

NEWS RELEASE



For Immediate Release

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Cheryl Wheeler, Guest Relations Manager visits with Melinda Johnson, a patient in the Halifax Regional Joint Care Center.

HALIFAX REGIONAL MOVES FORWARD WITH CUSTOMER SERVICE INITIATIVE

Cheryl Wheeler Hired as Guest Relations Manager.

ROANOKE RAPIDS, NC - (December 5, 2008) - It begins with the notion that no one really wants to be a patient at a hospital, but when it is necessary, the patient wants the best in customer service.

That's why Halifax Regional has started REACT! a new customer relations program and hired Cheryl Wheeler to manage the program.

REACT! is based on the idea that patients and visitors should be treated in a way that reflects **R**esponsiveness, **E**ffective communication, **A**ccountability, **C**ompassion, and **T**eamwork. A team of medical center employees developed the program, which is a blueprint for the staff to follow in providing outstanding customer service.

Wheeler has 18 years experience as a social worker, where she has worked with people to develop positive attitudes and behaviors. "Cheryl has an excellent grasp of healthcare and a strong understanding of the need of the Medical Center," said Karen Daniels, Vice President-Nursing.

"We have a great team of employees who work hard to provide excellent service," Daniels adds. "Cheryl will use the REACT! program to reinforce positive messages while providing a basis for fine tuning."

Wheeler's first task was visiting patients and following employees in the job responsibilities. "I want to know how our employees interact with patients, so I can get a better idea of the needs in each area of the medical center," she said.

She also is studying how Halifax Regional can improve delivery of the services it provides. "In many hospitals the actual processes used to manage patient flow can have a negative impact on the patient's experience," she says. Waiting areas and patient registration are examples of areas where many hospitals can improve. The REACT! program is designed to empower staff to handle most situations.

"We realize patients and physicians have several choices in this area for their medical care," said Wheeler. "It's our responsibility to provide an outstanding experience so patients will be satisfied with their stay and will recommend Halifax Regional to their friends when they need medical services."

Halifax Regional consistently scores well on patient satisfaction surveys, says Daniels. "We are not satisfied with good scores," she adds. "We want to be at the top of the list. That is why we are investing in our guest relations program."

A native of Conway, NC, Wheeler holds degrees in Social Work from Barton College in Wilson and in education from Chowan University.

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About Halifax Regional-

Halifax Regional Medical Center is licensed for 206 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit www.halifaxregional.us.