

EDGE

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Strong Foundation Built on Physician Relationships

Brings Redwood Memorial to New Heights

If you haven't seen the redwoods that grow near the northern California coastal town of Fortuna, you might think someone is prone to exaggeration as they describe the sheer beauty—the majesty—the height to which these 2,500 year old giants grow. Their strong foundations have been built over 25 centuries of tenacity and adaptation.

Building from the basis of a strong foundation and overcoming adversity are things that Redwood Memorial Hospital knows well. As part of the St. Joseph Health System, Redwood Memorial Hospital is a healthcare ministry of the Sisters of St. Joseph Orange, whose origins date back to the 1600s. According to the hospital's website, the Sisters came to California from Illinois in 1912, arriving with 60 cents and a desire to build schools and teach. In 1918, a flu epidemic swept the United States, causing thousands of deaths. The Sisters began serving the community in a way they never expected: healthcare. At that juncture, the mission was clear: *"Go out into the neighborhoods, see what the needs are, and meet them to the best of your ability."*

This health system's commitment to community is still going strong at Redwood Memorial, a 25-bed critical access hospital which serves the Eel River Valley and the southern part of Humboldt County. The hospital is a full-service, acute care facility dedicated to physically, emotionally and spiritually uplifting patients and their families. Redwood Memorial Hospital's holistic, patient-centered care philosophy reflects the belief that treating the patient's mind, body and spirit and keeping the patient's needs at the forefront of all decisions results in more rapid healing and a more positive experience for the patient.

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PLANTING SEEDS OF CHANGE

Joe Rogers, Redwood Memorial's Vice President and Chief Operating Officer, says his biggest focus after being named COO in 2006 was working to create a strong foundation with its physicians. In 2007, their PRC Medical Staff Loyalty Study found only 12.1% of the medical staff citing "excellent" evaluations of administration. Only about one-third of the medical staff members felt the overall quality of care at the hospital was "excellent." Rogers knew he and the leadership team had their work cut out for them.

Just as the redwoods didn't grow overnight, neither did this hospital's administration and medical staff immediately become engaged partners.



Photo by Jack Hopkins, Hopkins Photography

Joe Rogers

VP & COO,

Redwood Memorial Hospital

Rogers and the team, including Medical Staff Manager Carolyn Lane, worked diligently to let physicians know their input was important. Rogers created a team including a full-time Chief Nursing Officer, who focuses on patient care issues, and Lane, who concentrates on medical staff issues and physician recruiting. Today, the regional executive team for Redwood Memorial consists of CEO Joe Mark, as well as various regional vice president positions, including Mission Integration, Human Resources, Ancillary & Support Services, a Chief

Financial Officer and a Chief Medical Officer. Working together to reinforce important concepts and to build relationships is now an integral part of the day-to-day business at Redwood Memorial.

A key component to building relationships has been to make sure all staff understand the philosophies and important mission of the hospital. Through an intensive, three-day educational experience known as "Cornerstones," Redwood Memorial employees focus on teamwork, trust and dedication to providing patient-centered care. Physicians are invited to attend Cornerstones, as well, and also serve as presenters. To bring attention to the organization's strong mission and values, one of the Sisters of St. Joseph Orange facilitates discussion about the heritage of the St. Joseph Health System. "We work very hard on getting the word of the mission out," says Rogers. "In addition, we have values nominations each year where we



"Unless the physicians have an emergency or are out of town, they always show up to the meetings. We don't have to worry about having an audience because they're always there. I think that speaks to their level of engagement."

respect excellence
loyal service commitment to community
teamwork



nominate and a committee selects a staff member or physician who exemplifies each of our four core values—Excellence, Dignity, Service and Justice.”

These efforts have made a difference. Today, medical staff members are more engaged than ever before. The excellent percentile ranking grew to 89.3% in 2011 when physicians were asked about the administration at Redwood Memorial, while perceptions of quality of care rose to an excellent percentile ranking of 97.1%.

“Excellent” Percentile Rankings

	Perceptions of Administration	Perceptions of Quality Care
2011	89.3%	97.1%
2008	29.4%	97.4%
2007	20.4%	91.1%



NURTURING RELATIONSHIPS

To help keep staff and physicians involved and engaged, the hospital hosts monthly employee events and celebratory events. “We try to include physicians in just about everything we do. I attend all medical staff meetings, engage the medical staff in any major decision that affects them and try to be actively involved with the Medical Executive Committee and with the Chief of Staff,” Rogers added. “I make sure the medical staff is engaged in the decision-making process that affects patient care and their work.”



Dr. Ron Jones
Chief of Staff,
Redwood Memorial Hospital

And, the physicians want to be involved. There are about 34 active medical staff members who practice daily at Redwood Memorial. Rogers says, “Unless the physicians have an emergency or are out of town, they always show up to the meetings. We don’t have to worry about having an audience because they’re always there. I think that speaks to their level of engagement.”

Although there are plenty of things that can affect survey scores, Rogers says it’s the simple things like walking the halls, talking with doctors and engaging them in the decision-making process that increases their trust, respect and loyalty at Redwood Memorial Hospital.

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Kadlec Medical Center

Earns Prestigious Planetree Designation

Compassion. Respect. Integrity. Cooperation. Patient-centered. These terms don't just describe mission, vision and values. These things are actually happening at Kadlec Regional Medical Center. For patients of Kadlec, it's no surprise that they were recently one of 13 hospitals in the world to achieve Planetree designation. Kadlec, which opened in 1944, is a 270-bed, private, non-profit healthcare facility located in Richland, WA. The hospital serves a tri-cities area of more than 175,000 people, including Richland, Kennewick, and Pasco. As a PRC client since 1998, Kadlec has been the recipient of numerous medical staff and patient perception awards, and has always focused on becoming the best.



Kadlec's journey to Planetree designation began in 2004 when they became an affiliate member of the non-profit organization. As Planetree's mission is to provide education and collaboration to healthcare organizations with a focus on patient-centered care, Kadlec's leadership believed this would be a good fit with their goals of excellent patient care. Becoming an affiliate member isn't as simple as just filling out an application form. Rather, Planetree representatives visit the hospital on a three-day investigative tour to determine if the hospital's culture and mission match that of Planetree's.

Amy Carrasco, Education Director for Kadlec, says the desire to seek affiliate membership began 10 years ago. "We had a new CEO and he had the vision, and our board had the vision, that we needed to be patient-centered and high tech," she says. "But we also needed to be high touch." Since Planetree's focus is on just that, it was a no-brainer for the hospital to obtain Planetree membership. "We did a number of things to move toward that patient-centeredness and got to a point that we were spending a lot of time spinning our wheels to become more patient-centered and realized it was time to become an affiliate member," explains Carrasco.

Striving for designation

After achieving affiliate membership, the obvious next step was to strive for designation. "We're progressive and we want to be an industry leader," says Carrasco. "To be the best in Planetree is to go for that designation." Achieving designation doesn't just benefit the hospital. The community also benefits, as well as the patients and staff. Carrasco says she has heard nurses say, "This means I get to go back to being a nurse and doing the things that are the reason I became a nurse." Now the hospital provides the tools needed for nurses to provide more well-rounded patient-centered care.

On June 15, 2011, Kadlec was informed of their designation. There are 160 hospitals in the United States, Canada, Japan, Brazil and the Netherlands that are classified as affiliate members, but only 13 of those hospitals have received the honor of designation. A key component of designation rests in the HCAHPS scores of the hospital. "The scores have to be at or above the national average to be designated," says Bryan Payne, Planetree Coordinator at Kadlec. There are 10 components that make up Planetree, and different criteria within each component that must be met. "It's a pretty grueling assessment to meet all of those criteria," says Payne.





Creating a patient-centered atmosphere

Open communication has been a key in Kadlec's success. After employees are hired, they participate in a full-day retreat and the focus on patient-centered care is communicated to them. But that communication doesn't stop there. "We have continually promoted this message through retreats," says Carrasco. "Through orientation, staff meetings and evaluations it is a common conversation about how we're interacting with patients and how we're communicating with them." During the retreats, employees are reminded of how they affect patient care either directly or indirectly. "If housekeeping doesn't do their job, that will affect patient care. If accounting makes a mistake with a nurse's check, that will affect patient care too," explains Carrasco. "The expectation is even if someone looks lost in the hallways you will ask if you can help and take them where they need to go. Never give directions, but physically take them."

Kadlec's new-hire orientation, trainings and retreat have played a part in their low employee turnover rate. While the average state turnover rate in Washington is 18%, Kadlec's rate is 8%. Some of that success

"Through orientation, staff meetings and evaluations it is a common conversation about how we're interacting with patients and how we're communicating with them."

Amy Carrasco, Education Director,
Kadlec Medical Center

can be credited to the fact that Kadlec hires employees to fit the mold of the organization, not just fill the position. “Many of our employees have been here a number of years. Our managers have had to get away from hiring just to get a warm body in here. It’s more beneficial to the team and organization if you can hire for the fit,” says Carrasco.

Not only do staff and employees attend the retreats, Kadlec has about 500 volunteers who also attend, along with community members – including firefighters and paramedics. “We are positively affecting the community at large so that all patients can have this consistency and continuum of care,” says Carrasco.

Various programs have been implemented to better meet the intent of the hospital’s philosophy. However, Payne says, “A big part of how we’ve changed things is the physical environment.” New architecture includes ceiling art, plant life, warm colors, hardwood floors, natural lighting and a healing garden, chapel, walking path and organic garden. The organic garden is even used for the meals served at the hospital. Volunteers help with the upkeep of the garden. “Everybody’s getting involved because it’s great to be part of the direction we’re going,” says Carrasco.

Another thing that has helped Kadlec better align with a patient-centered culture is the focus on the human interaction that takes place. “It’s the non-physical things. The way we speak to each other, the way we look at each other, the respect and dignity we give each other,” says Payne. “We encourage families and loved ones to be involved.”

Looking forward

In addition to spending time celebrating their designation status, Kadlec is also focusing on becoming even more patient-centered. Because of their designation status, hospitals across the nation have been visiting to learn from them. Kadlec’s best practices will also be publicized for others to use in their own patient-centered journey.

Continued next page



PROGRAMS AT KADLEC MEDICAL CENTER

- Unlimited visiting hours
- Complimentary WiFi and laptop checkout
- Communication assistance
- Care Partner Program
- Massage therapy
- Aromatherapy
- Entertainment
- Live music with volunteer musicians
- 24-hour food service
- The Garden
- Chapel
- Pastoral care
- Finger labyrinths
- Private patient rooms
- Pet visitation
- Music therapy
- Clowns
- Valet services
- Patient escort service at each entrance
- Open medical record policy

Source: www.kadlec.org



Payne says, “What designation means in the Planetree community, is it sets us up as a role model for other hospitals to look to for what patient-centered care means.”

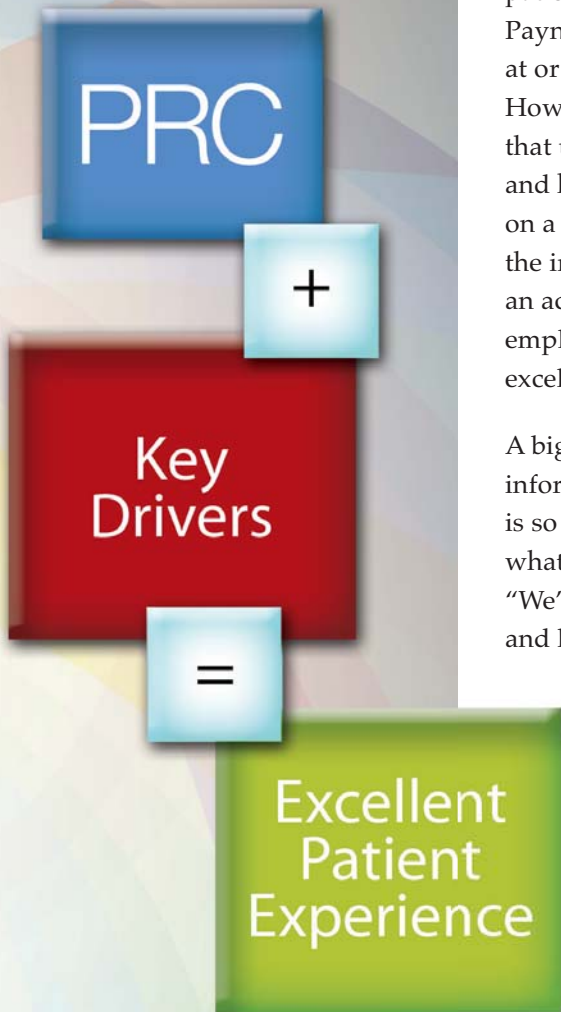
Partnering with PRC

Kadlec’s partnership with PRC has played a positive role in helping employees see the patient experience from a new angle. “We use our patient survey data on a daily basis in every single department,” says Payne. “The data is very transparent.” Achieving the HCAHPS scores at or above the national average has been beneficial for the hospital. However, Payne says on a unit basis the HCAHPS scores are “not really that useful.” Instead, Kadlec looks at their PRC patient loyalty questions and how they relate to the HCAHPS questions. “Now we can use them on a unit basis to identify really where the focus needs to be and where the improvement needs to be,” explains Payne. “HCAHPS measures if an action was performed, not how it was performed. We expect all of our employees to perform everything with excellence and give our patients excellent experiences. That translates to better HCAHPS scores.”

A big focus at Kadlec is how to effectively communicate survey information so that employees don’t feel overloaded. “Although HCAHPS is so important right now and requires such a heavy focus to figure out what needs to be done, we focus on our PRC loyalty survey,” says Payne. “We’re looking at it [HCAHPS scores], but as far as making action plans and knowing what needs to be done that’s where PRC comes in.”

In addition to every department manager being responsible for knowing how they’re scoring and their Key Drivers of Excellence, they are also responsible for presenting their action plans and how their scores are increasing. “That’s our key focus for every department. We look at the PRC scores and use Key Drivers to help guide us,” says Carrasco. Bulletin boards with PRC graphs and Key Drivers are placed in each unit so the staff can see what they need to do to improve. Payne says, “Our standard is for everything to be in the top 10%.”

The Key Drivers of Excellence play a large function in determining what areas to focus on. “If you focus on PRC and the Key Drivers, that will lead you to better HCAHPS scores,” says Carrasco. “PRC has been a great resource and foundation for how we can continue to grow and excel.”



COLUMBUS REGIONAL

Partners with Community, Improves Health of Residents

Forty miles south of Indianapolis sits the idyllic town of Columbus, IN. With a population of about 45,000, Columbus is known for its architecture and art, with a reputation as a safe and friendly place to live and work.

Smoke-Free Workplace Legislation

With the desire of preserving their safe and friendly community, Mayor Fred Armstrong took notice when the city's community health needs assessment showed 87% of his constituents favored a smoke-free workplace. It was a statistic he couldn't ignore.

Armed with this directive, in 2005 the mayor lent a hand to push legislation banning smoking in all enclosed workspaces throughout the city, except for private clubs and bars. Research specific to the community made it easier for proponents to stay the course, get legislation passed and in 2006 it went into effect, making the city's workplaces smoke free.

That data came from a community health needs assessment sponsored by Columbus Regional Hospital (CRH) in 2003, and was just one aspect of the research that spurred many healthy changes in the city. In fact, many different initiatives and changes have been implemented since CRH began partnering with PRC to conduct the triennial research, beginning in 1996.

CRH's Director of Community Health Partnerships, Beth Morris, says the research is conducted to measure the effectiveness of current programs, as well as to point them in the right direction when it comes to implementing community action plans in Columbus and the surrounding county.



Healthy Lifestyle Action Team

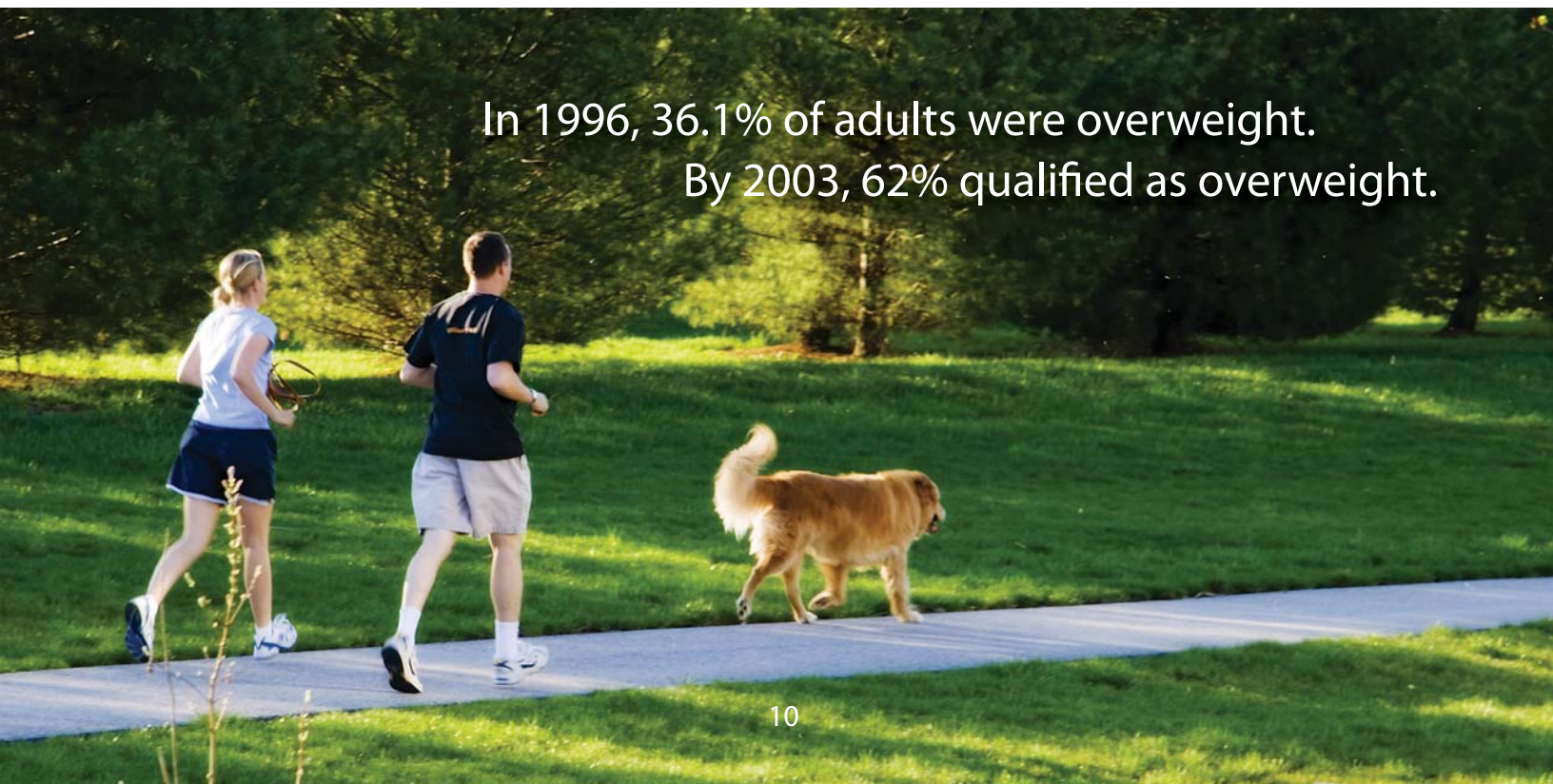
For example, from the first 1996 assessment through 2003, data regarding body mass index (BMI) became something CRH simply couldn't ignore, with a slow and steady upward trend. In 1996, more than one-third (36.1%) of adults were overweight and 16.8% were considered obese. By 2003, 62% qualified as overweight and one-quarter (24.6%) were obese. It was distressing that in less than a decade, the community's overweight adults increased by 72% and adult obesity increased by 46%.

"There's no effective treatment for obesity at this point, so we need to prevent it," explains Morris. "We had to do something."

That something was forming the Healthy Lifestyles Action Team, promoting physical activity and nutrition. Using data from the research, the team applied for and received a \$2.1 million federal grant for obesity prevention, which they are now using to encourage people of all ages to develop and maintain healthy lifestyles.

Programs implemented by the team include:

- Working with area preschools to develop policies promoting physical activity every single day.
- Developing a Safe Routes to School program, which uses a comprehensive approach to make school routes safe for children to walk or bicycle.
- Using the School Health Index assessment for action planning, specifically in nutrition, physical activity, safety and school environments.
- Consulting with kidscommons Children's Museum to implement Kids on the Move, an exhibit encouraging movement and exercise through play.
- Providing healthy meal options in hospitals.
- Helping people lose weight through various lifestyle changes and events.
- Working with employers to promote employee wellness programs.
- Encouraging healthy meeting guidelines, which include asking companies to stop providing food during work meetings.
- Expanding community garden access to encourage physical activity, fresh produce consumption and provide produce to area restaurants.



In 1996, 36.1% of adults were overweight.
By 2003, 62% qualified as overweight.

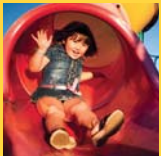
Volunteers in Medicine Clinic

Another issue faced by not only Columbus, but nearly every part of the country, is providing access to healthcare for the uninsured and underinsured. To keep non-emergency patients from utilizing emergency rooms, CRH provides free care through the Volunteers in Medicine Clinic (VIM). This clinic is staffed by doctors, nurses, pharmacists and community volunteers for people in Bartholomew County.

Continued next page



Healthy Communities Initiative



Not only has Columbus Regional Hospital witnessed changes in their population, thanks to the Healthy Communities Initiative, but the American Hospital Association also took note of their work. As two-time national finalist for the AHA's Foster G. McGraw prize, honoring excellence in community service, this hard-working team of more than 700 professional healthcare providers and volunteers focuses on eight specific programs:

The **Community Medication Assistance Program** assists residents in obtaining their prescriptions, whether through financial assistance, assistance accessing pharmaceutical programs or access to local resources.

Caring Parents supports new families through home visits, in-hospital education, community presentations and promotes healthy relationships between parents and children.

The **Domestic Violence** team reaches across legal, medical, social, law enforcement and human services organizations to support domestic violence victims and their families in their efforts to live a violence-free lifestyle.

The **Breastfeeding Coalition of Bartholomew County** seeks to improve public health by promoting

and supporting breastfeeding through education, outreach and collaboration.

Projecto Salud's mission is to remove language and cultural barriers so that every county resident is known and cared for by a primary healthcare provider, has access to health education and is assisted with integrating into the health community.

Healthy Lifestyles encourages residents to develop and maintain healthy lifestyles with the current focus on Safe Routes to Schools, increasing residents' activity and weight loss through various lifestyle challenges and the development of a community bike co-op.

With the goal of reducing tobacco utilization throughout the county, the

Tobacco Awareness Action Team encourages smoke-free workplaces, supports adult smoking cessation programs and implements smoking education programs in schools.

Volunteers in Medicine Clinic provides healthcare services for low-income, uninsured adults who are not eligible for publicly funded health insurance.

More information on these initiatives is available at www.crh.org.

For additional information, request PRC's Community Health Connection, a specialty publication full of case studies and community health-related stories and information.

Email info@PRConline.com and ask for your copy today!

“VIM serves between 6,000 and 7,000 uninsured people every year. We haven’t seen a decrease in the amount of people who need care,” says Morris, “but the numbers haven’t gone up, either. That’s kind of a victory for us in and of itself in today’s economic climate.”

VMI is making a significant difference, as was substantiated in the 2009 assessment that proved the county’s uninsured adults had better access to healthcare than did the nation as a whole. In fact, residents also report that there were less barriers in accessing local healthcare – including cost and appointment availability – than the nation overall, and awareness of the VMI clinic increased, too.

Domestic Violence Volunteers

Concerning to CRH was that nearly half of county residents kept firearms in their homes, and 45.6% of county households with children reporting the same, which was notably higher than the 31.2% reported nationally. As this statistic had held steady since 2000, Healthy Community Initiative’s Domestic Violence volunteers were spurred to provide free gun locks to as many of these homes as possible.

“There is a lot of hunting and outdoor activity in our area,” Morris states. “We just want to make sure the kids in our community are protected. It’s one of the challenges that we’ve seen that we can address fairly quickly and easily.”

Sharing Data Encourages Others

In an effort to encourage others to impact the community, too, CRH’s website (www.crh.org) includes a prominent section titled “Healthy Communities.” In addition to promoting the work of their action teams and various programs, the latest community health needs assessment report is also posted for all to see.



The information is used by local colleges, the health department and the mental health department and provides others access to research they otherwise wouldn’t have.

CRH even gives these organizations the opportunity to include their own questions in the survey for a nominal fee. Some examples include the mental health center asking about where people turn when they have mental health concerns, the health department determining the number of people affected by sexually transmitted diseases and a local insurance company including questions about coverage and whether respondents had access to unmarried partner benefits.

“It’s just another way we can partner with the community,” says Morris.

As CRH prepares for their 2012 assessment, they look forward to seeing how their policies and initiatives are helping Columbus and Bartholomew County, as well as finding new ways to continue improving the health of their people.

The goal remains: Make the atmosphere of Columbus as healthy as it is beautiful.

INNOVATIONS



Empowering Interviewers

At PRC we are continually refining processes to not only increase efficiency, but most important, to improve the services provided to our customers. PRC's survey team recently added a feature to the survey process that allows individual interviewers to send feedback directly to the Survey Design team. This feature gives interviewers the opportunity to share their perceptions about what went well with the survey and what didn't; this leads to continuously improving the flow of the survey. Once a survey is submitted, any included interviewer suggestions are read by the Survey Design team to determine the efficacy of the idea and to determine if action can or should be taken.

Janet Botkin, Senior Survey Production Specialist for PRC, says this feature helps point out trouble spots and finds areas for improvement. "The number of 'problem' emails has been decreasing steadily over time," she says.

PRC associates are dedicated to making sure the survey process runs as smoothly as possible for our clients. "It just goes to show how invested our interviewers are to stop working and take five minutes to send that email," says Botkin.

True or False?

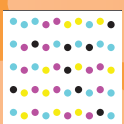
The more HCAHPS surveys you mail out, the higher your scores will be.

False. Regardless of whether you mail out 1,000 surveys or 10,000 surveys, your HCAHPS scores will stay the same because the same type of patients — unhappy ones or the very happy ones — will be responding. Those patients in the middle, the "silently satisfied," won't respond — no matter how many surveys you mail out.

At PRC, we don't give your patients the opportunity to throw your survey in the trash. With our telephone interviews, all of your patients will be equally represented — the happy, the unhappy and the "silently satisfied" — giving you better HCAHPS scores.

Watch for more HCAHPS Questions and Answers in the months to come.

Visit our website to see the latest HCAHPS WebChats designed to answer your questions about HCAHPS survey administration, vendor differences, issues pertaining to Value-Based Purchasing and more.



**Scan the code
and learn more!**



PRC Associates Celebrate Values Week

Each fall, PRC associates spend one week focusing on and celebrating our core values: Service; Growth; Quality; Innovation; and Collaboration. Not only does this give staff a chance to spend time with other colleagues in fun activities, but it serves as a reminder of the important values our company strives to uphold. This year's activities took place between September 19 and 24 and included themed "dress-up" days, special messages delivered to associates' in-boxes, raffles, an office Olympics, treats and a cook-out.

PRC'S VALUES

Service:

We have a true desire to help. We understand that every one of us has a responsibility to provide a level of service that exceeds the expectations of all customers, both external and internal.

Growth:

The legacy of PRC is ours to build. We recognize that expanding our services and products to new and existing clients complements our mission and brings meaningful benefit to our community.

Quality:

We have a genuine commitment to doing things the right way. We understand that the balance of timeliness, accuracy and reliability results in the highest quality information and resources for our clients.

Innovation:

We focus our efforts on excellence and the continual enhancement of process, product and service. Through our creativity and expertise we offer efficient and affordable solutions to help hospitals improve.

Collaboration:

We believe that as a team we can accomplish more than any one of us could individually. As a member of this team, we will excel at our work so that others can excel at theirs.





Make plans now to join us at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch, June 3-6, 2012. This year's conference will include all that you've come to expect from our annual conference—fun, networking, educational opportunities—and much more!

NEW FOR 2012:

- Stay cool by the pool at our Tuesday evening networking event
- Earn a special teambuilding activity for your team during the conference
- Be the lucky recipient of numerous giveaways, including hotel amenities, VIP airport transfers or hotel room upgrades
- Take advantage of our updated rebate program to save your group money on registration fees

YOU CAN ALSO EXPECT:

- 50+ breakout sessions geared toward improvement in your organization and your professional development
- An inspiring and entertaining keynote speaker
- Personalized consulting and PRC EasyView®.com training

For more information, visit www.PRCconference2012.com

PRC Portfolio

- Consumer Focus Groups
- Community Health Needs Assessment
- Employee Exit Interview Study
- Patient Loyalty Study
- CG-CAHPS Loyalty +® Study
- HCAHPS Study

HCAHPS

Worried about how to meet the requirements for public reporting while staying focused on your quality improvement efforts? PRC is ready to assist you with your H-CAHPS® implementation efforts. We can provide you with a number of options, depending on your organization's situation and goals.

- HCAHPS Loyalty +® Study
- Medical Staff Loyalty Study
- Nursing Retention Study
- Employee Loyalty Study
- Referring Physician Study
- Consumer Perception Study
- Healthcare Publication Audit
- Home Health Care CAHPS Study
- Quality of Life Assessment
- Fully Customized Market Research

REDWOOD MEMORIAL *Continued*

To help better assess their current needs and goals, a physician champion and a department manager have been assigned to each of the 13 areas in the PRC Medical Staff Loyalty Study. These department-specific teams work together to review the current situation, find ways to improve and develop an action plan. In addition, department-specific summaries are printed out so staff can see the individual questions from the survey and how their area ranked. These summaries are what Lane says staff are using to “drill down and gain focus.”

Being part of the St. Joseph Health System has also been very beneficial for Redwood. “I get a lot of regional help from our executive team and from the system. I have a lot of support to help us maintain the strong relationships we have,” says Rogers.

More than anything else, Rogers attributes Redwood Memorial's improved survey scores to the strong relationships that the administration and medical staff have built over time. “If you make a mistake but have a good relationship with physicians, they'll understand and we'll do better next time. It all starts with relationships.”

For Redwood Memorial Hospital, it seems they have taken a lesson from the very nature that surrounds them: “from small seeds big things grow.”

EDGE

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Coming Soon

www.HealthForecast.netSM

HealthForecast.netSM is an online, interactive tool designed to help health departments, healthcare providers and civic organizations promote community health and development by connecting people, ideas and resources.



PRC's Community Health Needs Assessments are designed with wide benchmarking potential at the state and national levels, as well as to Healthy People 2020 targets, measuring the pulse of your community on important factors such as healthcare access, preventive healthcare, modifiable health risks and health status.



We work hand-in-hand with your community leaders—those individuals who have a solid understanding of the health needs in the area—through community health panels and focus groups. Supplemental secondary data is typically incorporated in the final report to complement the primary research.



The value-added convenience of our new online information system provides a useful interface to promote transparency (a requirement under healthcare reform for non-profit hospitals), best practice sharing, collaboration and civic engagement.

*Together, we can make our communities
healthier places to live.*



HealthForecast.netSM

Would you like to learn more about **HealthForecast.net**SM or a PRC Community Health Needs Assessment?
Contact us anytime at 800-428-7455 or visit www.PRConline.com for the most current list of no-obligation WebChats.