



Marketing/Communications
5325 Faraon St.
St. Joseph, MO 64506

Media Release
For more information:
Marcy George (816) 271-7021

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Heartland Health named 2009 recipient of Malcolm Baldrige National Quality Award

President Barack Obama and U.S. Secretary of Commerce Gary Locke announced today that Heartland Health is a recipient of the 2009 Malcolm Baldrige National Quality Award. Heartland is one of two recipients in health care and one of five overall. The Baldrige Award is given to businesses — manufacturing and service, small and large — and to education, health care and nonprofit organizations that apply and are judged to be outstanding in seven areas: leadership; strategic planning; customer focus; measurement, analysis, and knowledge management; workforce focus; process management; and results.

Congress established the award program in 1987 to recognize U.S. organizations for their achievements in quality and performance and to raise awareness about the importance of quality and performance excellence as a competitive edge. The award is not given for specific products or services. Up to three awards may be given annually in each of these categories: manufacturing, service, small business, education, health care and nonprofit.

Organizations that are headquartered in the United States may apply for the award. Applications for the award are evaluated by an independent Board of Examiners composed of primarily private-sector experts in quality and business. Examiners look for achievements and improvements in all seven categories. Organizations that pass an initial screening are visited by teams of examiners to verify information in the application and to clarify questions that come up during the review. Examiners visited Heartland Health during October 2009.

For more information on the Malcolm Baldrige National Quality Award, please visit www.heartland-health.com/baldrige and www.baldrige.nist.gov.