

# Press Ganey Transparency Seal of Integrity

As health care consumers turn to online physician ratings with increasing frequency when selecting a doctor, leading health care providers are pursuing strategies to ensure an objective “rating” of the patient experience. These efforts help organizations drive rapid performance improvement, enhance brand equity and advance market position.

To assure consumers of the rigor of the data and analytics driving the ratings and to protect the integrity of your brand, Press Ganey will recognize organizations whose data meet scientifically-rigorous standards with a **Seal of Integrity**. The Seal is used to affirm a provider’s state of readiness for a transparency program and assures providers, physicians and patients that data are objectively represented.



To receive recognition with the Seal, data published by organizations must meet scientifically-rigorous standards and are certified to reflect the following requirements:

- Measures have been tested in national validation studies to ensure reliability, predictive validity, and construct validity
- 100% validation of patient responses
- Compliance with one standardized star calculation method
- Assurance of 30 or more survey returns per physician
- Complete reporting of every survey response except to the extent that comments may be suppressed or redacted as permitted below
- Posting of all comments; suppressing or redacting only those containing Protected Health Information (PHI), libelous or profane responses, or comments that are unrelated to the patient’s experience in connection with the visit to the provider, such as comments that are about the survey instrument itself, related to another provider, or otherwise completely off-topic

Constructed from the industry’s largest privately held databases of patient experience responses, Press Ganey is the most trusted source for an accurate representation of provider performance. Our rating methodology consists of provider-oriented questions to capture the consumer perspective of the patient experience. Objectively representing physician performance in this way protects the integrity of transparency data and ensures reliability of consumer oriented physician (star) ratings.