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# EDGE

Professional Research Consultants, Inc.

## PRC Honors Exemplary Organizations

Top Performers Named at 2012 Excellence in Healthcare Awards Dinner

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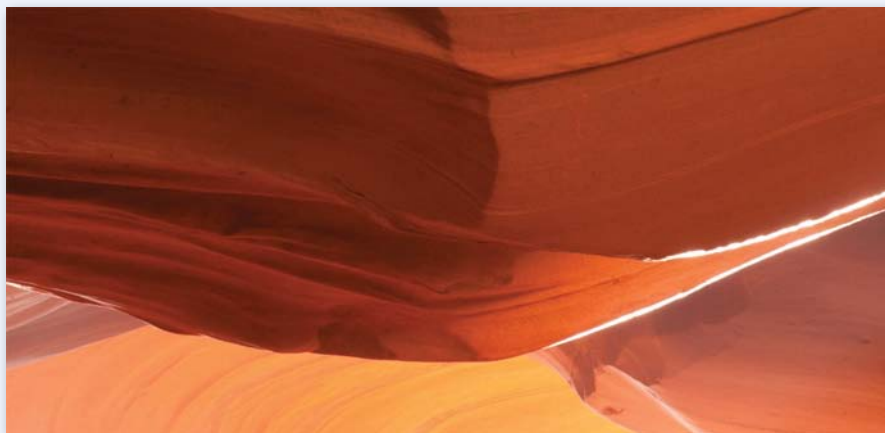
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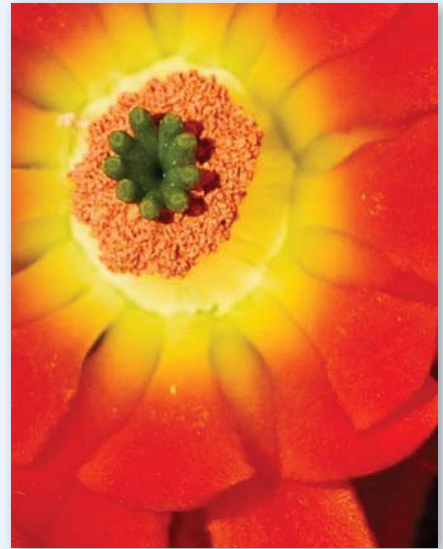
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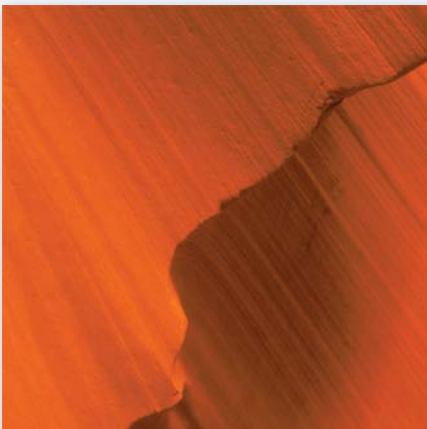
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**18** Achievement Awards





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.



# PRC Honors Exemplary O

Top Performers Named at 2012  
Excellence in Healthcare Awards Dinner

*More than 300 clients and distinguished guests met in Scottsdale, AZ, for the 13th annual PRC Excellence in Healthcare Conference, held June 3 – 6 at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch.*

The Excellence in Healthcare Awards Dinner celebrated and recognized 15 top performing organizations for their efforts in providing excellent services to their patients.

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.

In addition, Lori Strahm Helmkamp from Parkview Health in Fort Wayne, IN, was honored as PRC’s 2012 Leading Light Award winner, and Inova Health System received the coveted President’s Award.

## **What It Means to be the “Best of the Best”**

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 perceptions and loyalty, PRC clients understand that it is excellence that drives scores. This concentrated focus on providing “wow” experiences is one of the many things that sets PRC clients apart from all the rest.

## **Award Criteria:**

### **Overall 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

# rganizations



highest honor is awarded to the highest 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® resource section, which allows them to serve as a best practice 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 2012 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.



[View/download award winner logo](#)



[Request award winner logo](#)

## Award Statistics & Other Information

Statistics about all of our award categories, along with a guide that explains detailed criteria for each award, is now available. This information is perfect for putting together an article or press release to promote your organization’s awards.



[View more award information](#)

## Award Winner List

A list of all of our 2012 award winners will be available by emailing a request to [Awards@PRCOnline.com](mailto:Awards@PRCOnline.com)

Clients with PRCEasyView.com® access will also find a list of award winners online.



[Request award list](#)

## Photographs

Information about the photos taken during the 2012 PRC Excellence in Healthcare Conference is now available online.



[View/Order conference photos](#)

# Employee Perception Awards



## Roper St. Francis Mount Pleasant Hospital

As a Place to Work  
*Charleston, SC*

**Deborah Wilson**  
Employee Relations Representative

## Mount Pleasant Hospital

As a Place to Work  
*Mount Pleasant, SC*

**Deborah Wilson**  
Employee Relations Representative

# Medical Staff Loyalty Awards



## Memorial Hospital Miramar

As a Place to Practice Medicine  
*Miramar, FL*

**Dr. Eric Freling**  
Director, Medical Affairs

## Inova Fair Oaks Hospital

Overall Quality of Care  
*Fairfax, VA*

**Todd McGovern**  
Vice President, Relationships & Growth



# Patient Perception Awards



Outpatient Clinic – Primary Care

**Huntington Pediatrics**

Parkview Physician Group

*Huntington, IN*

**Duane Hougendobler**

MD

**Kristin Boone**

Site Supervisor

Emergency Department  
**Children's Hospital  
of Colorado**

The Children's Hospital at  
St. Joseph's Hospital

Overall Inpatient Services

*Aurora, CO*

**Fred Caudillo**

Business Analyst

**Amy Jacquemard**

Manager, Service Excellence



# Patient Perception Awards (Continued)



Emergency Department

## Sacred Heart Hospital on the Emerald Coast

*Miramar Beach, FL*

**Dr. Pat Herrmann**  
Manager, Experience Team –  
Ascension Health



Outpatient Services

## Progress West HealthCare Center

*O'Fallon, MO*

**John Antes**  
President



Inpatient Care

## Seton Southwest Hospital

*Austin, TX*

**Suz Willard**  
RN

**Twila Covey**  
RN







Outpatient Services – Ambulatory  
Specialty Services

**Cincinnati Children's  
Hospital Medical Center**

*Cincinnati, OH*

**Char Mason**  
Vice President, Patient Services



Outpatient Clinic – Medical Specialties

**NorthShore University HealthSystem  
Medical Group**

Genetics

*Evanston, IL*

Outpatient Clinic – Specialty

**Pediatrics of Port St. John**

Parrish Health Physicians

*Port St. John, FL*

Outpatient Clinic – Surgical Specialties

**NorthShore University HealthSystem  
Medical Group**

Gynecologic Oncology

*Evanston, IL*

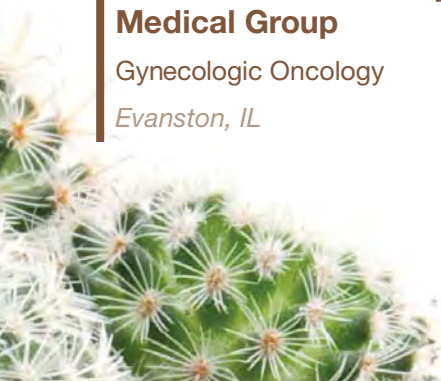
Outpatient Clinic – Pediatric Services

**Southeast Pediatrics**

*Cape Girardeau, MO*



[View/Order conference photos](#)



*“This job can feel overwhelming  
but it becomes*

# 2012 Leading



**Lori Strahm Helmkamp**

Service Excellence Manager  
Parkview Health  
Fort Wayne, IN

*...coming at times,  
...comes manageable when I realize that I don't have to do this alone."*

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# Light Award

When Lori Strahm Helmkamp received word of her selection as PRC's 2012 Leading Light Award winner, she smiled a little inside. It wasn't because of the recognition; it was because of the subtle irony of it all. A woman of strong faith, Lori manages her responsibilities at Parkview Health by starting each day with this scripture verse as a way to focus on her priorities: "Your word is a lamp to my feet and a light for my path" (Psalm 119:105). She seeks the Lord to light her way, and direct her steps, conversations and actions. The fact that the PRC award is titled "*Leading Light*" is doubly meaningful to Lori.

As Service Excellence Manager for Parkview Health, Lori is the lead contact for the entire system when it comes to PRC, the data collected and the use of PRCEasyview.com®. With eight hospitals, 300 physicians in more than 100 locations and numerous leaders at Parkview Health looking to Lori for answers, the role she performs could easily be perceived as overwhelming.

Rather than looking at the enormity of the days' tasks, Lori expresses gratitude for the 17 years she has been allowed to serve at Parkview Health. And, she looks to the simple Bible verse to help guide her day. "The verse gives me encouragement, helping me focus on what's important and highlighting the things that need revealed," Lori explained.

"When I'm looking at my day, I think 'how am I going to do this? How am I going to make a difference today?'" A typical day for Lori might include talking to leaders across the system, making sure they have the right reports to analyze their data, planning training sessions for new department leaders, or conducting one-on-one sessions to teach the concepts of Key Drivers, Action Planning, and the importance of accountability. Training, coaching and encouraging are a fundamental part of what she does each day. On this particular morning, Lori had just wrapped up a 6:30 a.m. meeting with a cardiac physician who was seeking



For six 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 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.

#### **Past Leading Light Award Winners**

- 2011** | Terri Teinert, Valley Baptist Health Systems –  
*Harlingen, TX*
- 2010** | Brent Anthony, WakeMed Health and Hospitals –  
*Raleigh, NC*
- 2009** | Bonnie Jones (Felts), Carolinas Health System –  
*Charlotte, NC*
- 2008** | Sharon Barlik, Bon Secours St. Francis Health  
System – *Greenville, SC*
- 2007** | Bill Nole, Saint Francis Health System – *Tulsa, OK*

*“...data and measurement has importance  
to all Parkview physicians and leaders.”*

to understand his PRC scores and find ways to improve.

Lori is quick to point out that she has a lot of help from strong Service Excellence champions inside the many Parkview Health organizations. “This job can feel overwhelming at times, but it becomes manageable when I realize that I don’t have to do this alone.” She is also quick to acknowledge that she doesn’t have all the answers. Bringing in the right resources when necessary helps bring clarity. PRC Client Education Consultant, Joe Snipp, has been on site numerous times and provides support when needed. “I refer to Joe Snipp as calling in the ‘big guns’; he is just fantastic. When he’s not here and I need to speak to our physicians, I try to remember the words I’ve heard Joe say. He has been really helpful to our organization.”



When looking at the big picture with regard to her role at Parkview Health, Lori says, “It is really important that we answer questions, instill confidence in the tool and create an understanding that measurement isn’t going away. Measurement

impacts our reimbursement and it will be impacting our physicians’ reimbursement in the outpatient offices very soon.”

It is also tied to performance bonuses, so data and measurement has importance to all Parkview physicians and leaders.

“I think I work for the best organization. We have wonderful leaders and through my role, I get to help, support, encourage and challenge them,” said Lori. Parkview Health is special to her family as well. Both daughters and her four grandchildren were born at Parkview Hospital, and both daughters and a son-in-law are also employed at Parkview Health. (Her husband and other son-in-law also volunteer and support Parkview.)

Parkview Health’s Chief Administrative Officer, Rick Henvey, expressed pride in Lori’s achievement. “We survey around 130 different areas/departments in the health system and Lori does an incredible job at understanding the needs of each area. Parkview Health has continued to improve our patients’ perception of care results consistently each year over the past six years and this could not have happened without Lori’s management of the PRC data. Parkview Health is fortunate to have Lori on our team! I can’t think of anyone more deserving of this honor than Lori,” he said.

This year’s PRC Leading Light Award winner works hard to approach every day with an attitude that is infectious and positive, a dedication that is exemplary, and to remember that she has Light from above helping guide the way. •

## *Inova Health System Receives 2012 PRC President's Award*

When Inova Health System heard of their selection as PRC's 2012 President's Award winner, it was simply one more validation of the hard work they've been doing for more than 10 years to build strong relationships with physicians. Inova Health System is Northern Virginia's leading not-for-profit healthcare provider, serving more than 1 million people each year. The System was awarded PRC's top honor at the 2012 PRC Excellence in Healthcare Conference held June 3-6 in Scottsdale, AZ.

According to Dr. Joe Inguanzo, PRC's President and CEO, "Inova Health System has worked tirelessly to engage physicians and these efforts show not only in their very high scores, but also in the exemplary care ultimately received by patients of Inova hospitals."



**Knox Singleton**  
CEO

Knox Singleton, CEO of Inova Health System, said, "It has been a long journey. We have worked with PRC for 10 years and one of the things that strikes me is that you don't get to high levels of performance without a long-term commitment from that kind of partnership." He added, "We've been lucky enough to build this across the system and I think that is the thing that I take the most pride in. We have been able to bring the processes into place to build the relationships to really have very high performance at all of our hospitals and that is a source of pride for us."

Todd McGovern, Inova Vice President, Relationships and Growth, accepted the award on behalf of the health system. "It is a big honor for us to receive this award. I have attended the conference for several years and have always been impressed by the achievements of past recipients." McGovern has been working diligently around the subject of physician engagement strategy at Inova for most of 10 years. "It has been a long journey, but we've had a specific engagement structure and strategy that has really yielded positive results and we've really been able to spread that across Inova to achieve strong relationships at all of our facilities," said McGovern. "To be recognized by Dr. Inguanzo and the PRC team is pretty special to me," he added.

### *Committed Leadership, Communication*

When asked to elaborate on the efforts undertaken around physician engagement, McGovern said, "We've tried to really focus on improving the practice experience for physicians, and that goes from our relationship teams out in the community all the way



up to our senior leaders at the system office, and CEOs and administrative councils at the hospitals. Our leadership is very committed to the physician relationship.”

McGovern pointed to Inova’s Physician Engagement Team as one of the elements that led to building and keeping strong physician partnerships. Currently, Inova has nine physician liaisons who visit regularly with doctors, assessing their levels of engagement and satisfaction with the System. Chief Medical Officers were also integrated at each of the facilities, creating a setting where a much closer partnership between the Physician Relationship teams and CMOs can exist.

Central to this commitment has been learning to communicate and putting processes in place to facilitate better communication. “We’ve gotten much better at being open communicators,” said McGovern. Inova Health System has a centralized database where all visits are tracked and a ticket process where opportunities for improvement are identified. Perhaps most important, identified areas of need are communicated throughout the organization, followed by a reporting process to “close the loop” once attention to those needs is complete. According to McGovern, Inova has worked hard to hardwire these processes into the entire system, giving physicians and others security in knowing that when an issue or concern is raised, there are processes in place to resolve them.

With more than 3,000 physicians in the communities served by Inova Health System (200 of whom are employed by Inova Health System), staying in tune with physicians’ needs is no small task. The structured communication processes in place make this easier. Still, “Each physician has his or her own personal needs and we try to vet those for each individual we work with,” said McGovern.



**Todd McGovern**  
Inova Vice President,  
Relationships & Growth

Inova Health System employs a variety of methods for communicating with the medical staff, including partnering with their Communications Team to send routine e-communications to the medical staff. Each week, the “Physician Brief” is produced and sent, which includes coverage of the topics that have been mentioned as important to physicians and to the organizational success of the organization.

### *The Flywheel Turns*

“One of the things that really helped us break through in the area of physician engagement was when we connected purposefully with the hospital-based physician chairs,” said John Fitzgerald, CEO at Fair Oaks Hospital. “Once we got their attention, the flywheel started to really turn. I have never found a group of people more ready for positive engagement than our medical staff,” he said.

McGovern confirmed this assessment. “We’ve really leveraged the relationship with our contracted physician groups. I really can’t underestimate the importance their leadership has had in our rise to top decile performance as a system. This team approach to care has really elevated our capabilities and the process that we put forth and I think that has been a big reason why we have seen such exponential improvements.”

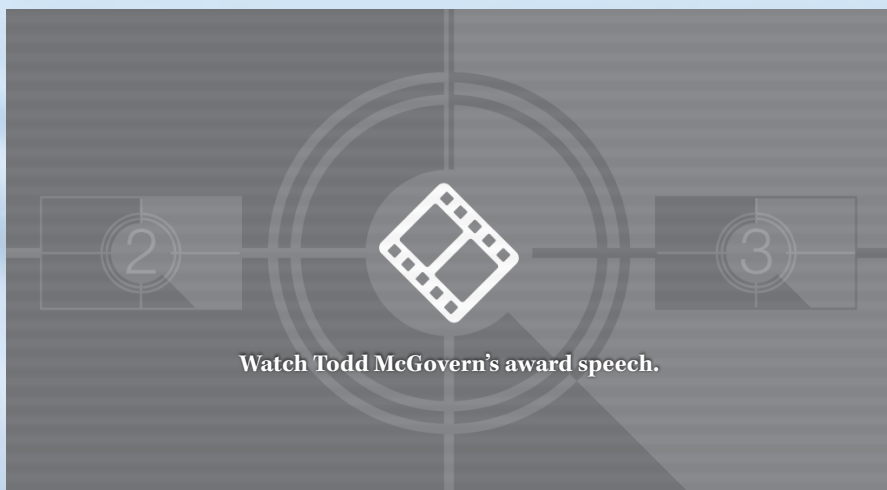
Creating expectations around and placing focus squarely on top decile performance is also a key to Inova Health System’s success. McGovern said, “It’s very motivating when you see your scores are not near the top of the heap where you’d like them to be. It has taken time. That is the one thing I would tell people. It takes a commitment. It takes time and it takes process and it takes consistency to really build those relationships with your medical staff.”

### *Managing Change*

Further complicating the efforts surrounding physician engagement is the current installation of an organization-wide electronic medical record system. The system, called EpicCare at Inova, will ultimately help standardize treatment and management



**John Fitzgerald**  
CEO, Fair Oaks Hospital







protocols, provide better continuity to patients and streamline communications regarding the transfer of medical data and information across the system. Currently in place at a few of the community-based clinics, integration in employed medical staff's offices is just now beginning to get underway. EpicCare is scheduled to go live at Inova Fairfax (the largest of the Inova Hospitals) this fall.

"We've really worked hard to include the physicians in the build-out and training of the system. We have a designated individual and a team focused on communication. We have a variety of techniques and procedures in place to keep physicians informed because it is going to be such a monumental transition for all of us. Keeping physicians informed and engaged is going to be really important to our success. We have to do the best job we can at managing the change process and I think keeping the physicians engaged and incorporating them in the solution is vitally important," said McGovern.

### *A Heart for Leadership*

Fitzgerald feels there is something more that has played a role in Inova Health System's success in building strong physician relationships. "It starts in your heart," he said. "It's about what you believe is important and then executing against your beliefs. We just think it is really important not just to have a good relationship with the medical staff, but a great relationship with the medical staff. The whole thing breaks down if you don't have that."

"It is the way that we like to lead," added Fitzgerald. "We think that physicians are incredibly important as partners and what we are trying to accomplish, and it just seems to make sense to us that we would reach out and create a relationship with physicians. It is incredibly productive for the hospital, the physician and ultimately the patient." •

## *Past President's Award Winners:*

*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*

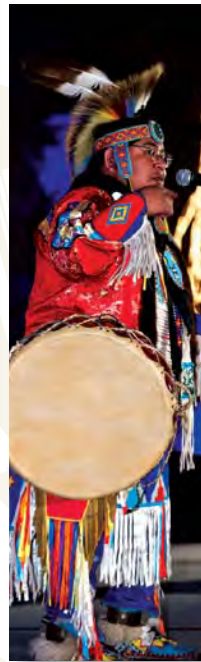
**Novant Health**  
Winston-Salem, NC

*2005*

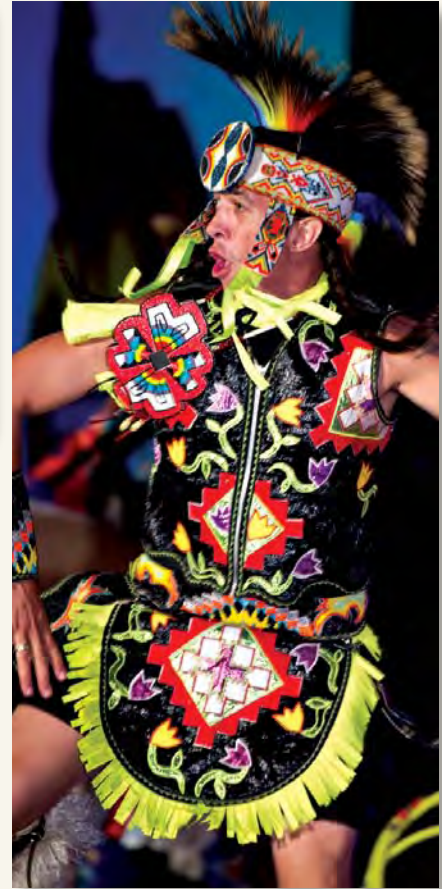
**Quint Studer (The Studer Group)**  
Pensacola, FL

*2004*

**El Camino Hospital**  
Mountain View, CA



More than 300 clients and distinguished guests met in Scottsdale, AZ, for the 13th annual PRC Excellence in Healthcare Conference, held June 3 – 6 at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch.



[View/Order conference photos](#)



# 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 2011 calendar year.

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

## SILVER AWARD WINNERS

**Black River Memorial Hospital, Inc.**  
Unit/Department: **Laboratory**  
*"Teamwork Initiative"*

**Carolinas Medical Center**  
Unit/Department: **11B GYN/Oncology**  
*"Clean, Full and Satisfied"*

**Carolinas Medical Center – Pineville**  
Unit/Department: **Radiology and Environmental Services**  
*"Improving the Patients' Perception of Cleanliness"*

**Carolinas Rehabilitation – Huntersville**  
Unit/Department: **Inpatient**  
*"Focusing on Key Drivers and Overall Quality of Care"*

**Cleveland Regional Medical Center**  
Unit/Department: **4-West Medical**  
*"Hourly Rounding and Patient Safety"*

**Carolinas Medical Center – Steele Creek**  
Unit/Department: **X-ray**  
*"Welcome! Please Come in and Stay Awhile"*

**Carolinas Medical Center – Mercy**  
Unit/Department: **7-North**  
*"7 North Improved Inpatient Loyalty"*

**Essentia Health – St. Mary's Children's Hospital**  
Unit/Department: **Neonatal ICU**  
*"NICU Family and Staff Teamwork"*



## GOLD AWARD WINNERS

**Carolinas Healthcare System**  
Unit/Department: **CMC-University Radiology Department**  
*"Outpatient Radiology"*

**Carolinas Medical Center – NorthEast**  
Unit/Department: **Interventional Radiology**  
*"Patient Loyalty"*

**Carolinas Medical Center – NorthEast**  
Unit/Department: **Surgical Services**  
*"Show Them We Care, That We Really, Really Care!"*

**Carolinas Medical Center – Pineville**  
Unit/Department: **Inpatient**  
*"Stop, Look & Listen to Your Patient"*

**Carolinas Medical Center – Pineville**  
Unit/Department: **Surgical**  
*"Discharge Call Impact on Surgical Safety and Quality"*

**Carolinas Medical Center – Steele Creek**  
Unit/Department: **Radiology/CT**  
*"It's About Your Time!"*

**Carolinas Healthcare System – CMC Pineville**  
Unit/Department: **2-West/Cardiac Telemetry**  
*"Excellence in Patient Safety"*

**Cleveland Regional Medical Center**  
Unit/Department: **3-East Progressive Care Unit**  
*"Overall Teamwork, Safety and Nurse Promptness in Responding to Call Bells"*

**McLeod Health**  
Unit/Department: **Oncology Services**  
*"Oncology Services Deep Dive"*

**Northern Arizona Healthcare**  
Unit/Department: **Laboratory Services**  
*"The Power of One"*

**Verde Valley Medical Center**  
Unit/Department: **Inpatient Medical/Surgical**  
*"Culture and Preparation for Value-Based Purchasing"*

**Verde Valley Medical Center**  
Unit/Department: **The WOW Team**  
*"Glitz to Glory: The Story Continues in the Medical Imaging Department"*

*All qualifying Achievement Award entries  
are based on initiatives implemented  
during the 2011 calendar year.*



## **PLATINUM AWARD WINNERS**

**Carolinas Medical Center – Lincoln**

Unit/Department: **Endoscopy**

*"Improving the Quality of Discharge Phone Calls"*

**Carolinas Medical Center – Steele Creek**

Unit/Department: **Radiology**

*"Knowledge is our 'KEY' to Success"*

**Flagstaff Medical Center**

Unit/Department: **Nutrition Services**

*"Achieving Excellence with Process Improvement in Nutrition Services"*

**Kingman Regional Medical Center/Cancer Center**

Unit/Department: **Oncology Services**

*"Achieving Excellence Through Improved Communications with Cancer Patients"*

**NAH/Verde Valley Medical Center**

Unit/Department: **Environmental Services/Housekeeping**

*"We're Not 'Very Good', We're 'EXCELLENT!'"*

**Verde Valley Medical Center**

Unit/Department: **Cardiac Cath**

*"Heart to Heart Experiences"*

**Verde Valley Medical Center**

Unit/Department: **Inpatient Cardiology/Telemetry**

*"ICU Whole Hospital Culture and Preparation for Value-Based Purchasing"*



**Thank you to this year's  
Achievement Awards judges:**

**Linda MacCracken**

*Vice President of Product Management  
Thomson Reuters*

**Burl Stamp**

*Principal  
PYA*

**Leslie Deane**

*Administrative Director, Planning & Marketing  
FirstHealth of the Carolinas  
Pinehurst, NC*

**Kathleen Lorenz**

*Supervisor, Service Excellence & Patient Relations  
Advocate BroMenn Medical Center | Advocate Eureka Hospital  
Normal, IL*

**Lori A. Bruss**

*Executive Vice President  
The Roberts Group, Inc.*

**Paula Szyper**

*Project Director, Conference  
Society for Healthcare Strategy & Market Development (SHSMD)*

**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*

**Candace Quinn**

*CEO  
Brand=Experience*

*Achievement Award judges do not conduct PRC Patient Loyalty studies.*

**2013 PRC  
Excellence in Healthcare  
Conference**

# Orlando



**June 2-5, 2013  
Hyatt Regency Grand Cypress**

Please make plans to join us for our annual Excellence in Healthcare Conference June 2-5, 2013 at the Hyatt Regency Grand Cypress. In addition to a beautiful setting, you'll find the educational sessions, networking opportunities and fun you've come to expect in the upcoming 2013 PRC Excellence in Healthcare Conference.

We are already looking for speakers who would like to share best practices, success stories, proven initiatives or excellent ideas relating to patient perception, employee engagement, medical staff loyalty or hospital marketing efforts. Conference speakers receive complimentary registration! **Contact Nichole Albers at 800-428-7455** for more information or to express interest in speaking at the 2013 PRC Excellence in Healthcare Conference.



**PRC**  
**EXCELLENCE**  
IN HEALTHCARE CONFERENCE  
Orlando • 2013



Visit [the PRC website](#) for more information.