
What are Key Drivers of Excellence®?

Key Drivers of Excellence are the areas that are most influential to physicians' overall perceptions; in other words, they provide you with a more specific place to focus your efforts. Every survey question provides information, but not every piece of information is equally important to your physicians. Key Drivers® are re-analyzed each time the study is conducted.

Key Drivers are not necessarily areas in which your organization is performing well or poorly, but simply areas that have the greatest influence on physicians' overall perceptions. Key Drivers, then, are best understood as aspects that truly separate an environment that simply meets physician expectations and an environment that exceeds those expectations.

Key Drivers are determined using one of two statistical analyses, either regression or discriminant analysis, depending on the quantity of data. The key difference between a regression and a discriminant analysis is that the regression analysis considers all responses from physicians ("Excellent, Very Good, Good, Fair, and Poor), while the discriminant analysis considers only the "Excellent" and "Very Good" responses. In other words, the discriminant analysis identifies which issues are most influential for physicians to rate the question as "Excellent" versus "Very Good."

PRC runs the Key Driver analysis at the overall and service area level.

Overall Key Drivers

For the two overall areas – Quality of Care and Place to Practice Medicine – PRC runs the Key Driver analysis to discern which three of the Service Areas are driving these two overall measures. Key Drivers of Excellence are shown in order of importance (i.e. #1 Key Driver impacts the overall measure more than the #2 Key Driver, which impacts the overall measure more than the #3 Key Driver).

Service Area Key Drivers

For each of the service areas (e.g., Pathology, Patient Safety, Administration, etc.), the Key Driver analysis determines which one of the specific questions drives the perceptions of that service area. In this [example](#), the three Key Drivers for Quality of Care are Patient Safety, Nursing Care, and Surgical Services.



The Key Driver for Patient Safety is Initiatives to Improve Patient Care Relative to Safety Issues; the Key Driver for Nursing Care is Care/Treatment of Patients; and the Key Driver for Surgical Services is Surgical Equipment. Remember, only surgeons are asked about the individual questions for Surgical Services, so the Key Driver for this area is important to surgeons, not necessarily the broader physician population.

