

# Physician MEMO

To | All Providers

From | Leigh Atkins

Date | May 4, 2011

Re | Novant Health Receives National Award for Customer Service

---

## ***President's Award Given to Only One Organization in the Nation***

Novant Health received the 2011 President's Award from Professional Research Consultants (PRC), a nationally known healthcare research company. Each year, PRC presents its top award to one organization or individual that has made an extraordinary contribution to healthcare.

Novant was honored for its success in permeating a customer-focused culture of service excellence throughout the organization.

Joe Inguanzo, Ph.D., president and CEO of PRC explained why Novant Health was honored with his organization's top award. "I've worked with hundreds of hospitals across the country and never have I witnessed such ease and success in incorporating new facilities into a culture like I observed with Novant Health." He went further to say, "Even for high performing organizations such as Novant, when bringing new facilities into the fold, there are always indicators of misalignment and stress. The first indicator I often witness is that the patient, employee and physician loyalty scores at the new facilities are not as high as the rest of the system. This wasn't the case with Novant. The success spreading their "Remarkable Experience" culture is evident in how quickly the newest facilities provided excellent experiences."

"When hospitals and health systems consider joining another organization, they often consider culture as a top priority," said Paul Wiles, president and CEO of Novant Health. "The organizations that have joined Novant over the past few years share our deep commitment to providing service excellence to our patients, physicians and employees. We relentlessly focus on this commitment and an award such as this one helps validate our staff's effort to provide remarkable service to all who entrust their care to us."

Novant also received the PRC President's Award in 2006, making the health system the only organization to be honored twice with this prestigious award. In his comments about Novant at the 2006 conference, Inguanzo stated, "There is a commitment to excellence in every arena that begins with the health system president, continues with all leaders and ultimately benefits the patient, physician and employee. Novant Health received this award for extraordinary efforts focused on putting the care back in healthcare."

Since 2006, Novant has doubled the size of its physician medical group to 359 clinics and welcomed five new hospitals to the health system, including Brunswick Community Hospital in Supply, N.C.; Rowan Regional Medical Center in Salisbury, N.C.; Prince William Health System in Manassas, Va.; Franklin Regional Medical Center in Louisburg, N.C. and Upstate Carolina Medical Center in Gaffney, S.C. The health system also opened a new hospital, Kernersville Medical Center in Kernersville, N.C., in March 2011.

Professional Research Consultants is in its 31<sup>st</sup> year of providing opinion research for hospitals across the United States. Overall, Novant Health received 70 awards for patient satisfaction, 299 awards for employee satisfaction and 93 awards for medical staff satisfaction.

Novant Health leaders received the President's Award at PRC's Excellence in Healthcare Conference held in Nebraska May 1 – 4. The event included hospital leaders from across the United States who gathered to participate in the 2011 educational conference on healthcare service excellence.