



For Immediate Release

Do double-size, hi-low beds help increase patient satisfaction? Madison, Wisconsin-based Hospital says “yes”

Hospital's hotel-like suites offer pregnant women and their families all the comforts of home.

MADISON, Wisconsin (December 22, 2010) – Family Care Suites have become a popular addition to many hospitals as they provide a comfortable and pleasant environment for pregnant and new mothers and their families. They feature amenities such as cherry wood décor and specialized adjustable high-low beds that make their stay dramatically more comfortable.

St. Mary's Hospital in Madison, Wisconsin is no exception. They selected Iowa-based Transfer Master to provide 37 double-size, high-low beds for their newly remodeled postpartum unit. St. Mary's selected Transfer Master over others due to its strong reputation and willingness to be flexible in the design process.

“Before remodeling, we trialed a Transfer Master double-size, high-low bed with a few of our new moms. They loved it and said it made a world of difference to their comfort,” said Holly Halberslaben, director of Family Care Suites at St. Mary’s Hospital. “And Transfer Master worked closely with us to provide customized features that will benefit patients and healthcare providers alike.”

The beds include special electrical outlets and hooks at the end of the bed that make it easier for healthcare professionals to plug in and hang monitoring and related equipment (keeping it safely out of the way). Transfer Master also created custom remote controls that include a safety pin feature (to avoid accidental use by others), as well as bedsides made of cherry wood to match the décor of the unit.

“These beds go low, which is great for moms to get in and out of,” Halberslaben explained. “Nearly 90 percent of our moms breastfeed, so having features that allow them to raise their

upper body and head are important. These beds can be used to make sure patients are ergonomically correct while ensuring they also are extremely comfortable.”

“We are honored and thrilled to work with St. Mary's Hospital with this installation,” said Aaron Goldsmith, Transfer Master Founder and President. “The staff at St. Mary's challenged our company with detailed requests, each indicating a sincere thoughtful desire to give their patients a wonderful experience.”

About Transfer Master

Founded in 1993 in Postville, Iowa, [Transfer Master](#) engineers electric beds for sleep centers and pregnancy wards, hospitals and home use. For Transfer Master, customer-driven design and innovation is paramount. Each bed is custom designed and hand-built for the user. The company received the industry's first patent in 1993 for combining adjustable medical bed functionality with home use design as well as for creating the first specialized dual-use King beds.

The company builds beds that are low enough for users to transfer in and out of, but high enough for caregivers to easily access. Domestically designed and manufactured, Transfer Master beds are durable, comfortable and attractive, providing customers with the functionality and comfort they deserve.

Transfer Master listens to customers and builds its beds specifically to meet the precise needs of each user. The electronic boards of the newest models were designed by a U.S. defense contractor. The beds are innovatively designed and solidly manufactured, creating a long-lasting product that allows its users the features they need and the comfort they deserve.

To find out more, please visit www.transfermaster.com, visit us on [Facebook](#) and follow us on [Twitter](#).

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