

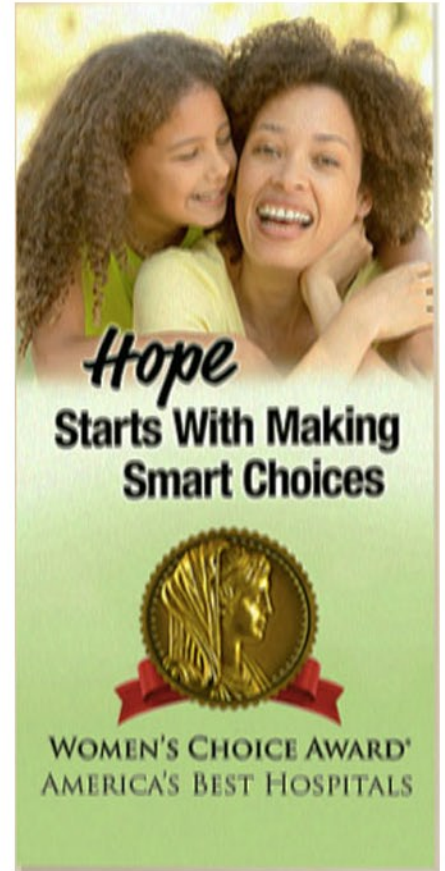


Increasing HCAHPS Recommendation Scores



SITUATION

According to the Centers for [Medicare & Medicaid Services](#), the HCAHPS survey is designed to produce data about patients' perspectives of care that allow objective and meaningful comparisons of hospitals on topics that are important to consumers. *Hospitals want to seek out the most effective means of increasing their HCAHPS recommendation scores to maintain or increase their standing, which serves as a critical competitive differentiator.*



SOLUTION

A recent empirical study conducted by the Research Department at the Women's Choice Award demonstrates how the Women's Choice Award can positively affect a women's perception of quality of care delivered by a hospital. This study confirms through rigorous statistical testing that a "Women's Choice Award effect" exists and can be translated into higher HCAHPS recommendation scores for hospitals. For details on the study please [click here](#).



SUCCESS

This effect size can be translated to a **54% probability of superiority**, which means that 54% of the time, patients will rate a hospital with the Women's Choice Award marketing materials higher than a hospital without any Women's Choice Award marketing materials

To learn how we can support your success, please call (954) 922-0846

or email sdeleon@womenschoiceaward.com