



# News & Information

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## National Hospital Week Puts Spotlight on People

CARLSBAD, NM – MAY 9, 2011 – **For Immediate Release**

A hospital is more than a place where people go to heal, it is a part of the community that fosters health and represents hope. From providing treatment and comfort to the sick, to welcoming new life into the world, hospitals are central to a healthy and optimistic community. That's the message organizers are touting with the 2011 National Hospital Week theme "Champions of Care." The event theme is the centerpiece of a promotional campaign aimed at uniting health care facilities across the country during the May 8–14 celebration.

"National Hospital Week, first and foremost, is a celebration of people," said Beth McCormick, Laboratory Director at Carlsbad Medical Center and organizer of CMC's Hospital Week festivities. "We're extremely proud of each member of our staff and we recognize the important role they play in extending a sense of trust to our patients and our community."

The nation's largest health care event, National Hospital Week dates back to 1921 when it was suggested by a magazine editor who hoped a community wide celebration would alleviate public fears about hospitals. The celebration, launched in Chicago, succeeded in promoting trust and goodwill among members of the public and eventually spread to facilities across the country.

Carlsbad Medical Center and Pecos Valley Physician Group employ over 600 people. To show appreciation for all employees, activities this week include a car wash, where hospital directors wash the cars of their employees, five minute massages provided by Rehab Therapy Services, a free steak lunch and daily drawings for prizes donated by local businesses.

For more information on local National Hospital Week activities, contact Melissa Suggs, CMC Marketing Director, at 887-4160.

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### About Carlsbad Medical Center

Carlsbad Medical Center is a full-service 115-bed community hospital. Since 2004, CMC has reinvested a total of \$35 million in improvements and expansions, including a new Outpatient Diagnostic Center, upgraded diagnostic imaging equipment, an expanded Intensive Care Unit, and an upgraded and expanded Emergency Department. A \$15 million renovation project was completed in January 2011, resulting in additional operating rooms, a new inpatient laboratory, a renovated Women's Services Unit, and a remodeled front entrance and lobby.