

# News Release

**FOR IMMEDIATE RELEASE**

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## **New Mexico Hospital Receives Quality Award Recognition**

**Albuquerque, NM** – The New Mexico Medical Review Association (NMMRA) announced today that Gerald Champion Regional Medical Center (GCRMC) in Alamogordo has received Piñon Recognition, a New Mexico Quality Award. GCRMC received the award in Albuquerque on April 2 at the Quality New Mexico (QNM) annual awards ceremony. The New Mexico Quality Awards, modeled after the Malcolm Baldrige National Quality Award, recognizes businesses and other organizations that are in various stages of their “Performance Excellence Journey.” The three levels of the New Mexico Quality Awards are:

- Piñon Recognition (commitment to Performance Excellence)
- Roadrunner Recognition (progress toward Performance Excellence)
- Zia Award for Performance Excellence (best-in-class results)

NMMRA, New Mexico’s Medicare Quality Improvement Organization (QIO), encourages New Mexico hospitals to apply for the award in an effort to gain recognition for their quality improvement efforts and improve quality-related processes. In addition to recognition, the value of participating in this process is through the Feedback Report that identifies the key strengths and opportunities for improvement based on the seven Categories of the Baldrige Criteria for Performance Excellence:

- Leadership
- Strategic Planning
- Customer and Market Focus
- Measurement, Analysis and Knowledge Management
- Workforce Focus
- Process Management
- Results

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## New Mexico Medical Review Association



According to Mary Harding, RN, MSN, director of quality at GCRMC, the hospital started the effort “with a great deal of enthusiasm and not much awareness of what was ahead.” The hospital formed a cross-functional team, including individuals from quality, marketing, case management, and intensive care. A board member who is a QNM application examiner agreed to review the application prior to submission.

“We began our efforts in June 2008 and completed the final editing the day before the submission deadline in October,” Harding said. “We learned in February that our application was successful. GCRMC is proud of the recognition and we plan to seek the next level, Roadrunner Recognition, within the next few years.”

“Gerald Champion is an example of a hospital that has made a strong commitment to the journey toward quality, and that deserves to be recognized by our state’s quality award system,” said Carlene Brown, MPH, CPHQ, NMMRA project manager. “This hospital demonstrates the leadership necessary to become a health care leader in our state.”

In 2005, NMMRA received Roadrunner Recognition from Quality New Mexico.

*NMMRA is an Albuquerque-based, non-profit, physician-sponsored organization. Serving as a resource to the state's health care community and to Medicare beneficiaries, NMMRA seeks to fulfill its mission to facilitate demonstrable and continuous improvement in the quality of health care and achieve its vision to be a premier and innovative leader in improving health care. NMMRA has served continuously as the state's only federally contracted Medicare Quality Improvement Organization (QIO) since 1984. NMMRA also serves as the state's Medicaid External Quality Review Organization.*

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