

Misleading Info on Bangkok Hospital's Press Release

Contributed by Administrator
Wednesday, 05 November 2008

It looks like those PR drones at the hospital sugar-coated this story a little too much.

Here is the story. A US firm HealthLeaders Media, which publishes various print and web health care-related magazines, named Bangkok Hospital Medical Center a 2008 honoree in Top Leadership Teams Award's Global Hospitals category.

"[The] winners are judged on the leadership teams' overall leadership culture, their ability to overcome challenges, and their ability to demonstrate successes that result from outstanding leadership teamwork," according to their press release, which can be found here.

Three other US-based hospitals, Scripps Health, San Diego; Griffin Hospital, Derby, CT; and Lakewood Health System, Staples, MN, were also named recipients of the same Top Leadership Teams Awards in the large, medium, and small hospital categories respectively.

Bangkok Hospital's press release reads "One of the strongest connections between Bangkok Hospital and the remaining US facilities that received awards is their JCI-accredited status,". But wait a minute. The Joint Commission International (JCI) does not accredit US institutions. For US hospitals, the accreditation is performed by the "Joint Commission", which is NOT the same organization as JCI. In fact, JCI is just "a division of Joint Commission Resources, Inc. (JCR), a private, not-for-profit affiliate of The Joint Commission,".

That was misleading information number #1.

Next, I checked Joint Commission accreditation of the three US hospitals mentioned in the press release. Only two were actually accredited by the Joint Commission. Lakewood Health System is not currently certified by the Joint Commission.

And that was misleading information number #2.