
2013 PRC National Excellence in Healthcare Awards

A decorative graphic at the bottom of the page consists of a dense field of white circles of varying sizes, arranged in a pattern that tapers off towards the right side, set against a blue background.

2013 PRC National Excellence in Healthcare Awards

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2013 Award Introduction



PRC is proud of our client's accomplishments, and we are very pleased to recognize those that have achieved excellence in their field!

For the 13th straight year, PRC is recognizing healthcare organizations and individuals that have achieved excellence throughout the prior year. Excellence is our focus, and we know that it is excellence that 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.

Please refer to the following pages for more information on all of PRC's National Excellence in Healthcare Awards.

Patient Perception Award Eligibility

All PRC patient clients qualify for the 2013 Patient Perception Awards if they meet the following criteria:

- Patient scores for your facility or unit must be based on data derived from Calendar Year 2012 patients.
- A minimum of three months of discharges/visits totaling at least 50 interviews must be completed to qualify for a 5-Star or 4-Star award.
- A minimum of three months of discharges/visits totaling at least 100 interviews must be completed to qualify for a Top Performer award (50 interviews for Healthcare Provider Top Performer awards).

Patient Perception Award Categories

- Emergency Department*
- EMS
- Healthcare Providers
- Home Health
- Hospice
- Inpatient*
- Inpatient Unit Specialty Areas
- Outpatient*
- Outpatient Clinic
- Outpatient Services Area
- Urgent Care

Children's Hospital Award Categories*

- Emergency Department
- Inpatient
- Outpatient

Inpatient Unit Areas

- Behavioral Health
- Cardiac/Telemetry
- Hematology/Oncology
- ICU
- Medical
- Medical/ Surgical
- Neuro Sciences
- NICU/PICU
- OB/GYN
- Orthopedics
- Pediatrics
- Rehabilitation
- Surgical
- Transitional Care

Patient Perception Award Eligibility

Outpatient Services Areas

- Behavioral Health
- Breast Health
- Cardiology
- Cath Lab
- CT Scan
- Endoscopy
- GI
- GI/Endoscopy
- Laboratory
- MRI
- OB/GYN
- Oncology
- Pain
- Pediatrics
- Radiation Oncology
- Radiology
- Surgery
- Therapy
- Wound Care

Outpatient Clinics*

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

**Top Performers in these categories will be recognized at the PRC Excellence in Healthcare Awards Dinner.*

Patient Perception Awards



Overall Top Performer Award

PRC's highest honor, the crystal Overall Top Performer Award, is given annually to each healthcare facility, healthcare provider, outpatient service line, and inpatient unit that scores at or above the 100th percentile for the Overall Quality of Care percent "Excellent" score in our national client database for the prior calendar year. (The Overall Quality of Doctor Care question is evaluated for the Healthcare Provider-Level Awards.) If no facility, healthcare provider, or inpatient unit scores at the 100th percentile, the highest scoring facility, healthcare provider, or unit receives the award.

5-Star Award

This designation is given annually to healthcare facilities, providers, outpatient service lines, and inpatient units that score in the top ten percent (i.e., 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, healthcare provider, outpatient service line, or inpatient unit "Excellent" for the Overall Quality of Care question (Overall Quality of Doctor Care question for Healthcare Provider-Level Awards).

4-Star Award

This designation is given annually to healthcare facilities that score in the top twenty-five percent of our national client database for the prior calendar year. More specifically, it is further defined as those facilities in the top twenty-five percent that score between the 75th and 89th percentiles (Those in the 90th percentile and above receive 5-Star Awards). It is based on the percentage of patients who rate the facility "Excellent" for the Overall Quality of Care question. 4-Star Excellence Award winners receive a certificate that can be displayed in their facility.

Inpatient Unit Areas, Healthcare Provider, Home Health, Outpatient Clinic, Urgent Care and Outpatient Service Areas do not qualify for 4-Star Awards.

Achievement Awards

Eligibility & Criteria

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

Each entry is judged by three judges who consider innovation and originality, impact on patients' perceptions, and impact on staff or work environment, among other criteria. PRC will present Platinum, Gold, and Silver awards based on the compiled score of all three judges. If no entry reaches the set threshold then no award will be given in that particular category.

Recipients of these awards receive a plaque that can be displayed in their facility. Additionally, winners are further recognized in the Ideas at Work section on **PRCEasyView.com**[®]

Award Categories

- Emergency Care
- EMS
- 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 Practice
- Outpatient Diagnostics
- Outpatient Recurring Visits
- Outpatient Surgery
- Urgent Care

Medical Staff Engagement Awards

Overall Top Performer Award

This award is given annually to the eligible hospital that scores at or above the 100th percentile for any of the thirteen select standard categories listed on this page. Rankings are based on the percentage of “Excellent” responses compared to PRC’s national medical staff engagement database for the prior year. If no hospital scores at the 100th percentile, the highest scoring eligible hospital receives the award. Only non-specialty hospitals with 50 or more physicians surveyed are eligible for this award. PRC’s Overall Top Performer winners receive a beautifully etched crystal award that can be displayed in their hospital.

5-Star Award

This designation is given annually to hospitals that score in the top ten percent (i.e., at or above the 90th percentile) of our national medical staff engagement database for the prior year. This award is based on the percentage of physicians who rate the facility “Excellent” for any of the 13 select standard categories listed on this page.

4-Star Award

This designation is given annually to hospitals that score between the 75th and 89.9th percentile of our national medical staff engagement database for the prior year. This award is based on the percentage of physicians who rate the hospital “Excellent” for any of the thirteen select standard categories listed on this page. Four-Star Excellence Award winners receive a certificate that can be displayed in their hospital.

PRC’s Select Standard Medical Staff Perception Categories

- Administration
- Anesthesia Services
- As a Place to Practice Medicine*
- Emergency Medicine
- Hospitalists Services
- Laboratory Services
- Medical Records
- Nursing Care
- Overall Quality of Care*
- Pathology Services
- Patient Safety
- Radiology Services
- Surgical Services

**Top Performers in these categories will be recognized at the PRC Excellence in Healthcare Awards Dinner.*

Employee Engagement Awards

Overall Top Performer Award

This award is given annually to the eligible hospitals that score at or above the 100th percentile for any of the ten 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. If no hospital scores at the 100th percentile, the highest scoring eligible hospital receives the award. PRC’s Overall Top Performer winners receive a beautifully etched crystal award that can be displayed in their hospital.

5-Star Award

This designation is given annually to hospitals that score in the top ten percent (i.e., at or above the 90th percentile) of our national employee engagement database for the prior year. This award is based on the percentage of employees who rate the hospital “Excellent” for any of the eleven select standard PRC categories.

4-Star Award

This designation is given annually to hospitals that score between the 75th and 89.9th percentile of our national employee engagement database for the prior year. This award is based on the percentage of employees who rates the hospital “Excellent” for any of the eleven select standard PRC categories. Four-Star Excellence Award winners receive a certificate that can be displayed in their hospital.

PRC’s Select Standard Employee Perception Categories

- As a Place to Work*
- Communication
- Fairness
- Immediate Supervisor
- Overall Empowerment
- Patient Care
- Senior Leadership
- Teamwork Between Departments
- Teamwork Within Departments
- Total Compensation Package
- Training & Professional Development

**Top Performers in this category will be recognized at the PRC Excellence in Healthcare Awards Dinner.*

Award Presentations & Celebration

It is important to recognize everyone that helps your organization achieve excellence. To ensure everyone receives their deserved recognition, we are holding two award celebrations which will take place during the 2013 PRC Excellence in Healthcare Conference, June 2-4 in Orlando, Florida. More information about this conference can be found at www.PRCconference.com

To simplify the award presentations, we will be presenting the majority of the 2013 awards at the National Excellence in Healthcare Awards Luncheon, Tuesday, June 4. PRC has reserved the National Excellence in Healthcare Awards Dinner the evening of Tuesday, June 4 for the highest honors, which are listed below.

Again this year, we will be presenting award winners with a stock award that they can accept on stage, and use for photos. We're sure you'll be pleased that your organization's awards will be at your organization when you return from the conference so you can immediately celebrate with your organization and media.

Awards will be shipped from our corporate office in Omaha, Nebraska the week of June 2, 2013.

Dinner Awards Presentation

The following awards will be presented at the dinner on June 4, all other awards will be presented at the luncheon.

- PRC's Top Performing Hospital based on Patient Perceptions of:
 - Emergency Department
 - Inpatient Services
 - Outpatient Services
- PRC's Top Performing Children's Hospital based on Patient Perceptions of:
 - Emergency Department
 - Inpatient Services
 - Outpatient Services
- PRC's Top Performing Clinic based on Patient Perceptions of:
 - Outpatient Medical Specialties
 - Outpatient Pediatric Primary Care
 - Outpatient Primary Care
 - Outpatient Specialty Care
 - Outpatient Surgical Specialties
- PRC's Top Performing Hospital based on Medical Staff Perceptions of:
 - As a Place to Practice Medicine
 - Overall Quality of Care
- PRC's Top Performing Hospital based on Employee Perceptions of:
 - As a Place to Work
- PRC Leading Light Award
- PRC President's Award

Publicizing Your Award

We encourage you to publicize your awards to employees, patients, medical staff and the media. Here are a few helpful items that will make your publicizing efforts a bit easier.

Award Winner 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 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

Article Information

Information used for award promotion is available throughout this document. A generic press release, award statistics, winners and logo are available through your organization's personalized award webpage. Your organization's PRC contact has the link to this website. You may also email Awards@PRCOnline.com to request the information.

2013 PRC Excellence
in Healthcare Award Winner logo



Frequently Asked Questions

Q. How do I receive my award?

A. All awards will be shipped to your organization's PRC contact (unless otherwise specified) the week of June 2, 2013.

Q. How many other organizations won?

A. Award statistics will be available through your organization's personalized award webpage after June 4, 2013. This information will include the number of other facilities your organization was compared against along with the number of 4-Star and 5-Star winners for each category.

Q. How do I get the award logo?

A. The National Excellence in Healthcare award logo may be obtained through your organization's personalized award webpage. Your organization's PRC contact has the link to this webpage. You may also email **Awards@PRCOnline.com** to request a logo.

Q. How do I find out who else won an award?

A. A full list of 2013 award winners will be available through your organization's personalized award webpage, after June 4, 2013.

Q. If I don't attend to the conference, when will I receive my award?

A. All awards will be shipped to your organization's PRC contact (unless otherwise specified) the week of June 2, 2013.

Q. Where can I get general information about PRC to put in my article/press release?

A. Information about the awards and about PRC will be available upon request by emailing **Awards@PRCOnline.com** after June 4, 2013.

Q. Can I order duplicates of my award?

A. Duplicate certificates can be printed after June 4, 2013 through your personalized award webpage. Your organization's PRC contact has the link to this webpage. If you are interested in ordering a matching plaque or a duplicate crystal award, you can contact our vendor directly:

Jenny Wilkins - Account Manager
Regal Awards & Advertising Specialties
402-553-3200
jwilkins@regalawards.com

Let her know that you're are in need of a PRC award plaque or duplicate PRC crystal award and she can give you pricing and ordering information. You will still need to print the certificate from your organization's personalized award webpage. Questions about printing duplicate certificates or placing an order can be sent to **Awards@PRCOnline.com**

Frequently Asked Questions

Q. I am attending the conference; can I bring a guest to the award lunch?

A. You are welcome to bring guests to the award lunch. There is a \$50 fee per guest to attend. Please register your guests when you register for the conference at **www.PRCconference.com**. If you have already registered, you can add a guest to your online registration by logging in to the registration information using your email address and confirmation number and then modifying your registration options.

Q. Can I attend award functions without attending the entire conference?

A. We encourage all award winners to attend as many conference functions as possible. Please call us at **800-428-7455** to discuss the different options we have available. Nichole Albers or Jessica Gochenour would be happy to help.

Q. How do I know at which award celebration my award will be presented?

A. All organizations receiving awards will be recognized at the lunch. Dinner awards are listed on page 8 of this document. A special area will be designated at the conference to help in answering your specific award questions.

Q. I know my organization is receiving an award at the dinner, but I have not received an invitation. How do I attend?

A. Please mark your attendance when you register for the conference. If you are not attending the conference you can still register for a \$100 fee.

Q. Can I attend the dinner even if my organization is not receiving an award?

A. Absolutely! We would be pleased to have you join the celebration. Please call Jessica Gochenour at **800-428-7455** and she will assist you in reserving your place at the dinner.