PRC ORGANIZATIONAL HEALTH SUITE

The complexity of healthcare requires you to view your organization from multiple angles. That's why PRC synthesizes patient, employee, and physician research, offering you the best in healthcare engagement.

When viewing healthcare from multiple angles, you realize how employees shape that patient perception, and that patients often regard their physician treatment as "make or break" to their experience. Understanding how aligned and engaged your employees and physicians are with your organization's mission unlocks a full perspective of your organizational health and the best possible patient experience.

PRC makes it easy to unify patient, employee, and physician research. With analytics to connect your research and expert consulting services, we help you translate research into action and establish a cohesive standard of excellence throughout your entire organization.

healthcare **differently.**
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PRC'S FOCUS ON EXCELLENCE

PRC measures excellence in healthcare for a reason. When discussing a doctor's service, are you more likely to trust someone's recommendation if the care is described as "very good" or "excellent"? In our research, patients who perceive their care to be "excellent" are four times more likely to recommend an organization than those who perceive it as "very good." It is this distinction that differentiates the best in healthcare, and why we use this high standard in our healthcare research.

PATIENT EXPERIENCE

Ignite excellence, drive patient experience, and fulfill government requirements with actionable research solutions. Our patient-focused research yields real-time results, empowering you with the tools to impact the experience and create excellence immediately.

CARE THAT TRANSLATES TO LOYALTY

To complement CAHPS questions that measure frequency of care, PRC also asks questions measuring loyalty. With CAHPS questions, even if the care is perceived to be poor, that poor care could still receive the same score as excellent care if both are delivered at the same frequency. However, when measuring loyalty, if care is perceived as excellent, it creates a memorable culture of excellence. We apply this measurement of loyalty to patient experience, employee, and physician engagement. When researched collectively, this fosters a culture of excellence that creates loyalty to your organization.

CAHPS SURVEYS

Transform your organization's patient experience with PRC's CAHPS research. As a CMS-approved organization, our experts are proficient with all CAHPS mandates and closely follow regulatory changes. PRC conducts research for the following CAHPS programs:

- CAHPS for ACOs
- CG-CAHPS
- Child HCAHPS
- ED PEC (ED CAHPS)
- HCAHPS
- Home Health CAHPS
- Hospice CAHPS
- ICH-CAHPS
- CAHPS for MIPS
- OAS CAHPS

RESPONSE RATES

In HCAHPS studies, PRC consistently achieves higher response rates than the national average, providing you with a more accurate gauge of your scores. However, the value of higher response rates extends beyond a more representative sample. A positive correlation exists between higher response rates and HCAHPS scores, and because higher HCAHPS scores translate to greater VBP earnings, partnering with PRC empowers you to optimize your VBP reimbursements.

REAL TIME DATA AND RESULTS

PRC supports real time data collection and reporting to reflect the dynamic nature of healthcare. PRC Esurveys supplement high-response surveys, facilitating near-instantaneous feedback, while the PRC EasyView® app allows you to follow your real time PX data from any mobile device. In addition to the app, PRC users have access to PRC EasyView® on desktops, offering a full range of custom reports.

PRC sends Esurveys to patients when they are most ready to provide feedback; often facilitating completion within hours of discharge. Regardless of if you're using a smart phone, tablet, or computer, Esurveys employ responsive design to ensure you'll have a user-friendly survey experience tailored to your device. Esurveys can also be offered in multiple languages and feature your organization's logo and provider photos on the interface, adding a sense of personalization for users.

STAR RATINGS

An increasing number of consumers choose a physician or facility after reviewing online ratings and comments from other patients. PRC aids in the consumer search with star ratings, taking patient feedback and actively displaying it as easy-to-understand scores on your hospital's website. These ratings are presented on both location and provider profiles, creating one-stop measures of excellence for your organization. PRC Star Ratings establish a sense of transparency with your consumers and provides you the chance to make effective first impressions by openly sharing ratings and comments.

EMPLOYEE ENGAGEMENT STUDIES

Employees play a heavy role in shaping the perspective and loyalty of your patients, and if knowing is half the battle, knowing your workplace is the first step to facilitating excellence within it. That's why we offer Employee Engagement Studies to help organizations understand the various levels of engagement in their workforce, as well as assistance with ways to improve engagement.

NQAI

Nurse quality is an important factor in the patient experience, so the Nurse Quality Assessment Inventory (NQAI) survey is designed to empower nurse leaders with adaptive solutions to improving work culture and retention of engaged nurses by studying engagement, retention, and burnout.

ANCC MAGNET® RECOGNITION

The American Nurses Credentialing Center's (ANCC) Magnet Recognition Program® highlights exceptional nursing initiative and leadership. Given its extensive nature, applying for Magnet® honors is sometimes described as a "journey," but partnering with PRC to assist in this journey ensures organizations face less stress and submit the application in a timely manner.

AHRQ

The AHRQ Patient Safety Culture Study is a standardized government assessment meant to raise awareness of patient safety issues. Partnering with PRC ensures this study is expertly conducted with third party confidentiality and submitted fulfilling government guidelines. In addition to the standard assessment questions, PRC can incorporate engagement, intent to remain, and loyalty questions for an enhanced perspective.

EXIT STUDIES

Multiple factors contribute to an employee leaving an organization, so PRC's Exit Studies provide a qualified third party to administer surveys that offer candid dialogue about the reasons behind an employee's exit and how long the employee thought about leaving. This intel provides crucial insight into turnover, retention, and where improvements with engagement should be implemented.

PHYSICIAN PARTNERSHIP SOLUTIONS

Physicians are the leaders of our care teams, representing authority in the eyes of patients. With that, it's important to ensure physicians are committed and on board with your organization's mission and strategic goals. PRC's Physician Partnership Solutions are designed to strengthen lasting physician relationships for a loyal and engaged care team.

PHYSICIAN ENGAGEMENT STUDIES

With the nation's highest response rates, PRC's Physician Engagement Studies assess the physician practice environment, including their work with senior administration, EMRs, nursing, etc., to help organizations understand what matters most to their physicians and how engaged they are with their organization. Going beyond the study, PRC offers multiple resources to implement action that is reflective of your study to improve physician relationships, leading to a more positive patient experience, enhanced quality, and organizational growth.

PHYSICIAN REFERRAL STUDIES

Physician referrals are critical to the success of a healthcare organization, so it's important to know what goes into referrals from your organization's physicians. PRC offers two unique studies geared toward understanding referrals. The Referring Physician Market Needs Assessment analyzes the requirements that physicians assess when making referrals, giving organizations insight into how they can gain more referrals. Meanwhile, the Referring Physician Experience Study examines your physicians' referral experiences to make the referral process smoother for your organization.

PULSE STUDIES

PRC administers Pulse Studies periodically to take the "pulse" of certain aspects that an organization is focusing on improving, often reflective of findings from Employee and Physician Studies. The year-round tracking of Pulse studies is particularly effective in gauging progress and building accountability among staff and physicians during action planning initiatives.

SHARED ANALYTICS TOOLS AND RESOURCES

PRCEASYVIEW.COM®

Available as both a mobile app and a full-service desktop experience, EasyView® supplements PRC's real-time data offerings. To take your data to the next level and create actionable insights, PRCEasyView.com® is continuously updated to offer a real time understanding of your patient experience findings. Together, the instantaneous feedback of Esurveys and PRC resources make for a timely collection and analysis of responses, leading to informed data-driven decisions.

KEY DRIVERS OF EXCELLENCE®

PRC's Key Drivers® are applicable to patient, employee, and physician research. When looking at results, it's easy to feel overwhelmed and succumb to the daunting effort to fix every problem at once. Instead, Key Drivers® rank the top three aspects that optimize improvement and the return on effort, giving you valuable insight into where to focus to produce maximum improvement.

COMMENT ANALYTICS

PRC's exclusive comment analytic platform compiles comments from three different experiences: PX, employee, and physician, and gives you unique insight into their respective experiences. Our tool takes the thousands of open-ended comments and separates them into positive, neutral, and negative groupings. From there, our AI software categorizes comments into specific themes and subjects to identify the general sentiments of your qualitative research, allowing you to take your findings to the next level.

ENGAGEMENT LINK®

The PRC Engagement Link® analyzes the relationship and bridges the gap between Employee Engagement and Patient Experience. Our quadrant analysis examines the relationship, allowing frontline managers to dive deeper into action that, in turn, will help their departments and nursing units thrive.

ENGAGEMENT INDEX

For Employee and Physician Engagement Studies, PRC's Engagement Index breaks down levels of engagement among your employees and physicians. Survey participants are categorized as Fully Engaged, Engaged, or Unengaged to help identify those who are successful in their work, and those that need more interpersonal and workplace support to succeed.

PRC EXCELLENCE ACCELERATOR

Put your research into action with PRC's Excellence Accelerator. Our seasoned team of experts offers comprehensive solutions that help organizations meet and exceed their goals, assessing an organization's current conditions and providing coaching geared to the organization's specific needs. With a rich variety of training solutions, tools to drive results, and a proven improvement model, our team of coaches and consultants has helped hundreds of healthcare organizations and thousands of leaders, staff, and physicians find their own fast track to improve meaningful outcomes and sustainable improvement.

ASSESSMENT

PRC Excellence Accelerator combines award-winning data with proven methodologies to quickly and comprehensively demonstrate your strengths to be leveraged and your gaps inhibiting performance. Our team of experts map current results against onsite observations and survey findings, allowing us to co-create a personalized strategy for success. The deliverable is an actionable roadmap showing you the path to achieve your desired performance.

SPEAKING & TRAINING

Excellence Accelerator offers a rich variety of speaking and training solutions designed to activate teams and improve performance. Our goal is to support you with a personalized experience to create lasting improvement. Our coaches, speakers, and facilitators will partner with you to identify learning objectives and competencies and will execute the plan to engage participants and motivate action.

PERFORMANCE COACHING

Never feel left in the dark. We will equip your organization to drive results that matter and walk alongside your leaders to create lasting change.
The Excellence Accelerator team of experts will develop leadership, staff, and provider competencies using proven tools, design principles, and measurement systems that will hone performance.

PRC Product Lines and Coaching

- CAHPS Surveys
- Patient Experience
- Employee Engagement
- Physician Partnership Solutions
- Consumer & Brand
- Community Health
- PRC EXCELLENCE ACCELERATOR

WHAT ARE YOUR GOALS?

To learn what PRC's data can do for you, contact us at 800-428-7455 or visit **PRCCustomResearch.com**

ABOUT PRC

Since 1980, PRC has helped more than 2,200 healthcare organizations achieve their research objectives by collecting and analyzing timely, accurate, and reliable feedback from patients, employees, physicians, and the community at large. PRC's high-quality survey research, analytics tools, and coaching give voice to healthcare organizations, patients, and the community as a whole. Leading the standards for healthcare market research, PRC partners with organizations to support their efforts in becoming better places for patients to be treated, physicians to practice medicine, and employees to work.

Achieve healthcare excellence with PRC.

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11326 P Street | Omaha, Nebraska 68137-2316 | 1-800-428-7455

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