



NEWS RELEASE - For Immediate Release

Media Contact: Jeanette Anderson Moores
SCF Media Relations Specialist
(907) 729-5206 direct / (907) 229-6925 cell
jandersonmoores@southcentralfoundation.com

SCF President/CEO Recognized Nationally for Vision and Innovation *Dr. Katherine Gottlieb receives Baldrige's highest honor for leadership*

ANCHORAGE, ALASKA – Dec. 15, 2014 – The Foundation for the Malcolm Baldrige National Quality Award announced today that Dr. Katherine Gottlieb, president/CEO of Southcentral Foundation (SCF), is the recipient of 2015 Harry S. Hertz Leadership Award.

"We are proud to recognize Katherine Gottlieb for her visionary leadership and commitment to customer-driven quality improvement in healthcare," said Dr. P. George Benson, chair of the Baldrige Foundation. "She has transformed healthcare in her 110,000 square mile Alaska community by creating a customer-owner health care model that other systems across the country are learning from and trying to emulate."

Gottlieb points out "the Baldrige Criteria for Performance Excellence has played a tremendous role in providing a system framework to transform a slow medical bureaucracy into an agile, customer-driven system of care." Under her leadership, Southcentral started using Baldrige concepts and tools in 2004. Since that time, Gottlieb views it as her role to champion their use at every level, with improvements being made in a systematic, mission-driven way. SCF's achievements were recognized in 2011 with the Malcolm Baldrige National Quality award, the only national quality award that carries the Presidential seal.

When Gottlieb assumed her leadership role, SCF had 100 employees and three programs. Today, she leads 1,800 employees in a complex healthcare delivery system that supports more than 80 programs and serves a geographical area stretching over 100,000 square miles across Southcentral Alaska. Gottlieb is known as an inspirational speaker sharing "SCF's Nuka System of Care" nationally and internationally.

SCF has partnered with its customer-owners to develop an award-winning health care system made up of a wide range of programs to address physical, mental, emotional and spiritual wellness across all levels of care. In addition to wellness and outpatient services, the Foundation jointly manages the Alaska Native Medical Center with the Alaska Native Tribal Health Consortium, providing an end-to-end health solution for the communities it serves.

The 2015 Harry S. Hertz Leadership Award will be presented at **The 27th Annual Quest for Excellence® Conference** in Baltimore, MD, April 12-15, 2015. The award is sponsored by WOLTERS KLUWER, developer of the Lippincott Solutions evidence-based software suite, which is utilized by thousands of healthcare facilities worldwide.

“Wolters Kluwer is proud to sponsor this year’s Harry S. Hertz Leadership Award and to recognize Katherine Gottlieb and her impressive accomplishments.” said Susan Driscoll, President and CEO, Wolters Kluwer Health Professional and Education. “Ms. Gottlieb does an amazing job leading Southcentral Foundation’s commitment to quality and operational excellence and targeting its focus on family wellness and shared responsibility.”

About the Award

The Harry S. Hertz Leadership Award was established in 2013 to recognize individuals who demonstrate exemplar behaviors consistent with Baldrige Core Values. Since the program was launched, the Baldrige Foundation has recognized Harry S. Hertz, Director Emeritus, Baldrige Performance Excellence Program and Sister Mary Jean Ryan, Chair, SSM Healthcare.

The Foundation for the Malcolm Baldrige National Quality Award

The Mission of the Baldrige Foundation is to ensure the long-term financial growth and viability of the Baldrige Performance Excellence Program and to support organizational performance excellence in the United States and throughout the world. To learn more about the *Campaign for the Growth of Baldrige*, please contact Kellie Glenn, Major Gifts Director, at (202)-285-1334 or kglenn@baldrigefoundation.org. The Baldrige Foundation is recognized by the Internal Revenue Service as a 501(c)(3) tax exempt organization. As such, donations and contributions are tax deductible. To learn more visit www.baldrigefoundation.org.

About Southcentral Foundation

Southcentral Foundation is an Alaska Native health care organization established under the tribal authority of CIRI in 1982 to improve the health and social conditions of Alaska Native people. SCF has grown from a single dental clinic to an internationally recognized, award-winning health care organization employing 1,800 people and managing more than 80 health care programs and services to serve 65,000 Alaska Native and American Indian people in Anchorage, Mat-Su Borough and 55 rural villages in the Anchorage Service Unit. Additionally, since 1999, SCF has jointly owned and managed the Alaska Native Medical Center (ANMC) with the Alaska Native Tribal Health.

###