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FOR IMMEDIATE RELEASE

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### **Baird Group Earns Certification**

**Fort Atkinson, Wis.** [The Baird Group](#) has been certified by the National Women Business Owners Corporation (NWBOC), the first national certifier of Women Business Enterprises, as a business owned and controlled by a woman. The goal of the NWBOC is to streamline the certification process and increase the ability of women business owners to compete for contracts at a national level.

According to the Guardian Life Small Business Research Institute, by 2018 women entrepreneurs will be responsible for creating between 5 million and 5.5 million new jobs nationwide. That's more than half of the 9.7 million new jobs the Bureau of Labor Statistics (BLS) expects small businesses to create and about one-third of the total new jobs the BLS projects will be created nationwide in that timeframe.

Kristin Baird, RN, BSN, MHA, is president/CEO of Baird Group. With more than 30 years of experience in patient care, healthcare marketing, business development and administration, Baird leads a team dedicated to improving the patient experience in hospitals and clinics throughout the U.S. Baird Group is a small business with national clientele that has been growing and creating new jobs despite the recession.

"Entrepreneurship is in my DNA," says Baird, a Fort Atkinson native. "Building my own business from an idea to a reality is very gratifying, but seeing it grow from a one-person operation to a nationally recognized healthcare consulting firm is exhilarating. Our purpose is all about making healthcare better for patients and the people who care for them. That passion for better healthcare has been my driving force."

In addition to consulting, Baird has authored five books and over 200 articles on customer service and leadership in healthcare. She has been featured in numerous business and healthcare publications and is currently serving on an advisory council in Washington, D.C. for the National Health Service Corps.

Baird Group is a results-driven firm that helps healthcare organizations improve the patient experience at hospitals, clinics and long-term care facilities. They accomplish this by first helping healthcare leaders understand the patient experience through mystery shopping and other qualitative research methods and then by providing consulting expertise to make improvements where needed.

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**Transforming culture. Shaping patient experience.**