



INSTITUTE FOR

HEALTHCARE

IMPROVEMENT

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**QUALITYHEALTHCARE.ORG WINS
“STANDARD OF EXCELLENCE” AWARD
FROM THE WEB MARKETING ASSOCIATION**

BOSTON, MA – September 19, 2003 – The Institute for Healthcare Improvement (IHI) announced today that its free online health care improvement tool for healthcare professionals, QualityHealthCare.org, has won the “Standard of Excellence” Award from the Web Marketing Association. The Award recognizes the standard for which all Web sites should strive.

“In just six months, QualityHealthCare.org has brought thousands of health care professionals in over seventy countries together online to pursue health care improvement” said Donald M. Berwick, MD, MPP, President and CEO of the Institute for Healthcare Improvement. “The design of the site, created by Agency.com and IHI’s staff, is crucial to its extraordinary impact, and I am gratified that the hard work and creative execution that have gone into the development of the site have been recognized with this award.”

The Web Marketing Association (WMA) was founded in 1997 to help set a high standard for Internet marketing and corporate web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, advertising, PR and design professionals from around the country who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate Web sites.

QualityHealthCare.org focuses on specific content areas. The first four of these address Patient Safety, Improvement Methods, Office Practices and Chronic Care. Patient Access, Diabetes, and Surgical Site Infections are sub-specialties that fall under these content areas. Subsequent content areas, which will appear in coming months, include Critical Care, End-of-Life Care, Leadership, HIV/AIDS, Flow, and Workforce Development. Each of the current content areas is “hosted” by a leading expert in the field who oversees the content and moderates regular online discussions of timely and important topics. Each content area offers diverse sources of information on such issues as: how to improve; measures; changes; improvement stories; tools; resources; literature, and frequently asked questions. QualityHealthCare.org offers a variety of community building features including discussion groups and a “find a colleague” function that lets you find others in similar settings, working on similar issues.

The Institute for Healthcare Improvement (IHI) is a not-for-profit organization leading the improvement of health care throughout the world. Founded in 1991 and based in Boston, MA, IHI is a catalyst for change, cultivating innovative concepts for improving patient care and implementing programs for putting those ideas into action. Thousands of health care providers, including many of the finest hospitals in the world, participate in IHI’s groundbreaking work.