

PRESS RELEASE

NATIVIDAD MEDICAL CENTER BUILDS HIGHLY RELIABLE PERINATAL CENTER

Hospital Applies Proven Systems Approach to Strengthen Quality of Service and Care

SALINAS, CA – July 6, 2009 – Natividad Medical Center is using aviation industry safety systems to develop a Highly Reliable Perinatal Unit. The aviation industry has been at the forefront of developing systems to increase air travel safety for over 25 years. Natividad has adopted many of these systems including: providing immediate availability of a highly trained team, standardizing communication, emergency simulation, checklist utilization and the development of standardized order sets.

Natividad's perinatal center includes labor and delivery, the Level 3 neonatal intensive care unit and the postpartum unit. The foundation of Natividad's Highly Reliable Perinatal Unit is the in-house staffing of a highly skilled perinatal team. This team includes an OB/GYN, anesthesiologist, neonatologist, neonatal nurse practitioner, nurses and operating room personnel.

Much like those in aviation, obstetric emergencies are statistically rare events. To train staff to be prepared to handle these situations, Natividad conducted emergency simulation training under the mentorship of the University of California San Francisco's outreach education team. Using staff "actors" and mannequins, Natividad staff practiced emergency response in the labor and delivery unit and used video analysis to evaluate the team's performance and effectiveness.

All of Natividad's nurses and physicians have also completed training in fetal monitor interpretation and have received education in reliable communication techniques in order to standardize the communication of critical patient information. To further facilitate reliable communication and decision making, checklists and standard order sets have been instituted.

The Natividad Perinatal Center is committed to providing the highest quality and safest obstetrical care possible. By having physicians in house at all times and developing systems that support excellent care, Natividad is at the forefront of quality and safety in the delivery room.

For more information about Natividad Medical Center's perinatal services please call 831-755-6226. For more information about Natividad Medical Center call 831-755-4111 or visit www.natividad.com.

###

Media Contact: Shelley Gesicki at Armanasco Public Relations, Inc., (831) 372-2259, sgesicki@armanasco.com.

About Natividad Medical Center

Natividad Medical Center is a 172-bed acute care medical center owned and operated by Monterey County, and has been providing healthcare for more than 120 years. A public community hospital, Natividad Medical Center emphasizes the care of women, children and families and offers comprehensive inpatient, outpatient, diagnostic and specialty care. With a medical staff of more than 235 physicians, Natividad's mission is to continually improve the health status of the people of Monterey County through access to affordable, high-quality healthcare services. Natividad is based in Salinas, California. For more information, please call 831-755-4111 or visit www.natividad.com.