

Modern Healthcare

Modern Physician

Published by Crain Communications Inc.

For Immediate Release

Contact: Brenda Stewart
312.649.5499 / bstewart@crain.com

***Modern Healthcare* Kicks Off Nationwide Search for
Best Places to Work in Healthcare**

(Chicago, IL) February 5, 2008 – *Modern Healthcare* announced today that it will partner with Best Companies Group, a Pennsylvania-based firm that conducts “best places to work” programs nationwide, to determine *Modern Healthcare’s* Best Places to Work in Healthcare. This program recognizes outstanding employers in the healthcare industry on a national level. From economic development to employee retention, this program will benefit individuals, organizations and the healthcare industry.

Companies will not be required to pay a fee to participate and submit nominations from February 5 through June 20, 2008 at www.modernhealthcare.com/bestplacestowork. Winning companies will be profiled in the October 27, 2008 issue of *Modern Healthcare*.

The program collects information from both the employer and employees and is open to all companies (providers, suppliers, payers, associations, etc.) with at least 25 employees. Employers complete a survey detailing company policies, practices, benefits and demographics. Employees are asked an in-depth set of questions that result in an analysis in 8 core areas: leadership and planning, culture and communications, role satisfaction, working environment, relationship with supervisor, training and development, pay and benefits and overall satisfaction.

Participating companies will receive a one-page “Participation Report” for free, and will have the opportunity to purchase the full “Assessment Feedback Report” that provides valuable data including: a spreadsheet summarizing employee feedback, written employee comments, healthcare benchmark information and a 30-minute webinar entitled, “Getting the Most out of your Workplace Assessment.”

“Attracting and retaining a talented and competitive workforce is a critical issue facing healthcare companies,” said Fawn Lopez, Publisher of *Modern Healthcare*. “Doing so not only helps companies create and sustain a competitive advantage, but more importantly, it helps them significantly improve their bottom lines and profitability. Plus, by recognizing these outstanding employers and sharing the best practices, we hope to help strengthen and improve the overall healthcare workforce,” added Lopez.

“Being named one of *Modern Healthcare’s* Best Places to Work in Healthcare is a unique and prestigious honor and will have a profound impact on the companies who receive this recognition,” said Peter B. Burke, President of Best Companies Group.

Modern Healthcare is the industry’s most trusted, credible and relied-upon news source. *Modern Healthcare* examines the most pressing healthcare issues and provides executives with the information they need to make the most informed business decisions and lead their organizations to success. It’s for this reason *Modern Healthcare* is deemed a “must-read publication” by the who’s who in healthcare.

In addition to our weekly magazine, we provide executives with the most up-to-date and valuable information through our website, ModernHealthcare.com; two daily e-newsletters, *Daily Dose* and *Health IT Strategist*; and breaking news email service, *Modern Healthcare Alert*. We also provide news and information for physician executives via our sister publication, *Modern Physician*; website, ModernPhysician.com, and breaking news email service, *Modern Physician Alert*. To subscribe to our products, please call *Modern Healthcare* at 888-446-1422 or email us at subs@crain.com.

Best Companies Group works with partners to establish “Best Places to Work”, “Best Companies” and “Best Employers” programs on a national, state-wide and regional basis. Through its thorough workplace assessment utilizing employer questionnaires and employee satisfaction surveys, Best Companies Group identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.