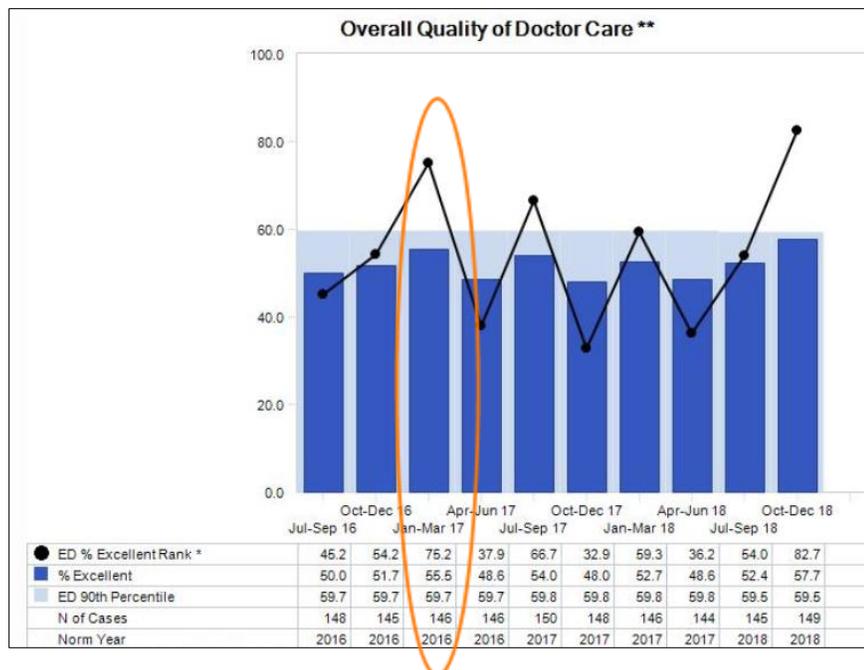


What is causing the saw tooth pattern?

In the below image, the black line is jumping up and down from time period to time period, resembling the teeth of a saw. This pattern can be frustrating and confusing to anyone held accountable to this data. To understand its cause, it's necessary to understand a few key terms and distinctions:

- **Percent Excellent** (the blue bar): This is the raw percentage of patients who responded “Excellent” to the question. *Ex: Percent Excellent = 55.5% for the Jan-Mar 17 quarter*
- **Percent Excellent Rank** (aka Percentile Ranking, the black line): This is a sample group’s ranking against its peers, determined purely from the percent of patients who responded “Excellent” to the question. *Ex: Because 55.5% of patients responded excellent, Percent Excellent Rank = 75.2 for the Jan-Mar 17 quarter.*
- **N of Cases** (shown in the table below the graph): The number of respondents who answered the question. *Ex: N = 145 in the Jan-Mar 17 quarter.*
- **Goal** (the light blue background): The Percent Excellent Rank, determined by Percent Excellent that you are aiming for. *Ex: 90th percentile goal requires 59.7% of patients responding excellent.*



In Jan-Mar 17, the Percent Excellent Rank is 75.2, in the next quarter, it falls to 37.9, and in the next it has rebounded to 66.7. These leaps up and down of the black line are often mistaken for dramatic swings in your patients' perceptions, but that's not actually the case. Let's look at the data that lies behind that focus on Excellent. Very small changes in your percent excellent can make dramatic changes in your percentile ranking:

	Jan-Mar 17	Apr-Jun 17	Jul-Sep 17	Oct-Dec 17	Jan-Mar 18	Apr-Jun 18
Excellent	81 55.5%	71 48.6%	81 54%	71 48%	77 52.7%	70 48.6%
Very Good	34 23.3%	37 25.3%	36 24%	36 24.3%	33 22.6%	48 33.3%
Good	24 16.4%	33 22.6%	26 17.3%	36 24.3%	28 19.2%	25 17.4%
Fair	3 2.1%	1 0.7%	2 1.3%	4 2.7%	2 1.4%	0 0%
or Poor	4 2.7%	4 2.7%	5 3.3%	1 0.7%	6 4.1%	1 0.7%

