

News Release

FOR IMMEDIATE RELEASE

May 4, 2009

For more information, contact:

Jennifer Trotter, Communications Manager
(505) 998-9898

Quality New Mexico Roadrunner Recognition Goes to GRMC

Albuquerque, NM – The New Mexico Medical Review Association (NMMRA) announced today that Gila Regional Medical Center (GRMC) in Silver City has received Roadrunner Recognition, a New Mexico Quality Award. GRMC is one of five New Mexico organizations and businesses to receive 2008 Roadrunner recognition for demonstrating, through commitment to and implementation of quality principles, significant progress in building sound quality processes. 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

--more--

New Mexico Medical Review Association



“Not only did we achieve the award—and we are the smallest hospital in New Mexico to ever do so—in fact we were told that we scored as a ‘very high level Roadrunner,’” stated Brian Bentley, GRMC’s chief executive officer.

In 2003, 2006, and 2007, GRMC achieved Piñon recognition. During 2007, GRMC decided to pursue Roadrunner recognition. Jean Remillard, MD, GRMC’s chief medical office and chief quality officer said, “It’s a great honor to receive this prestigious recognition, which is a reflection on our high-quality staff that made us a QNM success story. The quality of a hospital rests ultimately on the excellence and skill of health care professionals, staff and volunteers; the implementation of quality standards; access to appropriate technology; and a bottom line of respect and compassion. The actual experience of a patient is distilled from all of these factors and is the final word on the success or failure of our mission to you. We are excited to be on this journey.”

“Gila Regional is a rural New Mexico hospital that has had great success on its quality journey, and this is reflected in its achievement of the Roadrunner Recognition,” said Carlene Brown, MPH, CPHQ, NMMRA project manager. “This is a testimony to the excellent quality of care that can be and is being provided by many rural hospitals in our state, and we hope that more high performing rural hospitals will take the opportunity to apply for this recognition through Quality New Mexico.”

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.

—30—

This material was prepared by NMMRA, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services. The contents presented do not necessarily reflect CMS policy. 9SOW-NM-PS-09-52