

Holy Cross Hospital

Leverage quality achievements to grow volume.

Results

Hospital leverages Healthgrades Quality Achievement distinctions to drive growth, despite heavy competition.

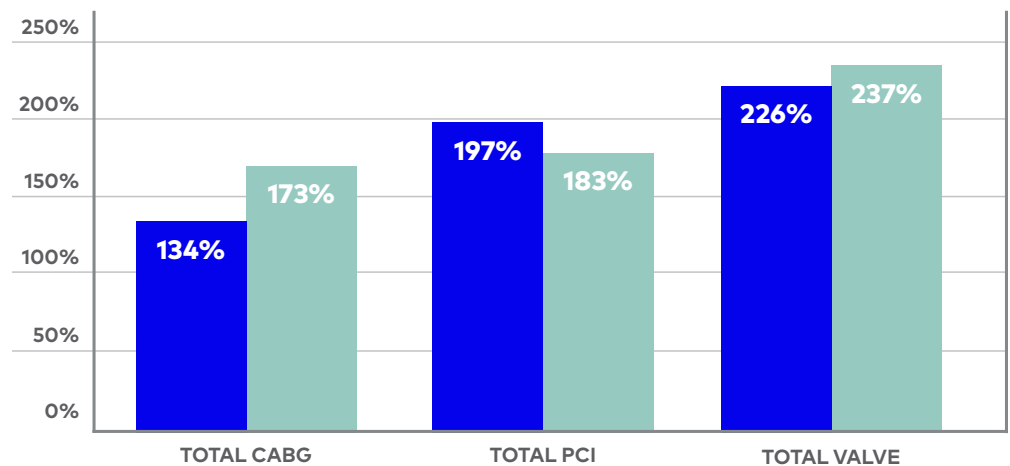
The leadership team at this 571-bed hospital in Florida has always been committed to serving the needs of a vibrant, growing metropolitan area. With a successful marketing campaign already underway, they decided to be proactive about differentiating themselves from their competition to even better meet the needs of their community.

To accomplish this, Holy Cross partnered with Healthgrades to leverage their Healthgrades Quality Achievement distinctions across multiple service lines, with a focus on cardiac. Their strategy included plans to grow revenue, engage physicians and improve employee morale.

By implementing a strategy around quality, Holy Cross achieved these results:

Cardiac Volume and Net Revenue Increases over a 4-Year Period

VOLUME
REVENUE





"Holy Cross Hospital is the recognized leader in cardiac care in Broward County, and is known internationally for cutting -edge technology and a team approach to patient care. We've seen this reputation grow due to the continuous promotion of our Healthgrades star ratings and use of their consulting services to keep check of our quality outcomes."

JOHN C. JOHNSON

President and CEO



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