

Why does PRC focus on the top box term of Excellent?

Throughout the survey, physicians' perceptions are measured using a five-point scale of Excellent, Very Good, Good, Fair, or Poor. In order to foster loyalty to your healthcare organization among physicians, PRC recommends you focus on improving "Good" and "Very Good" ratings to "Excellent." PRC's research shows physicians who rate the Overall Quality of Care as "Excellent" are three times more likely to recommend your hospital.

