

## National Jewish Named #1 Respiratory Hospital for Eleventh Time

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DENVER —

### *National ranking provides showcase for new brand and name*

For the eleventh year in a row, National Jewish Health has been named the best respiratory hospital in the nation by *U.S. News & World Report*. The ranking is part of the 2008 “America’s Best Hospitals” guide published by the weekly newsmagazine.

“This recognition continues to be tremendously gratifying. Once again our faculty and staff have risen to the challenge of providing the best care possible to our patients,” said Michael Salem, MD, President and CEO of National Jewish. “We are also thrilled to have our new name, National Jewish Health, prominently featured in such a widely read magazine and website.”

As part of the ranking, board-certified pulmonologists around the country mentioned National Jewish more often than any other hospital when asked to name the best respiratory hospitals in the nation. In addition to recognition by pulmonologists, the hospital rankings were based upon various care related factors, such as nursing and patient services.

National Jewish has world-renowned programs in respiratory, cardiac and immune disorders including asthma, chronic obstructive pulmonary disease, lupus and other rheumatologic diseases, coronary artery disease, lung cancer, and allergies.

The rankings list the institution’s new name, National Jewish Health, which has been changed from National Jewish Medical and Research Center as part of a rebranding effort by the hospital.

“We have adopted a new name and logo to better communicate our commitment to leading the evolution of healthcare from reactive trial-and-error medicine to proactive, personalized health,” said Dr. Salem. “The *U.S. News* rankings provide outstanding national exposure for our branding initiative.”

The hospital rankings appear in the July 21/28, 2008, edition of *U.S. News & World Report*, which hits newsstands on July 14. The rankings are also available on the website, <http://www.usnews.com/>.

**National Jewish Health** is the leading respiratory hospital in the nation. Founded 124 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the media resources page.

### Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

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