



FOR IMMEDIATE RELEASE

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Crittenton partners with Royal Park Hotel to develop 5-star service

Rochester – Crittenton Hospital Medical Center is pleased to announce a partnership with the Royal Park Hotel to enhance customer service and the patient experience at Crittenton.

“Quality of care is always our top priority. However, we believe we have the ability to deliver care in a way that is more personal, attentive and convenient. In many ways we are already doing this,” says Crittenton president and CEO, Margaret Dimond, PhD. “This innovative partnership with the Royal Park is designed as a mentorship to help us take the patient experience to the level of 5-star service for every patient, every time.”

“We are proud and excited to have the opportunity to partner with Margaret and the Crittenton Hospital team to share our best practices and core values to help make Crittenton Hospital the first choice for healthcare in South Eastern Michigan,” says Michael Platt, General Manager, Royal Park Hotel.

The partnership will begin with a kick-off event for Crittenton leaders in March. The next phase will involve Royal Park leadership partaking in intensive, on-site sessions or “deep dives” into customer service areas to further develop opportunities

“As Ascension, we strive to provide compassionate, personalized care for all,” says Dimond. “At Crittenton, we are focusing on creating an experience that makes each patient and family member uniquely welcomed, respected and cared for while delivering on our commitment for the highest quality of care. “

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About Ascension Michigan

In addition to Crittenton Hospital Medical Center, the Michigan Ministries of Ascension include Borgess Health in Kalamazoo, Genesys Health System in Grand Blanc, St. John Providence in Metro Detroit, St. Joseph Health System in Tawas and St. Mary’s of Michigan in Saginaw and Standish. The health systems of

Ascension Michigan together employ more than 27,000 associates and are a major economic driver in the state, with \$1.7 billion in payroll each year. In fiscal year 2015, Ascension Michigan provided more than \$250 million in community benefit and care of persons living in poverty.

About Ascension

Ascension (www.ascension.org) is a faith-based healthcare organization dedicated to transformation through innovation across the continuum of care. As the largest non-profit health system in the U.S. and the world's largest Catholic health system, Ascension is committed to delivering compassionate, personalized care to all, with special attention to persons living in poverty and those most vulnerable. In FY2016, Ascension provided more than \$1.8 billion in care of persons living in poverty and other community benefit programs. Ascension includes approximately 150,000 associates and 36,000 aligned providers. Ascension's Healthcare Division operates 2,500 sites of care – including 141 hospitals and more than 30 senior living facilities – in 24 states and the District of Columbia, while its Solutions Division provides a variety of services and solutions including physician practice management, venture capital investing, investment management, biomedical engineering, facilities management, clinical care management, information services, risk management, and contracting through Ascension's own group purchasing organization.

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