

NEWS RELEASE

Heart Hospital of New Mexico – The Heart Hospital...

FOR IMMEDIATE RELEASE

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C.A.R.E. Channel Helps to Create Healing Environment for Heart Hospital of New Mexico

December 5, 2003: Heart Hospital of New Mexico announces the implementation of The C.A.R.E. Channel for patient television. This innovative service is provided as part of Heart Hospital's commitment to creating healing environments for patients, families, and staff.

Developed to enhance the current institutional environments, the C.A.R.E. Channel offers respite from commercial television, noise and other stressful distractions. Combining ambient nature images and appropriate music, this programming provides uninterrupted music as an environmental tool to enhance and promote healing. The images are produced slowly to be effective for confined patients and to avoid being distracting or confusing for those on high levels of medication. The instrumental music is accessible while also being non-generational, non-regionally biased, and non-commercial. Paced for time of day and night, the programming provides a special midnight starfield for overnight broadcast.

“The environment of care remains a powerful and effective tool in both tending to the patient and supporting treatment protocols. The C.A.R.E Channel complements our Healing Harp program which has proved to be very successful in creating the Heart Hospital's healing environment.” says Jeff Ashin, President and C.E.O.

While the environment is experienced on all sensory levels, sound is by far the most invasive factor and effects the entire population, impacting patient satisfaction, confidentiality, compliance, staff performance and morale. Research and patient

satisfaction data have shown that sound and other environmental factors, such as The C.A.R.E. Channel can significantly impact clinical results.

Located on an 8-acre campus near downtown Albuquerque, the Heart Hospital of New Mexico is an entire medical facility dedicated to fighting heart disease by treating patients from throughout the state.