



**Professional Research  
Consultants, Inc.**

excellence  
in healthcare  
awards 2016



Custom Research *for* Achieving Excellence®

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## 2016 PRC Excellence in Healthcare Awards

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# Award Introduction



PRC is proud of its clients' accomplishments and believes it is important to recognize those who have gone above and beyond to achieve excellence in their field. PRC will be celebrating these clients with the Excellence in Healthcare Awards.

The PRC Excellence in Healthcare Awards are nationally recognized awards presented to organizations and individuals who have achieved excellence throughout the prior year. Excellence is our focus because we know it drives your scores and makes your hospital a better place to work, a better place to practice medicine, and a better place for your patients to be treated.

## Award Celebrations

It is important to recognize everyone who helps your organization achieve excellence. To ensure everyone receives their deserved recognition, we are holding three awards celebrations in Miami, Florida, at the Loews Miami Beach Hotel.

Achievement Award recipients and their stories will be recognized at the Achievement Award Luncheon on Thursday May 19, 2016. Top Performer Awards, 5-Star Awards, and 4-Star Awards will be presented at the Excellence in Healthcare Awards Luncheon on Friday, May 20, 2016. The luncheon will end on a high note when the 2016 Leading Light Award recipient is announced.

The Excellence in Healthcare Awards Gala on the evening of Friday, May 20, has been reserved for the Awards of Distinction for Excellent Performance, The Institute for Healthcare Excellence's Culture of Excellence Award, and the President's Award.

More information about registering to attend the awards celebrations and the Excellence in Healthcare Conference in Miami, Florida, can be found at [www.ExcellenceInHealthcareEvents.com](http://www.ExcellenceInHealthcareEvents.com).

Please refer to the following pages for more information on all of PRC's Excellence in Healthcare Awards. Email [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com) if you have questions about the awards or the awards process.

# Recognition Items

All award recipients have the opportunity to receive a recognition item (certificate, plaque, etc.) as a token of their achievement. To receive their recognition items, award recipients will be asked to approve the content that will be printed or engraved on the award and then select to receive the award. PRC will not distribute any recognition items that have not been selected by the organization to receive.

## 4-Star Award



4-Star recipients receive a certificate acknowledging their award. Recipients can choose to have their organization's 4-star certificates shipped to them or they can choose to download the award file and produce the certificates themselves.

*\* Plaques can be ordered to accompany the 4-Star Award certificate by contacting [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com).*

## 5-Star Award



5-Star recipients receive a certificate in a beautiful wooden plaque that can be hung on the wall. Recipients can choose to have their plaques and certificates shipped to them or download the award certificate file and produce the certificates themselves. Duplicate plaques can be ordered by contacting [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com).

## Top Performer Award



Top Performer recipients receive a certificate in a beautiful crystal frame that can be hung on the wall or displayed on a desk. Recipients can choose to have their frames and certificates shipped to them or download the award certificate file and produce the certificates themselves. Duplicate frames can be ordered by contacting [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com).

## Award of Distinction for Excellent Performance



Award of Distinction for Excellent Performance winners receive an engraved crystal that can be displayed on a desk. In order to receive this recognition item, recipients must select to ship their award to them. Duplicate awards can be ordered by contacting [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com).

# Patient Experience Awards

## Eligibility & Criteria

PRC patient experience clients qualify for the 2016 Patient Experience Awards with the patient scores the facility/unit/department/clinic earned during the 2015 calendar year. To qualify:

- At least 50 interviews must have been completed during a minimum of three months of discharges/visits to earn a 4-Star or 5-Star award.
- At least 100 interviews must have been completed during a minimum of three months of discharges/visits to qualify for a Top Performer or an Award of Distinction for Excellent Performance.

## Patient Experience Award Categories

- Children's Hospitals\*
- Emergency Department
- Emergency Medical Services (EMS)
- Home Health
- Hospice
- Inpatient Facility
- Inpatient Units\*
- Outpatient Facility
- Outpatient Clinics\*
- Outpatient Services\*
- Urgent Care

*\*Designates categories which have subcategories within. Please see subcategories below.*

### Subcategories:

#### Children's Hospital Categories

- Emergency Department
- Inpatient
- Outpatient

#### Inpatient Unit Categories

- Behavioral Health
- Cardiac/Telemetry
- Hematology/Oncology
- Intensive Care Unit (ICU)
- Medical
- Medical/Surgical
- Neurosciences
- Neonatal Intensive Care Unit (NICU)/Pediatric Intensive Care Unit (PICU)
- Obstetrics/Gynecology (OB/GYN)
- Orthopedics
- Pediatrics
- Rehabilitation
- Surgical
- Transitional Care

#### Outpatient Services Categories

- Behavioral Health
- Breast Health
- Cardiology
- Cath Lab
- CT Scan
- Endoscopy
- Gastrointestinal (GI)
- Gastrointestinal (GI)/Endoscopy
- Laboratory
- Magnetic Resonance Imaging (MRI)
- Obstetrics/Gynecology (OB/GYN)
- Oncology
- Pain
- Pediatrics
- Radiation Oncology
- Radiology
- Surgery
- Therapy
- Wound Care

#### Outpatient Clinic Categories

- Primary Care
- Specialty Care
- Medical Specialties
- Surgical Specialties
- Pediatric Primary Care
- Pediatric Medical Specialties
- Pediatric Surgical Specialties

# Patient Experience Awards (continued)

## 4-Star Award

This designation is presented annually to inpatient facilities, outpatient facilities, and emergency departments scoring in the top 25 percent of our national client database for the prior calendar year. These awards are presented at the facility level only. It is further defined as those facilities in the top 25 percent that score in the 75th through the 89th percentiles. 4-Star recognition is awarded based on the percentage of patients rating the facility as “Excellent” for the Overall Quality of Care question.

## 5-Star Award

This designation is awarded annually to healthcare facilities, outpatient service lines, inpatient units, and outpatient clinics scoring in the top 10 percent (at or above the 90th percentile) of our national client database for the prior calendar year. These awards are based on the percentage of patients who rate the facility/outpatient service lines/inpatient units as “Excellent” for the Overall Quality of Care question.

## Top Performer Award

The Top Performer Award, recognizes healthcare outpatient service lines, inpatient units, outpatient clinics, and physician/providers that score at or above the 100th percentile for the Overall Quality of Care percent “Excellent” score in PRC’s national client database for the prior calendar year. (The Overall Quality of Doctor Care question is evaluated for the Provider awards.)

## Award of Distinction for Excellent Performance

Award of Distinction for Excellent Performance, recognizes healthcare facilities and providers that score at or above the 100th percentile for the Overall Quality of Care percent “Excellent” score in PRC’s national client database for the prior calendar year.

# HCAHPS Awards

## Eligibility & Criteria

PRC Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) clients qualify for the 2016 HCAHPS Awards with data collected from patient discharges occurring between January 2015 and December 2015. Qualifying facilities will be evaluated by CMS Certification Number (CCN). Awards will be presented for performance on each of the 8 HCAHPS Dimensions used in VBP. Dimension scores will be evaluated against the FFY2017 VBP Benchmark value and will include CMS mode adjustments and the PRC patient-mix adjustment estimates. Only interviews intended for submission to CMS will be included.

## HCAHPS Award Categories:

- Overall Hospital Rating
- Communication with Nurses
- Communication with Doctors
- Responsiveness of Staff
- Pain Management
- Communication about Medicine
- Hospital Environment
- Discharge Information

## 5-Star Award

For the HCAHPS dimensions, 5-Star Awards will be presented to each facility/CCN that has achieved a Top Box score greater than or equal to the FFY2017 VBP Benchmark value published by the CMS. A minimum of three months of discharges must be completed to qualify for a 5-Star Award.

## Top Performer Award

For the HCAHPS dimensions, one Top Performer Award will be presented for each dimension, to the facility/CMS Certification Number (CCN) that has earned the highest top box score. A full 12 months of discharges must be interviewed to qualify for a Top Performer Award.

## Award of Distinction for Excellent Performance

Award of Distinction for Excellent Performance - HCAHPS will be presented to the hospital(s) that earn a 5-Star Award for all 8 HCAHPS Dimensions.

# CG-CAHPS Awards

## Eligibility & Criteria

PRC CG-CAHPS clients qualify for the 2016 CG-CAHPS Awards with data collected from patient visits occurring between January 2015 and December 2015. To qualify, a clinic must ask all questions in the four core survey dimensions (Timely Care, Provider Communication, Overall Provider Rating, Courteous/Helpful Office Staff). In addition, a minimum of three months of patient visits and 50 interviews must be completed.

## CG-CAHPS Award Categories:

- Outpatient Clinic

## 5-Star Award

This designation is awarded annually to clinics that score within the top 10 percent of our national client database for the composite score described above. (We recognize that this composite score measure is not available for reporting on PRCEasyView.com® currently. We are exploring ways to make this scoring and ranking available real-time in the future.)

## Award of Distinction for Excellent Performance

Award of Distinction for Excellent Performance – CG-CAHPS Clinic will recognize the clinic that earns the highest composite score, determined as an average of the top-box scores earned for each of the four core dimensions in the survey (Timely Care, Provider Communication, Overall Provider Rating, Courteous/Helpful Office Staff).

Award of Distinction for Excellent Performance – CG-CAHPS Provider will recognize the physician/provider who earns the highest percentage of 9-10 responses to the Overall Provider Rating question.



# Physician Engagement Awards

## Eligibility & Criteria

PRC physician engagement clients qualify for the 2016 Physician Engagement Awards through scores the facility earned during the 2015 calendar year. At least 50 interviews must have been completed to earn an award. The facility must be a general acute care hospital in order to earn a Top Performer award or an Award of Distinction for Excellent Performance.

## PRC's Select Standard Physician Engagement Categories

- Administration
- Anesthesia Services
- Emergency Medicine
- Hospitalist Services
- Laboratory Services
- Medical Records/EMR System
- Nursing Care
- Pathology Services
- Patient Safety
- Radiology Services
- Surgical Services

## 4-Star Award

Hospitals scoring in the 75th through the 89.9th percentiles of PRC's national physician engagement database for the prior year qualify for this annual designation. The 4-Star Award is based on the percentage of physicians who rate the hospital "Excellent" for As a Place to Practice Medicine, Quality of Care or any of the select standard PRC categories listed on this page. The 4-Star Award for Physician Engagement is awarded based on the percentage of physicians who are categorized as "Highly Engaged" per the PRC Engagement Index.

## 5-Star Award

Hospitals scoring in the top 10 percent (at or above the 90th percentile) of PRC's national physician engagement database for the prior year earn this annual designation. The 5-Star Award is based on the percentage of physicians who rate the facility "Excellent" for As a Place to Practice Medicine, Quality of Care or any of the select standard PRC categories listed on this page. The 5-Star Award for Physician Engagement is awarded based on the percentage of physicians who are categorized as "Highly Engaged" per the PRC Engagement Index.

## Top Performer Award

This recognition is awarded annually to eligible hospitals scoring at the 100th percentile for any of the select standard PRC categories listed on this page. Rankings are based on the percentage of "Excellent" responses compared to PRC's national physician engagement database for the prior year. If no hospital scores at the 100th percentile, the highest scoring eligible hospital earns the award. Only general acute care hospitals with 50 or more physicians surveyed are eligible for this award.

## Award of Distinction for Excellent Performance

Awards of Distinction for Excellent Performance will be awarded to the eligible hospitals that scores at the 100th percentile for As a Place to Practice Medicine, Overall Quality of Care, or Physician Engagement. Rankings are based on the percentage of "Excellent" or "Highly Engaged" responses compared to PRC's national physician engagement database for the prior year. If no hospital scores at the 100th percentile, the highest scoring eligible hospital in each category earns the award. Only general acute care hospitals with 50 or more physicians surveyed are eligible for this award.

# Employee Engagement Awards

## Eligibility & Criteria

PRC employee engagement clients qualify for the 2016 Employee Engagement Awards through scores the facility earned during the 2015 calendar year.

## PRC's Select Standard Employee Engagement Categories

- Communication
- Empowerment
- Fairness
- Immediate Supervisor
- Patient Care
- Patient Safety
- Senior Leadership
- Teamwork Between Departments
- Teamwork Within Department
- Total Compensation Package
- Training & Professional Development

## 4-Star Award

Facilities scoring in the 75th through the 89.9th percentiles of PRC's national employee engagement database for the prior year earn 4-star honors. Qualifying facilities must have logged 50 or more completed interviews. This award is based on the percentage of employees who rate the facility "Excellent" for any of the select standard PRC categories.

## 5-Star Award

Facilities scoring in the top 10 percent (at or above the 90th percentile) of PRC's national employee engagement database for the prior year earn this annual honor. To qualify, facilities must have logged 50 or more completed interviews. This award is based on the percentage of employees who rate the facility "Excellent" for any of the select standard PRC categories.

## Top Performer Award

This honor is awarded annually to eligible facilities scoring at the 100th percentile for Hospitals in any of the select standard PRC categories listed on this page. Scores are based on the percentage of "Excellent" responses compared to PRC's national employee engagement database for the prior year. Top Performers must have at least 100 completed employee interviews.

## Award of Distinction for Excellent Performance

Award of Distinction for Excellent Performance will be awarded to Hospitals and non-Hospitals in the Engagement Index Category and in the As a Place to Work Category. Scores are based on the percentage of "Excellent" responses compared to PRC's national employee engagement database for the prior year. Top Performers must have at least 100 completed employee interviews.

# Achievement Awards

## Eligibility & Criteria



PRC Achievement Awards recognize organizations at the hospital, facility, department or unit level for enhancing their patients' perception of care by focusing on Key Drivers of Excellence®. To receive an Achievement Award, a hospital, team, unit or department that is a PRC client must complete an Achievement Award application and submit by Thursday, February 18, 2016, to [Events@ExcellenceInHealthcareEvents.com](mailto:Events@ExcellenceInHealthcareEvents.com). Data provided to make the case for recognition must reflect the entrant's patient Key Drivers of Excellence® (except for submissions in the HCAHPS category).

PRC accepts Achievement Award applications every year beginning in January. The application includes five parts:

- **PART I (40% of score):** Describe the improvements or initiatives implemented to address the PRC Key Driver of Excellence®.
- **PART II (30% of score):** Discuss how the initiative has affected PRC survey scores including the percent excellent scores for the PRC Key Driver of Excellence® question and/or Overall Quality of Care.
- **PART III (20% of score):** Describe the positive effect of the initiative on the organization, department and/or the employees/staff.
- **PART IV (10% of score):** Describe aspects of the project/initiative that were creative, original, or unique.
- **Summary:** Summarize the initiative and results.

## Award Categories

- EMS
- Emergency Care
- HCAHPS
- Home Health
- Hospice
- Inpatient Behavioral Health
- Inpatient Cancer/Oncology
- Inpatient Cardiology/Telemetry
- Inpatient Medical
- Inpatient Medical/Surgical
- Inpatient Neurology
- Inpatient OB/GYN
- Inpatient Orthopedics
- Inpatient Pediatrics
- Inpatient Rehabilitation
- Inpatient Surgical
- Inpatient Transitional Care
- Long Term Care
- Outpatient Behavioral Health
- Outpatient Clinic/Provider Practices
- Outpatient Diagnostics
- Outpatient Recurring Visits
- Outpatient Surgery
- Urgent Care

## Award Levels

PRC will award Platinum, Gold and Silver levels of recognition based on the combined scores of all the judges. If no entry reaches the threshold of excellence PRC has established in a category, no award will be given in that category.

# Promoting Your Awards

## Communication Kit

Share the exciting news of your accomplishments by promoting the awards your organization has received with our awards communication kit. Various promotional materials and tips are available to use to all award winners.

### Kit Includes:

- Community Communication Tips
- Internal Communication Tips
- Media Outreach Tips
- Social Media Tips
- Blog/Newsletter Suggestions
- Press Release
- Award Winner Directory (*Available after the Excellence in Healthcare Conference*)
- Award Winner Logos
- Award Winner Fliers
- Web Buttons

To access your communication kit, please click on the Communication Kit link on your personalized awards page. If you have any questions, please contact [Awards@PRCConference.com](mailto:Awards@PRCConference.com).

## 2016 Conference Information



Join us at the  
**2016 Excellence in  
Healthcare Conference**  
Miami, Florida • May 18 - 21

[Events@ExcellenceInHealthcareEvents.com](mailto:Events@ExcellenceInHealthcareEvents.com)  
[www.ExcellenceInHealthcareEvents.com](http://www.ExcellenceInHealthcareEvents.com)