

Summer 2013

# EDGE

Professional Research Consultants, Inc.

# Celebrating Excellence

PRC Honors High Achievement and Top Performance in Patient Experience



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SUMMER 2013



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## 2013 PRC Excellence in Healthcare Conference.

# A Recap.



The 14th annual PRC Excellence in Healthcare Conference was June 2-4, 2013 at the Hyatt Regency Grand Cypress in Orlando, FL. More than 200 professionals, including hospital CEOs, healthcare executives, physicians, nurses and department managers, were in attendance. The conference included two full days of educational sessions, networking, great food and fun.

### Dr. Inguanzo's Welcome

Dr. Joe Inguanzo, PRC's President and CEO, welcomed the group to this year's conference by speaking about a few of the new innovations and enhanced tools available to PRC clients on PRCEasyView.com®. Since meeting just one year ago, our Research & Development staff has worked tirelessly to improve the ways our clients use and interact with their data and will continue to find the best ways to present, utilize and interpret results.

More specifically, Dr. Inguanzo unveiled current work being done on our CG-CAHPS application. When rolled out for public consumption, users will find a more visually appealing interface that encourages staff's understanding of and progress toward their

goals. In addition, sorting and using Patient Comments through PRC's Voices™ application is now easier than ever before, and improved action planning tools are on the horizon for our clients so they might encourage accountability and more efficiently track action plans across their organizations.

### The Importance of Engagement

Dr. Inguanzo's overriding message, however, related to the importance of engagement in all aspects of the healthcare experience. "Engagement is an area into which we have put a lot of effort in the past three to four years," said Dr. Inguanzo. Along with PRC researchers Cynthia King, Ph.D, and Daniel King, M.S., PRC has been studying the effects of physician and employee satisfaction and the relationship to workplace engagement. Explained Dr. Inguanzo, "An eight-item instrument has been added to our medical staff and employee surveys. Through these added variables and the use of high level mathematics, PRC has identified very strong correlations between physicians who express 'excellent' responses for their hospitals as a Place to Practice Medicine, and among employees who rate their organizations as 'excellent' Places to Work.

"The implications of this correlation are important because it helps identify a better way to increase engagement among physicians and employees; rather than attempting to 'get into their heads' and create emotional change, we can simply work to make the organization a better place operationally. In improving the workplace environment in ways that are important to your physicians and employees, engagement will also increase. Engaged physicians and employees create more positive patient experiences. It all goes together," said Dr. Inguanzo.

### From Ritz-Carlton to Healthcare



Attendees were delighted by the addition of Paul Westbrook to this year's welcoming keynote address. Westbrook shared "Hospitality to Healthcare Service Delivery through 'Puttin' on the Ritz!" Westbrook is passionate about personal experience.

So passionate, in fact, that in 2012 he came out of retirement from a 27-year career with Ritz-Carlton to lead and transform the patient experience at Inova Health System.

Westbrook shared the details of a three-year overhaul of the way Inova interacts with patients, which targets 300 distinct touch-points that shape customers' perspectives on service. At Inova, he is leading a revolution to overcome an evidence-based culture of transactional healthcare to a culture of focusing on each individual patient's needs and returning caregivers to their roots. •



# Gunlock Welcomes Top Performers with One Word: Excellence.



*Teira Gunlock, awards dinner emcee, is a Client Education Consultant who works for PRC from Los Angeles, CA.*

The following excerpt is from Teira Gunlock's opening comments at the 2013 Excellence in Healthcare Awards Dinner. Promising to keep her remarks brief, Gunlock expressed one word to sum up the reason for the gathering – Excellence. That one singular phrase brought a round of applause from those in attendance, especially those waiting to receive one of the highest honors of their careers and recognition for their hard-earned efforts to improve the patient experience.

"PRC is proud to be a part of this healthcare community. And we are thrilled to recognize the top healthcare organizations in the country for providing an extraordinary environment for employees to work, physicians to practice and patients to receive care.

We work in an industry that matters. I'm sad to say that people in other industries don't necessarily feel that way about their work. A lot of people have jobs that bore them, which they don't feel motivated to do for any reason beyond just paying the rent. And maybe sometimes, we feel that way, too.

But our work is important and it helps people. For those of you who are top performers, one of the main reasons that I believe you have achieved such success, is that you understand the impact of your work.

The Japanese have a word for this. It's called 'ikigai.' It translates to 'the reason you wake up in the morning.' Or 'the reason you continue to breathe in and out.' It turns out, that when individuals have a sense of purpose - when they have ikigai - they actually live longer, fuller lives.

It turns out that not all of the jobs that have to be done in our hospitals and in our facilities are the most interesting jobs in the world. They don't all pay six figures and they don't make you famous. But they matter.

That is something that helps us push through the days we don't want to be there or the times when it's stressful...when we'd rather just be sitting in a dark room somewhere. Knowing that what we do provides comfort to families, heals patients and improves lives is what gets us through the rough patches.

One of the reasons that many of you are winning awards tonight is that you've been so successful in getting EVERYONE to realize that what they do is significant and that their contributions mean something beyond a paycheck.

As nice as it is to be recognized for your hard work and achievements, and as much as everyone loves a good trophy, what's going to keep you going isn't this beautiful hardware; it's the understanding and appreciation that you are here for a reason. You play an essential role. And you are doing great work." •





# Top Performers Honored



The Excellence in Healthcare Awards Dinner celebrated and recognized 14 top performing organizations for their efforts in providing excellent services to their patients. In addition, Amy Jacquemard from Children's Hospital Colorado, Aurora, CO, was honored as PRC's 2013 Leading Light Award winner.

Crystal Top Performer awards are given annually to eligible healthcare facilities that score the highest percent "Excellent" on the overall measures. Organizations were recognized as being Top Performers in Patient, Medical Staff and Employee Loyalty measurement.

## Awards Criteria

Earning top billing in PRC's nationwide Patient, Medical Staff and Employee databases is no small achievement. Every year, hundreds of organizations work diligently to provide their patients with the highest level of quality care and to make their hospitals the best places for physicians to practice medicine and for employees to work.

Along with continually monitoring scores, developing action plans and working in teams to improve the overall patient experience, PRC clients understand that it is excellence that drives scores. This concentrated focus on providing "wow" experiences is one of the many things that set PRC clients apart from all the rest.

## Top Performer Award

The crystal Overall Top Performer award is given annually to each healthcare facility, healthcare provider, outpatient service line and inpatient unit that ranks the highest among all other organizations within PRC's national database. PRC's highest honor is awarded to the top scoring eligible facility based on the percentage of "Excellent" responses for the prior year.

## 5-Star Award

This designation is awarded annually to healthcare facilities, providers, outpatient service lines and inpatient units that score in the top 10 percent (i.e., at or above the 90th percentile) of PRC's national database. The award is based on the percentage of "Excellent" responses for the prior year. In addition to receiving a plaque to display in their facility, 5-Star Award winners are listed alphabetically in the PRCEasyView.com® Best Practices resource section, which allows them to serve as a resource for other hospitals and receive year-long recognition.

## 4-Star Award

The 4-Star Award is given annually to healthcare facilities, providers, outpatient service lines and inpatient units that score in the top 25 percent (i.e., between the 75th and 89th percentiles) of PRC's national database. This award is based on the percentage of "Excellent" responses for the prior calendar year. Award winners receive a certificate to display in their facility. •

## Award Logo

The 2013 PRC National Excellence in Healthcare Award Winner logo is available to all award winners and is an excellent tool to promote your awards. Use the logo on your website and in printed materials to show your community the excellent work your organization is doing. To obtain a logo for use, please send an email to [Awards@PRCOnline.com](mailto:Awards@PRCOnline.com)

## Award Criteria and Other Information

You can view details about all of our award categories, along with a guide that explains detailed criteria for each award, by selecting the "Awards" tab at [www.PRCOnline.com](http://www.PRCOnline.com). This information is perfect for putting together an article or press release to promote your organization's awards.

## Award Winner List

A list of all of our 2013 award winners is available by emailing a request to [Awards@PRCOnline.com](mailto:Awards@PRCOnline.com)

## Photographs

Pictures taken during the 2013 PRC Excellence in Healthcare Conference are available from a link on our conference webpage, [www.PRCconference.com](http://www.PRCconference.com). We have uploaded the images on **Flickr**, making them available for free download in a variety of resolutions so that you can use them in your newsletters, on your website or in other promotional materials.

## Employee Engagement

Measured as a Place to Work

## Mount Pleasant Hospital

Mount Pleasant, SC

PRC's National Employee Database was comprised of hundreds of healthcare facilities, but only one received the distinct honor of being at the top. Mount Pleasant Hospital in Mount Pleasant, SC, had more than two-thirds of its employees rate their institution as an "excellent" place to work. The 85-bed hospital is part of Roper St. Francis Healthcare and emphasizes comfort, communication and care with a personal touch.



Bonnie Jones (Carolinas HealthCare) accepts on behalf of Roper St. Francis-Mount Pleasant Hospital.





Paul Westbrook and Dr. Pradeep Nayak accept for Inova Fair Oaks Hospital.

### Medical Staff

Measured as a Place to Practice Medicine and Overall Quality of Care

#### Inova Fair Oaks Hospital *Fair Oaks, VA*

Physicians are an important part of the care that is delivered and their enthusiasm and partnership is vital to growth. PRC takes great time and care to interview physicians all around the country. Inova Fair Oaks Hospital was honored as a top performer on the two overall medical staff measures – Place to Practice and Quality of Care.

As part of the Inova Health System, this 182-bed hospital serves Northern Virginia. When asked about key initiatives that contributed to success, Dr. Michael Lynch, the hospital's CMO, said, "First and foremost, we've worked hard to develop a safety culture where the entire medical staff has a relentless pursuit of safety and reducing errors." They hold daily safety huddles and about nine months ago, they developed the "Great Catch" program to encourage staff to submit items that nearly reached a patient, but staff recognized the possible error or risk in the situation. In addition to safety, Dr. Lynch said that physicians are not just customers, but partners and they work together in strategic planning.

### Patient Experience

Each year, PRC talks to more than one million patients about their hospital experiences. Providing great service to patients can be difficult and takes a lot of hard work, which is why winning a Top Performer award is so special.

#### Children's Hospital of Los Angeles *Los Angeles, CA*

**Category:** Pediatric Inpatient Care

Children's Hospital of Los Angeles was tied for Top Performer status in inpatient care among all children's hospitals in PRC's database. Mark Stock, Manager of Customer Experience at CHLA, said that 2012 was a year when a number of initiatives really came together and were aligned, including staff training and development, implementation and traction of a "shared governance model," nurses' preparation and training related to Magnet re-designation, and ongoing quality work.

### Patient Experience

#### Grace Hospital *Burke County, NC*

**Category:** Outpatient Care

Grace Hospital serves residents of Burke County, NC, and anchors Blue Ridge HealthCare's system of local professionals and institutions dedicated to promoting wellness and meeting lifetime healthcare needs by providing comprehensive, high quality and cost-effective services and facilities.



**Patient Experience**

**Carolinas Kids and AnMed Health**

Seneca, SC

**Category:**

Outpatient Primary Care Clinic

Carolina Kids is part of AnMed Health, which has grown from an inpatient community hospital to a multidisciplinary system with nearly 60 locations. Located in Seneca, SC, this clinic offers services in ADHD behavior management, asthma, allergies and other pediatric services.



David Janvrin with Carolina Kids and AnMed Health.

**Patient Experience**

**Southeast Pediatrics**

Cape Girardeau, MO

**Category:** Outpatient Clinic

Upon hearing of this accomplishment, Dr. Matt Shoemaker, Vice President of Physician Services, said, "We are very proud as an organization that we have employees who are so committed to ensuring that our patients have a good experience when they are at their most vulnerable. All of the staff are dedicated to their young patients and are making a positive difference in their lives."

**Patient Experience**

**Parkview Physicians and Dr. Vincent J. Coda**

Fort Wayne, IN

**Category:** Outpatient Specialty Care Clinic (Surgery)

As part of Parkview Physicians, based in Fort Wayne, IN, Dr. Vincent J. Coda specializes in podiatry and foot and ankle surgery. Committed to excellent service, Dr. Coda works closely with other physicians to provide the latest podiatric procedures and treatments. In addition to surgical options, Dr. Coda and Associates offer custom-made prescription orthotics to provide comfort, improve foot function and maintain the surgical correction.



Dr. Vincent J. Coda proudly accepts the award from Dr. Inguanzo.

**Patient Experience**

**Methodist Women's Hospital**

Omaha, NE

**Category:** Outpatient Specialty Care Clinic (Perinatology)

Methodist Women's Hospital offers a full-service consultation, testing and treatment center for high-risk pregnancies. The Methodist Perinatology Center earned a 5-Star Award from PRC in 2012.

**Patient Experience**

**Cadence Physician Group Winfield, IL**

**Category:** Outpatient Specialty Care Clinic (Gynecological Oncology)

Cadence Physician Group is based in Winfield, IL, and serves Chicago's western suburbs and the surrounding region. These physicians are strongly committed to quality and compassionate care.



Barb Carbon accepts on behalf of Cadence Physician Group.

**Patient Experience**

**Black River Memorial Hospital Black River Falls, WI**

**Category:** Inpatient Care

This hospital's website states that, as a community hospital, "our real advantage is how well we get to know you. Every person who comes to us for healthcare is more than just a patient - you are a friend and neighbor. And while we may be small, we offer a comprehensive and diverse service list to meet the healthcare needs of Jackson County and the surrounding areas."



**Patient Experience**

**Children's Hospital Colorado**

Aurora, CO

**Categories:**

- Outpatient Specialty Clinic (Pediatrics)
- Emergency Care (Pediatrics) - 2 awards
- Inpatient Care (Pediatrics)

Based in Aurora, CO, this children's hospital sees more, treats more and heals more kids than any other hospital in their seven-state region. Last year, they treated more than 86,000 pediatric emergencies and over 13,000 inpatients. The high majority of these patients and their families were truly impressed with the level of care, as evidenced by their win in these categories. They have consistently ranked as a leader in pediatric care and have been recognized by *U.S. News and World Report* as one of the top children's hospitals in the nation.



Amy Bodette accepts four Top Performer Awards for Children's Hospital Colorado.

**Patient Experience**

**Carolinas Medical Center - Waxhaw**

Waxhaw, NC

**Category:** Emergency Care

Alicia Campbell, facility director at Carolinas Medical Center - Waxhaw, said that from the start, Waxhaw has been one team with one focus—providing exceptional care to every patient, every time. She said that their success started with selecting the right members, educating them and developing their relationships and focus. The leaders had to continue to inspire the team and keep team members accountable to the expectations set from the start. "The bottom line of this team is that it isn't about them; it isn't about egos; it isn't about titles. They all know how important their role is and their PATIENTS are their focus," she said.

Brandon Helms is happy to accept on behalf of CMC-Waxhaw.



**Patient Experience**

**Cincinnati Children's Hospital Medical Center** Cincinnati, OH

**Category:** Outpatient Care

At this world-class institution, measuring the patient experience guides the projects for all improvement teams. All improvement efforts are directly related to feedback received through the patient perception survey process. They highly value what their patients and families say, and also work closely with the Family Advisory Council to better understand family expectations. In addition, they are internationally recognized for improving child health and transforming delivery of care through fully integrated, globally recognized research, education and innovation. This is the second, consecutive win for this organization in this category.



Char Mason accepts the award for Children's Hospital Medical Center for the second time in two years.

**Patient Experience**

**Carolinas Medical Center** Huntersville, NC



Monifa Drayton and Lisa Alexander.

**Category:** Emergency Care

CMC-Huntersville features a 24-hour emergency department, with advanced diagnostic imaging, board-certified emergency specialists and a helicopter pad for high-level trauma patients. The first of its kind in the region, the emergency department brings hospital-level emergency care to families of the Lake Norman area. From broken bones and severe cuts to heart attacks and strokes, CMC-Huntersville is staffed and prepared to bring patients of all ages the highest level of emergency care quickly, efficiently and with a smile!





More than 200 professionals, including hospital CEOs, healthcare executives, physicians, nurses and department managers, met June 2-4 in Orlando, FL, for the 14<sup>th</sup> annual PRC Excellence in Healthcare Conference at the Hyatt Regency Grand Cypress.







# Leading

# Light Award

Amy Jacquemard *Children's Hospital Colorado*

For seven years, PRC has presented a superior hospital employee with the Leading Light Award. This award was created to pay tribute to exemplary work in overseeing the PRC education process and consistent monitoring of the patient perception survey results. The winner of this award is one who makes a positive impact on his or her organization, develops strategies to educate staff on the PRC philosophy and is effectively improving scores.

The 2013 honoree, Amy Jacquemard, hails from Children's Hospital Colorado.

When hearing that Amy would be recognized for this award, Suzy Jaeger, CNO at Children's,



exclaimed, "We could not be more proud of our Amy. She has been 'leading the light' of our service excellence and patient family experience efforts at Children's for the past several years. We are thrilled to know she will be receiving this award."

Teira Gunlock and John Gnida, PRC Client Education Consultants, visited Children's Hospital Colorado last year as part of their "bright spots" research. Both were immediately impressed with Amy's

dedication to include off-site facilities in all of the service excellence training efforts. In addition, she is always leading the organization to focus on the positive and increase the "wows", and not simply focus on reducing the problems when it comes to the patient experience. •

## Past Winners

*2012*  
Lori Strahm-Helmkamp  
*Parkview Health*  
Fort Wayne, IN

*2011*  
Terri Teinert  
*Valley Baptist Health Systems*  
Harlingen, TX

*2010*  
Brent Anthony  
*WakeMed Health and Hospitals*  
Raleigh, NC

*2009*  
Bonnie Felts Jones  
*Carolinas HealthCare System*  
Charlotte, NC

*2008*  
Sharon Barlik  
*Bon Secours St. Francis  
Health System*  
Greenville, SC

*2007*  
Bill Nole  
*Saint Francis Health System*  
Tulsa, OK



# HCA Central and West Texas

## Receives the 2013 PRC President's Award



Each year, Professional Research Consultants presents its most prestigious award to one organization or individual that has made an extraordinary contribution to healthcare. This year, the award went to the HCA Central and West Texas Division for their extraordinary progress in building physician relationships. Through these efforts, physicians in the HCA Central and West Texas Division are better positioned to provide excellent services to patients receiving care there.

Although representatives from HCA were unable to attend to accept the award in person, Central and West Texas Division President C. David Huffstutler expressed his appreciation to the physicians, nurses and staff who shared in this special honor. \*

### Past Winners

2012 • Inova Health System, Falls Church, VA

2011 • Novant Health, Winston-Salem, NC

2010 • Central DuPage Health, Winfield, IL

2009 • Parkview Health System, Fort Wayne, IN

2008 • Roper St. Francis Healthcare, Charleston, SC

2007 • Memorial Healthcare System, Hollywood, FL

2006 • Novant Health, Winston-Salem, NC

2005 • Quint Studer (The Studer Group), Pensacola, FL

2004 • El Camino Hospital, Mountain View, CA

June 4, 2013

Dear Friends,

It is a remarkable privilege to be selected as the 2013 PRC President's Award winner and to be recognized for our extraordinary progress in improving the quality and experience of healthcare services for physicians. On behalf of our many dedicated physicians, nurses and staff in the HCA Central and West Texas Division, I want to thank you for this special honor. We greatly value the recognition of our commitment to excellence, and we sincerely wish we could be there with you this evening to celebrate this notable achievement.

The HCA Central and West Test Division is comprised of eight acute care hospitals and related services that are part of Central Texas-based St. David's HealthCare and El Paso-based Las Palmas Del Sol Healthcare. We have extraordinary physicians associated with all of our facilities, and we proactively collaborate with and value our physicians as vital partners in providing our patients with exceptional care. From physician satisfaction teams who take results from our PRC annual survey and derive actions to improve our organization based on the physician's perspective — to our dedicated teams of professionals who visit with physicians, listen to their input and follow up on any issue that may arise — we believe that the relationship with our physicians is key to our success, and understanding their perspective is vital to improving everything we do. We have very specific strategic initiatives that drive execution of systematic processes all directed at ensuring that the physicians who care for our patients know how much we value the contributions they make toward exceptional outcomes and an outstanding patient experience. It is our intent that all of our relationships with physicians be built on a foundation of collaboration, mutual trust and clinical excellence. Ultimately, these things lead to the highest level of care for our patients, and that's what matters most.

I want to thank our physicians and the members of our hospital leadership teams for their commitment to making superior patient care and service their number one priority, and I want to thank our talented and compassionate employees who are truly dedicated to caring for the needs of those we serve. Our shared pursuit of excellence and passion for service help us make a positive impact in our community and in the lives of our patients and their families.

Our vision is to be the finest care and service organization in the world, and every day we take purposeful steps in that direction and work to make that vision a reality. It's a high bar, but it's what our patients expect, and it's what they deserve. This award symbolizes for us recognition of our unwavering commitment to our mission of providing exceptional care to every patient every day, and we sincerely appreciate and thank PRC for this incredible honor.

Sincerely,  
C. David Huffstutler  
President



# ACHIEVEMENT AWARDS



Unlike other PRC National Excellence in Healthcare Patient Awards, the PRC Achievement Awards are based on entries submitted by current clients. This award recognizes organizations at the hospital, facility, department or unit level that have enhanced their patients' perceptions of care by focusing on their Key Drivers of Excellence\*. All qualifying Achievement Award entries are based on initiatives implemented during the 2012 calendar year.

Each entry is assessed by three judges who consider innovation and originality, impact on patients' perceptions and impact on staff or work environment (among other criteria). PRC presents Silver, Gold and Platinum awards based on the compiled score of all three judges. In addition to receiving a plaque in recognition of their achievement, winning organizations' achievements are shared in the Ideas at Work section on PRCEasyView.com\*.

## Thank You to Our 2013 Achievement Award Judges

Linda MacCracken - Vice President  
Truven Health Analytics

Kathleen Lorenz - Service Excellence Coordinator  
Gailey Eye Clinic - Normal, IL

Lori A. Bruss - Executive Vice President  
The Roberts Group, Inc. - Waukesha, WI

Jessica Soders - Marketing Coordinator  
The Reading Hospital and Medical Center - West Reading, PA

Nancy Hamson - Director of Planning  
Greenwich Hospital - Greenwich, CT

Richard Cohen - Editor  
Healthcare Marketing Report

Sara Huckleberry - Marketing Coordinator  
The Reading Hospital and Medical Center - West Reading, PA

## Silver Award Winners

Carolinas HealthCare System  
Charlotte, NC  
Collaboration in Patient Care

Carolinas Medical Center - University  
Charlotte, NC  
Patient Safety Rounding

Carolinas Medical Center - Pineville  
Charlotte, NC  
Repeating the Meaning of Clean

Carolinas Rehabilitation  
Charlotte, NC  
Achieving Excellent Breakthroughs in the Patient Care Experience of Rehabilitation Patients

CMC-Northeast  
Concord, NC  
Improving Patients' Knowledge of Tests and Procedures through Teach Back Methodology and Patient Centered Focus Initiatives

CMC-Pineville  
Charlotte, NC  
Increasing Patient Safety on a Surgical Unit

CMC-Steele Creek  
Charlotte, NC  
FIRST Impression - Putting You FIRST!

Flagstaff Medical Center  
Flagstaff, AZ  
The Impact of Staff Engagement on the Patient Experience in a Perinatal Setting

Flagstaff Medical Center  
Flagstaff, AZ  
Achieving Excellence by Responding to Call Lights Promptly

McLeod Medical Center Dillon  
Dillon, SC  
Blue Ribbon Team

Mount Sinai Hospital  
Chicago, IL  
Improving the Patient Experience in the Emergency Department

University of Texas Southwestern Medical Center  
Dallas, TX  
Teamwork

Anne Thomure - Director, Hospital and Community Relations  
Memorial Hospital and Memorial Foundation, Inc. - Belleville, IL

Ron Smith - Process Improvement Coordinator/Lean Facilitator  
Mary Greeley Medical Center - Ames, IA

Johnette Gindling - Executive Director  
Space Coast Health Foundation - Rockledge, FL

Daryl Thuringer - Director of Marketing & PR  
Avera Health - Yankton, SD

Erica Stollard - Director of Planning & Healthy Communities  
Sarah Bush Lincoln Health Center - Mattoon, IL

Marge Drozd, MSN, RN, APRN-BC - Director, Community Mobile Health Services  
St. Peter's University Hospital - New Brunswick, NJ

Lisa Werdal - Supervisor, Public Relations & Marketing  
Regional Health - Rapid City, SD

\* Achievement Award judges do not conduct PRC Patient Experience studies.

## Gold Award Winners

Carolinas Medical Center - Lincoln  
Lincolnton, NC  
Improving Patients' Perceptions by Rounding

Carolinas Medical Center - Lincoln  
Lincolnton, NC  
AIDET Skills Lab - A Picture's Worth a Thousand Words!

Carolinas Medical Center - Mercy  
Charlotte, NC  
Achieving Excellence through Improved Rounding with Doctors and Nurses on Patients

Cleveland Regional Medical Center  
Shelby, NC  
Achieving Excellence through Managing Patients' Pain

CHS - NorthEast  
Concord, NC  
PRC CHAMPIONS

CMC - Steele Creek  
Charlotte, NC  
Striving for Excellence: One Patient at a Time

Faith Regional Health Services  
Norfolk, NE  
Achieving Excellence through Improved Communication with Patients

Flagstaff Medical Center  
Flagstaff, AZ  
Achieving Excellence in Outpatient Cardiac Catheterization Laboratory

Flagstaff Medical Center  
Flagstaff, AZ  
Providing Excellent Food and Service to the Women's Center through Process Improvement

Flagstaff Medical Center  
Flagstaff, AZ  
Providing Excellent Food and Service to the Pediatric Patients and Families

Jeff Gordon Children's Hospital at CMC-NorthEast  
Concord, NC  
Achieving Excellence through Improved Communication on Pediatrics

Verde Valley Medical Center  
Cottonwood, AZ  
New Technologies & Techniques for Improving the Patient Experiences

Verde Valley Medical Center  
Cottonwood, AZ  
One Thing at a Time, Simple Things Like Smiling

## Platinum Award Winners

Carolinas HealthCare System, CMC-Kannapolis  
Kannapolis, NC  
Improving Teamwork through Technology

Carolinas HealthCare System  
Charlotte, NC  
Cultural Diversity Renovation Initiative

Carolinas Medical Center - Union  
Monroe, NC  
Achieving Excellence in Safety and Overall Quality of Care in an Outpatient Surgery Setting

Carolinas Medical Center - Union  
Monroe, NC  
Education and Empowerment Lead to Excellence in an Outpatient Rehabilitation Setting

Carolinas Medical Center - University  
Charlotte, NC  
Building a Culture of Safety

Carolinas Rehabilitation  
Charlotte, NC  
Fall Prevention Strategies Lead to Improvements in Safety Perception

Carolinas Rehabilitation Mt. Holly  
Belmont, NC  
Inter-Disciplinary Focus on Team Work

Carolinas Rehabilitation Mt. Holly  
Belmont, NC  
Improved Communication, Collaboration, Efficiency and Effectiveness

Cleveland Regional Medical Center  
Shelby, NC  
Improving Quality of Care through Improving Patients' Safety

CMC-Steele Creek  
Charlotte, NC  
Goals: Setting, Achieving, Exceeding

Faith Regional Health Services  
Norfolk, NE  
Achieving Excellence through Improved Teamwork and Communication

Leconte Medical Center/Covenant Health  
Sevierville, TN  
LeConte Medical Center's Journey to Excellence - Every Patient Every Time

St. Vincent's Medical Center - Southside  
Jacksonville, FL  
Leadership "Care Checks" & Organizational Alignment

Verde Valley Medical Center - EntireCare  
Cottonwood, AZ  
EntireCare - Four Clinics, One Goal







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Join us in

# St. Louis

for the 2014 PRC Excellence in Healthcare Conference

**June 1-3, 2014**

**Hyatt Regency St. Louis at the Arch**

Please make plans to join us for our annual Excellence in Healthcare Conference June 1-3, 2014 at the Hyatt Regency St. Louis at the Arch. In addition to enjoying a wonderful location close to the local attractions of St. Louis, you will find all the educational sessions, networking opportunities and fun you've come to expect from a PRC conference.

We are already looking for speakers who would like to share best practices, success stories, proven initiatives or excellent

ideas relating to improving the patient experience.

Conference speakers receive complimentary conference registration! Contact Nichole Albers at 800-428-7455 for more information or to express interest in speaking at the 2014 conference.



**PRC**  
**Excellence**  
**in Healthcare Conference**  
St. Louis, Missouri • June 8-10, 2014