

**FOR IMMEDIATE RELEASE**

**Mercy West Implements Proofpoint's Patient Feedback System**

**Cincinnati, OH** – Jan 15, 2014 – This week Mercy West implemented the Proofpoint Leadership Rounding application to collect and respond to patient feedback in real-time.

Mercy West is a general medical and surgical hospital, with services that include maternity care, a cancer center, a heart center with open heart surgery, an orthopaedics center, and a women's health center. It is the newest hospital in the Mercy Health system.

Prior to opening in November, 2013, Mercy West and Proofpoint leaders piloted the patient feedback / leadership rounding system at two other Mercy facilities that then merged to form West.

In just 3 months, more than 500 encounters have been recorded and, according to West's staff members, the initial results have been exceptional.

"We're very pleased to support this critical patient-centric, evidence-based initiative in partnership with Mercy West," said Paul Roush, Proofpoint's Vice President of Healthcare Solutions.

Beyond an understanding of patient perceptions, the Leadership Rounding system is allowing the hospital to rapidly develop targeted, evidence-based, performance improvement initiatives.

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About Proofpoint Systems: Proofpoint Systems of Los Altos, CA, ([www.proofpoint.net](http://www.proofpoint.net)) is disrupting the highly calcified, \$400B consulting industry by providing secure cloud applications that support operational excellence in four key areas—planning, analysis, management, and measurement. Proofpoint's modular tool kit is a *business performance utility* where people do their day-to-day work, engage with others, and share information of mutual value. The results are measurable changes to organizational performance, visible integration, better resource use, and accountability excellence.

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