



Dear CEO,

RE: 2011 Leapfrog Hospital Survey – “non-Leapfrog-transparent” and newly targeted urban hospitals

I am writing to ask you to complete the 2011 Leapfrog Hospital Survey located on the web at <https://www.leapfroghospitalsurvey.org> by **June 30, 2011**. 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 members, their beneficiaries, and the community at large have access to critical information needed to make informed health care choices. Health plans and employers use this publicly reported information from more than 1,200 hospitals to make decisions regarding plan structure and benefits.

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 a free LHRP Summary Report of your hospital’s performance results
2. Receive public recognition in your community for your performance achievements
3. Become a Leapfrog Top Hospital depending on your performance results*
4. Earn recognition or rewards through local payor initiatives
5. Steer patients to your facility as a high-performing hospital

* Beginning in 2006, Leapfrog created a specific Top Hospital category for Urban Hospitals. We strongly urge you to complete the Survey by June 30, 2011, to qualify for this great recognition opportunity. In 2010, two Virginia hospitals were recognized as Leapfrog Top Hospitals: Sentara CarePlex Hospital and Sentara Leigh Hospital.

Enclosed is the security code you will need to complete the Survey. The deadline for completion is **June 30, 2011**, but you can resubmit at any time; results are updated monthly. Survey results for hospitals that meet the June 30th deadline are posted on Leapfrog’s website at www.leapfroggroup.org/cp during the last week of July.

Leapfrog is hosting town hall calls in the spring of 2011 to discuss the completion of the Survey – details about these calls will be posted on Leapfrog’s website at www.leapfroggroup.org. These free calls will discuss the Leapfrog Hospital Survey and its measures in more detail.

Get an early start; visit <https://www.leapfroghospitalsurvey.org/> to learn how to begin the reporting process. Please contact me at eciccotelli@myvbch.org or 757.552.0913 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 Ciccotelli
Vice President

Enclosures: VBCH Members, Leapfrog Covered Lives in Virginia; Leapfrog Fact Sheet; Leapfrog Security Code

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