



FOR IMMEDIATE RELEASE

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PRC Excited to Announce an Expansion of Services Now Offering Coaching and Excellence Accelerator

OMAHA, NE (Oct. 24, 2018) — Professional Research Consultants, Inc., (PRC), is pleased to announce an exciting expansion of services to provide clients access to leading-edge resources and solutions to drive performance goals. The new division, PRC Excellence Accelerator, will provide on-site coaching and comprehensive solutions to improve meaningful outcomes such as reducing turnover while elevating employee and physician engagement and enhancing patient experiences of care.

Over the next several months, PRC will launch innovative improvement solutions to further reinforce excellence for healthcare organizations in the five research divisions: Patient Experience, Employee Engagement, Physician Engagement, Consumer and Branding, and Community Health. These solutions will be offered in collaboration with the Healthcare Experience Foundation (HXF).

“Thousands of organizations turn to PRC for innovative research solutions. We are dedicated to making healthcare organizations better places for the treatment of patients,” said Joe M. Inguanzo, Ph.D., President, and CEO of PRC. “In 1980 we founded PRC with a passion for research and improving healthcare. HXF shares that conviction and complements PRC’s expertise with a wide range of healthcare experience and expertise. The PRC Excellence Accelerator division will allow us to further fulfill our mission for clients.”

PRC’s Excellence Accelerator division will equip healthcare leaders, staff, and physicians with tools, coaching, and a proven roadmap for success. Our team has helped hundreds of healthcare champions find a unique path to improvement and sustainability. The new coaching team has worked with over 300 healthcare organizations to translate numbers into performance. We are ready to bring this experience to benefit in the following ways:

- **Employee Engagement:** Working with our clients to increase engagement and reduce turnover by matching leadership development with actions that create a sense of ownership, purpose, and joy.
- **Physician Engagement:** Creating environments where clinicians can practice the best medicine, have the healthiest communication, and foster team collaboration.
- **Patient Experience:** Ensuring every patient can expect the best care possible through caregiver engagement, high-reliability behaviors, and using data to drive daily improvement.

Katie Owens will serve a dual role as the Senior Vice President of PRC Excellence Accelerator and President of HXF. Owens explains the benefits of the new division, “As a company that shares PRC’s devotion to excellence in healthcare for employees, physicians, and patients, we are now able to match the best in research data with on-site, in-depth coaching to improve the patient experience from each care pathway. Our team of nationally recognized coaches believes every person is worthy of an environment where they can deliver and receive the best healthcare. With this partnership, our total focus will be equipping our clients to drive results that matter. By combining PRC’s deep expertise in the drivers of loyalty with our proven assessment and development techniques, health systems will be able to expect a new level of support to achieve measurable goals.”

“In my career, I have frequently cited the importance of sitting on a three-legged stool: senior team commitment, best in class measurement, and leadership development. PRC Excellence Accelerator will bring this trifecta to life and help organizations create cultures of excellence,” Al Stubblefield, HXF Senior Advisor, and Executive Coach, President Emeritus, Baptist Health Care, Pensacola, FL and Author of *Creating a Culture that WOWs*.

For more information on the PRC Excellence Accelerator, visit www.prccustomresearch.com/services/excellence-accelerator.

Professional Research Consultants, Inc., (PRC)

Since its inception in 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 is at the forefront of innovation in the healthcare market research industry, currently offering its clients real-time survey solutions, a dynamic Value-Based Purchasing (VBP) calculator, and the PRC Engagement LinkSM, a proprietary tool that gives clients a unique, holistic analysis of the relationship between employee engagement and patient experience.

What separates PRC from other big-business survey research vendors is PRC’s emphasis on the partnership and service it provides. PRC excels in innovative research design, custom reporting and analysis, and personalized consultative support. With over 800 associates in Omaha, NE, PRC’s team helps healthcare organizations achieve excellence in five research divisions: Patient Experience, Employee Engagement, Physician Engagement, Consumer and Branding, and Community Health.

Healthcare Experience Foundation (HXF)

The Healthcare Experience Foundation equips leaders and organizations to overcome obstacles to drive meaningful performance outcomes. Our vision at the Healthcare Experience Foundation is audaciously simple: shaping cultures so every person can receive and deliver the best healthcare. We believe in honoring the greatness that is happening every day in organizations and in providing tools for driving safer, person-centered care despite the increasing pace of change and distraction. Every organization wants to improve, to do better, to achieve greater experiences — sometimes the struggle is with the how. We offer coaching services, speaking, and resources to equip organizations to reach their healthcare experience potential.

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