



April 2, 2009

RE: Urban Hospital ~ Thank you for completing The Leapfrog Group's Hospital Survey, and we request you complete the 2009 Hospital Survey

Dear Chief Executive Officer:

On behalf of the members of the Virginia Business Coalition on Health and all of the national employers, purchasers and liaisons who are part of The Leapfrog Group – I thank you for your past participation in the voluntary Leapfrog Hospital Survey and encourage you to participate in this year's updated Survey- the target completion date is **June 30, 2009**. We will continue to make every effort to assure that you receive positive public recognition for your assistance in this important endeavor.

The data you have shared will help our employees, dependents, and the broader community access the information they need to make informed choices about where to receive the best care. Transparency in the health care system benefits all and we thank you for helping to achieve this goal. With your cooperation, Virginia is progressing toward implementing each of the Leapfrog recommended "leaps" to improve health care quality, safety, and affordability.

The 2009 Survey changes are minimal (see "What's New in the 2009 Survey" at <https://leapfrog.medstat.com>). The Survey now includes a new clinical focus area—normal deliveries. Leapfrog has also expanded its hospital-acquired condition section to continue alignment with CMS's no-pay initiatives. And, this year the survival predictor measures will be calculated for each high-risk surgery within the Evidence-Based Hospital Referral section.

You will also notice that Leapfrog's four "leaps" are included as a standard element each year:

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

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.

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