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FOR IMMEDIATE RELEASE

**C.A.R.E. CHANNEL HELPS TO PROMOTE HEALING ENVIRONMENT
AT EXCELA HEALTH LATROBE HOSPITAL**

LATROBE, PA, July 18, 2013 ... Excelsa Health Latrobe Hospital now offers The C.A.R.E. Channel as part of patient television. This innovative service helps to enhance the patient experience and supports a healing environment.

Developed to ease the negative impact of busy institutional environments, The C.A.R.E. Channel offers respite from commercial television, noise and other stressful distractions. Combining beautiful nature images and soothing instrumental music, this environmental tool eases stress and tension and provide diversion to counter the activity outside the patient room. The images transition slowly to avoid being agitating or confusing for those on high levels of medication. The original music selections are accessible while also being non-generational and non-regionally biased.

"The C.A.R.E. Channel transcends language, age and cultural barriers and provides support over the full 24-hour cycle," noted Doug Dascenzo, Vice President of Patient Care Services at Excelsa Health Latrobe Hospital. "This tool is of benefit to patients their families and the caregivers."

Unique to The C.A.R.E. Channel, the program is designed to support the circadian rhythms and includes a special nighttime star-field for overnight broadcast supporting restfulness and sleep.

"The environment of care remains a powerful and effective tool in both tending to the patient and supporting treatment protocols," added Dascenzo. "That's one of the reasons we converted all of our patient rooms to private rooms. While that has reduced the amount of activity in a room, and therefore the noise level, the daily routine outside the room can still be very busy and

noisy. The C.A.R.E. Channel offers us another opportunity to enhance the patient experience at a time when people are at their most vulnerable or uncomfortable. Anything we can do to improve their sense of well-being will contribute positively to the healing process.”

“The C.A.R.E. Channel promotes a period of rest which is critical in the patients’ healing and recovery process,” added Martin Lang, Vice President, Patient Experience at Excelsa Health. “Respecting the need for patient privacy and rest is a priority in our approach to patient care and improved medical outcomes.”

While the environment is experienced on all sensory levels, sound is by far the most invasive factor and affects 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.

Funding for The .C.A.R.E. Channel has been provided by the Latrobe Area Hospital Charitable Foundation, through gifts to the Nancy G. Hoffman Complementary Health Services fund in support of non-traditional aspects of care for mind, body and spirit. Based on the technology needed, at this time, the C.A.R.E. Channel is only available at Excelsa Latrobe Hospital.

First developed in 1992, The C.A.R.E. Channel is now provided in more than 600 hospitals throughout the United States. Hospitals using this system have reported reductions in the use of pain medication and restraints, and improved quality of rest for patients. They have also noticed a decrease in the level of noise on the units and an increase in patient and staff satisfaction due to lower stress levels.

Gifts in support of Nancy G. Hoffman Complementary Health Services may be made to the Latrobe Area Hospital Charitable Foundation, One Mellon Way, Latrobe, PA 15650.