



April 2, 2009

RE: Rural Hospital ~ Kindly consider completing The Leapfrog Group's 2009 Hospital Survey

Dear Chief Executive Officer:

I am writing to ask you to complete Leapfrog's *newly revised* 2009 Leapfrog Hospital Survey located on the Web at <https://leapfrog.medstat.com>; completion target date is **June 30, 2009**. The Virginia Business Coalition on Health is once again leading Leapfrog's efforts in Virginia. We hope to motivate community-wide collaboration to improve health care quality in partnership with our local hospitals and health systems.

We are asking you to respond to this important hospital quality Survey so that our employer and purchaser members, their beneficiaries, and the community at large have access to critical information needed to make informed choices about where to receive care. Health plans and employers use this publicly reported information from more than 1,200 hospitals to make informed decisions regarding plan structure and benefits. The value of care providers deliver is extremely important to purchasers this year as it relates to the current economic environment.

The Leapfrog Hospital Survey is the only nationally standardized and endorsed measure set that captures hospital performance in patient safety, quality, and resource utilization. These measures are "harmonized" with AHRQ, CMS, the Joint Commission, and IHI to alleviate the reporting burden for hospitals.

In addition to these measures, Leapfrog's four performance "leaps" are captured in the Leapfrog Hospital Survey:

1. Computer Physician Order Entry (CPOE)
2. Evidence-Based Hospital Referrals (EBHR)
3. Intensivist Physician Staffing (IPS)
4. Safe Practices (SPS)

Because your hospital is considered rural, we ask that you focus on at least two of the four leaps. Please submit your responses for the Evidence-Based Hospital Referral section, if you electively perform any of the procedures, and also the Leapfrog Safe Practices section. The Safe Practices have been designed to create a level playing field for rural hospitals. Rural-specific content regarding safe practice implementation is included in the NQF Hospital Safe Practices report. If you decide also to complete the IPS and CPOE Survey sections, you will receive credit as specified for urban hospitals.

Please note that you will not be penalized if your hospital does not perform certain procedures or is not eligible for certain measures.

Participating in the Leapfrog Hospital Survey allows hospitals to:

1. Receive public recognition in your community for your performance achievements
2. Identify areas of success and improvement for care processes
3. Receive recognition as a Leapfrog Top Hospital or a Leapfrog Highest Value Hospital depending on your performance results
4. Earn financial rewards through local payer initiatives, including the Leapfrog Hospital Rewards Program
5. Steer patients to your facility as a high-performing hospital

Enclosed is the security code you will need to complete the Survey. You'll find a printable copy of the Survey along with background information about the quality and safety standards and the Survey reporting process at <https://leapfrog.medstat.com/>.

The deadline for completion before your results become public is **June 30, 2009**, but you can resubmit at any time since results are updated monthly. Leapfrog is hosting town hall calls in the spring of 2009 to discuss the completion of the Survey – details about these calls will be posted on Leapfrog's website at www.leapfroggroup.org. These calls will discuss the Leapfrog Hospital Survey and its measures in more detail. There is no fee to join the calls, and we strongly recommend that you take advantage of this resource.

Get an early start; visit <https://leapfrog.medstat.com/> to learn how to begin the reporting process. Please contact me at 757.552.0913 or email me at eciccotelli@myVBCH.org if you have any questions about the reporting process and Leapfrog's activity in this region. Use the [Leapfrog Survey Help Desk](#) link at the bottom of the Survey home page if you have any technical or content questions about the Survey.

Sincerely,



Eileen E. Ciccotelli, MPM
Vice President

cc: Robert Cramer, Norfolk Southern Corporation

Enclosures: VBCH Membership Roster
Leapfrog Covered Lives in Virginia
Security Code
The Leapfrog Group Fact Sheet