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**Verdugo Hills Hospital Launches Concierge Service**

(GLENDALE, CA – March 12, 2007) — Verdugo Hills Hospital will bolster its reputation as the community’s hospital of choice with the launch on March 15 of a concierge service for patients, and their guests, as well as employees and physicians on staff at the hospital.

Just like the concierge desk at a fine hotel, a customer service representative at the front desk of the hospital’s lobby will be able to assist employees and visitors with requests for any number of services – from dry-cleaning to DVD rentals to dinner reservations.

The “Just Ask!” Concierge Services Program, managed by an employee services company called dock3, was developed in response to feedback from staff focus groups and patient satisfaction surveys, said Paul Celuch, vice-president of Human Resources.

“Our employees overwhelmingly like the sense of family they get while working at Verdugo Hills Hospital but they also wanted to see an improvement in benefits,” Celuch said. “By launching our “Just Ask!” Concierge Desk, we hope that we have found a way to enhance the friendly, caring environment at the hospital while providing a benefit that recognizes the value of our employees. We hope the service will save them valuable time and money.”

Patients will also benefit from the “Just Ask!” Concierge Desk, said hospital President and CEO Leonard LaBella. Among other things, they will be able to watch the latest in DVD releases on a portable DVD player, which will be available for rent at the concierge desk.

“Verdugo Hills Hospital is committed to providing the highest level of patient care possible,” LaBella said. “A visit to a hospital is usually not a planned event and, even when it is, there is the expected anxiety and stress that can be associated with it. We want to minimize this apprehension and concern by making a visit to our hospital both comfortable and pleasant.

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“The new “Just Ask!” Concierge Services Program can accommodate the personal needs and requests of our patients and their visitors. We want to be the healthcare provider of choice by providing exceptional medical and customer care that cannot be found elsewhere.”

Photo processing and shipping services as well as exclusive discounted movie and amusement park tickets are also available through the “Just Ask!” Concierge Desk. The “Just Ask!” Concierge Desk will be open on the 4<sup>th</sup> Floor lobby from 7 a.m. to 4 p.m., Mondays, Wednesdays and Fridays, and from 12 to 8.30 p.m., Tuesdays and Thursdays.

Verdugo Hills Hospital is a 158-bed nonprofit primary care facility nestled in the foothills between Glendale and La Cañada Flintridge. The hospital features all private rooms, 24-hour emergency services, comprehensive inpatient and outpatient diagnostic and treatment facilities, and a family birthing center. It is the only independent, free-standing hospital in the greater Foothills community and was voted “Glendale’s Best Hospital” for 2006 by readers of the *Glendale News-Press*. Several physicians on staff received accolades too. Dr Jane Wada was voted “Best Dermatologist,” Dr Jeffrey Nilles “Best Ophthalmologist,” Dr James Henry “Best Pediatrician,” Dr Brad Aguirre “Best Podiatrist” and Dr Samvel Hmayakyan “Best Family Practitioner.” For more information, visit [www.vhhospital.org](http://www.vhhospital.org).

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