



Dear CEO

**RE: 2011 Leapfrog Hospital Survey: Leapfrog-transparent urban hospitals**

The Virginia Business Coalition on Health and our employer members thank you for your past participation in the Leapfrog Hospital Survey and encourage you to participate in this year's Survey. The deadline is **June 30, 2011**. We will continue to work with community stakeholders to recognize you in your achievements and efforts.

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 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 and financial rewards through local payer 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. 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 30<sup>th</sup> deadline are posted on Leapfrog's website at [www.leapfroggroup.org/cp](http://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](http://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](mailto: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