. The annual award identifies hospitals across the United States that healthcare consumers choose as having the highest quality and image.

"We are honored to receive this prestigious award once again," said Dr. Stuart Markowitz, president of Hartford Hospital and senior vice president of Hartford HealthCare. "Our highly skilled staff works very hard each and every day to provide high-quality care in the most compassionate way. We are proud to have a reputation as a destination hospital that provides innovative, complex treatment when it matters most."

This year marks the 21st anniversary of the Consumer Choice Award, celebrating the power of a strong brand image in healthcare.

"For each of the past 21 years, winning hospitals have provided outstanding experiences that have transcended their four walls to drive consumer preference, trust, and loyalty in their markets. We are honored to congratulate this year's winners on a job well done," said Brian Wynne, Market Insights General Manager at National Research.

Winners are determined by consumer perceptions on multiple quality and image ratings collected in the company's Market Insights survey, the largest online consumer healthcare survey in the country.

National Research surveys more than 300,000 households in the contiguous 48 states and the District of Columbia. Hospitals named by consumers are analyzed and ranked based on Core Based Statistical Areas defined by the U.S. Census Bureau, with winning facilities being ranked the highest.

A complete list of winners can be found at nationalresearch.com/ConsumerChoice.

About Hartford Hospital

Hartford Hospital, founded in 1854, is one of the largest teaching hospitals and tertiary care centers in New England with one of the region's busiest surgery practices. It is annually ranked among America's Best Hospitals by US News & World Report and has been recognized nationally for the quality

of many of its programs, including cardiology, cancer, stroke and joint and spine care. The 867-bed regional referral center provides high-quality care in all clinical disciplines. Among its divisions is The Institute of Living, a 114-bed mental health facility with a national and international reputation of excellence. Jefferson House, a 104-bed long-term care facility, is also a special division of Hartford Hospital. The hospital's major centers of clinical excellence include cardiology, oncology, emergency services and trauma, mental health, women's health, orthopedics, bloodless surgery and advanced organ transplantation. Hartford Hospital owns and operates the state's only air ambulance system, LIFE STAR.

About National Research Corporation

For 35 years, National Research Corporation (NASDAQ: NRCIA and NRCIB) has been at the forefront of patient-centered care. Today the company's focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other stakeholders.

National Research is dedicated to representing the true voice of patients and other healthcare stakeholders. This integration of cross-continuum metrics and analytics uncovers insights for effective performance improvement, quality measurement, care transitions, and many other factors that impact population health management.

For more information, call 800-388-4264, write to

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