



PRESS RELEASE

NATIVIDAD MEDICAL CENTER REWARDED FOR QUALITY OBSTETRICAL PRACTICES

Natividad receives insurance rebate for achieving 100% compliance in obstetrical practices

SALINAS, Calif. – July 8, 2009 — Natividad Medical Center will receive a \$50,000 rebate from its liability carrier, Beta Healthcare Group, for achieving 100% compliance with the Beta's OB initiative to improve patient safety and reduce risk and error for obstetrical practice.

"This acknowledgment for the Perinatal Services Department reinforces Natividad Medical Center's initiative to improving patient safety and care," said Dr. Peter Chandler, director of Natividad's Obstetrics/Gynecology department.

To accomplish this quality level of patient care, Natividad Medical Center's Fetal Heart monitoring Policy incorporates the most up-to-date terminology for interpretation of fetal heart strips as recommended by national experts. In addition, 100% of physicians and nurses have received ACOG Fetal Monitoring Education in the past 24 months and two multidisciplinary strip review sessions in the past 12 months.

This achievement comes at a time when Natividad has recently initiated a host of other campaigns to ensure quality care in a number of departments as part of its drive to be recognized by the community as a medical center synonymous with excellence in patient care quality, service, people and financial and business practices.

For more information on Natividad Medical Center or its Perinatal Services Department, please call 831-755-4111 or visit www.natividad.com.

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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. Natividad is the only teaching hospital on the Central Coast, through its affiliation with the University of California, San Francisco (UCSF). 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.