



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Phyllis Lynam / AIMIS
Administrator
T: 407-376-3110
phyllislynam@aimis.org

Kathi Waldhof / Women's Choice Award
Healthcare Client Services
T: 954-922-0846 ext 2
Kwaldhof@womenschoiceaward.com

NEW RECOGNITION SETS THE HIGHEST STANDARDS FOR MINIMALLY INVASIVE SURGERY

American Institute of Minimally Invasive Surgery (AIMIS) and Women's Choice Award for Best Hospitals (WCA) announces a partnership to advance standards and recognition of excellence for minimally invasive surgery.

The Women's Choice Award for Minimally Invasive Surgery was created to recognize hospitals and physicians who have met the highest standards of clinical and patient care. Awarded hospitals perform laparoscopic and robotic surgery, have high patient satisfaction, and have low incidences of infections and complications. WCA set a new standard in 2011 for being the first award not to separate the patient experience from clinical outcomes, taking into consideration what women want when choosing a hospital. Hospitals that have earned the AIMIS Center of Excellence designation enjoy a significant advantage.

"The Women's Choice Award provides consumers with an objective, uniform and fact-based trusted resource to find the best hospitals, doctors, and surgery centers. Celebrating 10 years of empowering women to make the best healthcare choices, we continue to raise the bar on overall standards of healthcare by driving consumer awareness and preference" notes Delia Passi, CEO and Founder of WCA.

"The AIMIS Center of Excellence designation to provide patients with the best of class in minimally invasive surgery excellence has found its consumer voice through this powerful partnership with the Women's Choice Award," said AIMIS CEO Steven McCarus, MD.

Why is this important? Approximately 600,000 hysterectomies are performed each year in the United States, making it the second most common procedure performed on women in the U.S. and yet, according to the Centers for Disease Control & Prevention, an estimated two-thirds of these operations entail open surgeries rather than minimally invasive laparoscopic/robotic methods. AIMIS is focused on advancing solutions to facilitate the conversion of a greater percentage of procedures from more-traumatic open surgeries to laparoscopic/robotic approaches that offer patients shorter hospitalizations and faster returns to normal activities, and the award recognition will drive greater consumer awareness and choice.

According to Steven McCarus, MD Chief Executive Officer of AIMIS, "Joining forces with WCA we can do more to contribute to the role and responsibility we have in population health for continued surgical improvement for all patients."

ABOUT AIMIS

The American Institute of Minimally Invasive Surgery is the nation's pre-eminent educator of minimally invasive surgical techniques. The organization both teaches minimally invasive methods and also supports graduates and members with opportunities where they can find marketing support, consulting services and strategies to help them grow and strengthen their practices. AIMIS also provides resources for patients, corporate partners and physician members and affiliates to help foster progress throughout the medical profession. For more information, please visit www.aimis.org or call 407-376-3110.

ABOUT WOMEN'S CHOICE AWARD

The Women's Choice Award is a trusted referral source, empowering women to make smart healthcare choices by identifying the country's best healthcare institutions, based on robust criteria that consider female patient satisfaction and clinical experience. Visit www.womenschoiceaward.com/best-hospitals to learn more.