



## **Press Ganey Partners with Binary Fountain to Expand Transparency and Reputation Management Solutions**

*Leading Technology Platform Enhances Patient Experience, Performance Improvement Strategies*

**Boston, Massachusetts, May 4, 2016**—[Press Ganey Holdings, Inc. \(NYSE:PGND\)](#) today announced a strategic partnership with [Binary Fountain®](#), a leading provider of patient feedback management solutions. Binary Fountain’s technology platform helps hospitals, health systems and physician practices manage their online reputation. The partnership with Binary Fountain will further enhance Press Ganey’s ability to help clients achieve greater caregiver accountability and build patient loyalty in an increasingly consumer-driven market.

Press Ganey’s enhanced transparency solution will enable clients to leverage their patient experience data by using Binary Fountain’s technology to convert patient feedback into comments and star ratings for their provider directory web pages. Using proprietary analytics, the technology can also harvest patient experience data from multiple sources, including from across the web, to assess provider and organization brand perceptions and provide additional insights for improvement opportunities.

“In an era of consumerism, transparency is a key strategy for health care organizations to drive patient loyalty, grow market share, and engage providers as part of an organization’s overall performance improvement efforts,” said Joe Greskoviak, President and COO of Press Ganey. “Data integrity is critical for a successful transparency initiative, and Press Ganey data leverages scientifically rigorous, standardized evaluations of the patient experience. Through the Press Ganey Transparency Solution powered by Binary Fountain, Press Ganey clients will be able to access a comprehensive technology solution to present an objective and accurate review of the patient experience, so that patients can make informed health care decisions.”

The partnership will provide clients with a comprehensive transparency and brand management solution to engage patients across their health care journey. The joint offering can help clients:

- Present scientifically rigorous patient experience data through provider star ratings on physician directory web pages
- Enhance Search Engine Optimization and display star ratings in Google search results
- Proactively monitor and engage health care consumers who provide feedback on the patient experience

“Press Ganey is uniquely positioned to help organizations achieve patient-centered care,” said Ramu Potarazu, President and CEO of Binary Fountain. “Our partnership will help advance opportunities for patient and provider engagement across the continuum of care and accelerate consumer-focused strategies.”

For more information, please visit Press Ganey’s [website](#).

### **About Press Ganey**

[Press Ganey Holdings \(NYSE: PGND\)](#) is a leading provider of patient experience measurement, performance analytics and strategic advisory solutions for health care organizations across the continuum of care. Celebrating 30 years of experience, Press Ganey is recognized as a pioneer and thought leader in



patient experience measurement and performance improvement solutions. Our mission is to help health care organizations reduce patient suffering and improve clinical quality, safety and the patient experience. As of January 1, 2016, we served more than 26,000 health care facilities.

### **About Binary Fountain**

Binary Fountain is the leading provider of patient feedback management solutions designed specifically for healthcare in a single cloud-based platform. The solution suite is built around a proprietary healthcare-centric Natural Language Processing engine that mines patient feedback from surveys, online ratings and review sites, social media, and other data sources to equip our customers with the actionable insights needed to improve patient satisfaction and loyalty, increase engagement and drive sustainable bottom-line results. Leading organizations, large and small, rely on Binary Fountain to understand the patient experience, drive comprehensive operational intelligence throughout the organization, and engage patients with innovative reputation management solutions.

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### **Press Ganey Media Contact:**

Kristina Markos

Aria Marketing for Press Ganey

617-332-9999 x238

[kmarkos@ariamarketing.com](mailto:kmarkos@ariamarketing.com)