

FOR IMMEDIATE RELEASE

Lovelace Women's Hospital receives 2015 Women's Choice Award as an America's Best Breast Center

Lovelace Women's Hospital honored for providing exceptional patient care and treatment

Albuquerque, N.M. — May 20, 2015 — Lovelace Women's Hospital has earned the 2015 Women's Choice Award as one of America's Best Breast Centers, acknowledging its dedication to providing exceptional patient care and treatment. Breast cancer is the second most common form of cancer among American women according to the American Cancer Society, and one in eight women in the U.S. will develop invasive breast cancer during their lifetime.

By carrying the evidence-based designation of the Women's Choice Award seal, Lovelace Women's Hospital has signified its commitment to a global mission to elevate the patient experience for women and all patients as one of more than 315 America's Best Breast Centers.

“Every two minutes a woman in the U.S. is diagnosed with breast cancer, and she needs to know which breast centers she can trust to navigate this uncertain path,” says Delia Passi, CEO and founder of WomenCertified, home of the Women's Choice Award. “Breast care is extremely vital to women's health and we want them to know that Lovelace Women's Hospital has met the highest standards in caring for the needs of their female patients. The Women's Choice Award is the only program that identifies the nation's best in healthcare based on patient satisfaction, clinical excellence and what women really want when it comes to treatment and a quality medical experience.”

Lovelace Women's Hospital earned the award by having met the [National Accreditation Program for Breast Centers](#) (NAPBC) standards from the American College of Surgeons. The NAPBC is a consortium of national, professional organizations focused on breast health and dedicated to the improvement of quality care and outcomes of patients with diseases of the breast through evidence-based standards and patient and professional education. As one of America's Best Breast Centers, Lovelace Women's Hospital also carries the Seal of the American College of Radiologists as a [Breast Imaging Center of Excellence](#), and scored above-average on the Centers for Medicare and Medicaid Services patient satisfaction measures.

“Lovelace Women's Hospital takes great pride in the services we provide for the women of New Mexico,” said Sheri Milone, CEO of Lovelace Women's Hospital. “As the first breast care center in New Mexico to be accredited by the NAPBC, we can state with confidence that we are

giving women and their families the very best options for maintaining optimal breast health and choosing the right treatment paths for their needs.”

The Women’s Choice Award helps women and their families by providing recommendations they can trust and use when making healthcare choices.

“We have found that recommendations are the single most important consideration used by women in selecting a hospital or care center,” added Passi. “By letting women know which breast centers in their area are among America’s best, we are able to reduce risk by helping them make better decisions and smarter healthcare choices.”

As the collective voice of female consumers, the Women’s Choice Award provides women with recommendations from other women that they can rely upon. The full list of awarded breast centers is available at <http://www.womenschoiceaward.com/awarded/best-hospitals/breast-centers/>

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About Lovelace Health System

Lovelace Health System consists of Lovelace Medical Center, Lovelace Rehabilitation Hospital, Lovelace Women’s Hospital, Lovelace Westside Hospital, Heart Hospital of New Mexico at Lovelace Medical Center, Lovelace Regional Hospital-Roswell, and Lovelace Medical Group, Southwest Medical Associates.

ABOUT THE WOMEN’S CHOICE AWARD

The Women’s Choice Award sets the standard for helping women to make smarter choices for themselves and their families. The company and its awards identify the brands, products and services that are most recommended and trusted by women. The Women’s Choice Award is the only evidence-based quality designation that drives consumer and patient appreciation through education, empowerment and validation. Additionally, they recognize those that deliver a recommendation-worthy customer experience. Visit www.WomensChoiceAward.com to learn more.