[Date]

 [Prefix] [First] [Last]

Chief Executive Officer

[Facility Name]

[Street Address]

[City, State, ZIP]

Dear [CEO Name]:

We are 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 Iowa Health Buyers Alliance and Health Policy Corporation of Iowa are once again leading Leapfrog’s efforts in the Iowa and eastern Nebraska market. 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

\* The Leapfrog Group has created specific Top Hospital categories for urban, rural and children’s hospitals. We strongly urge you to complete the Survey by June 30, 2011, to qualify for these great recognition opportunities. Cedar Rapids St Luke’s Medical Center was recognized as one of the nations “highest value” hospitals in 2008.

In 2010, Grinnell Regional Medical Center was one of five rural hospitals around the country to achieve Leapfrog’ Group’s top rural hospital status. Todd Linden, the CEO at Grinnell Regional Medical Center, encourages his peers in Iowa and Nebraska hospitals to participate in Leapfrog and complete the annual hospital survey. “Our board of directors got interested in completing the Leapfrog survey after hearing governance consultant Jamie Orlikoff encourage using the survey in the board room for monitoring and benchmarking quality, safety and efficiency. Our board was impressed with the focus on quality and patient safety at the Leapfrog Group. I was especially pleased to see some of America’s top quality and safety guru’s including Peter Pronovost, M.D., Ph.D. from Johns Hopkins; John Brinkmeyer, M.D. from University of Michigan; David Bates, M.D. from Harvard; and Charles Denham, M.D. founder of the Texas Medical Institute of Technology. The survey tool has greatly improved from Leapfrog’s early years and now is widely viewed as one of the best tools for supporting continuous improvement in hospitals.” Linden says.

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](http://www.leapfroggroup.org/cp) during the last week of July. If your hospital is 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.

Leapfrog is hosting town hall calls in 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 the HPCI/IHBA office at 515-252-2530 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,

Rebecca Dunk

Senior Manager, Health & Welfare Plans

AEGON USA/Transamerica Life

**Supporters of the Iowa Leapfrog Project**

Becky Dunk, AEGON USA/Transamerica Life Anthony Carroll, AARP Iowa

Dale Andringa MD, Vermeer Corporation Mike Abbott, American Enterprise Group

Carol Haupert, Iowa State Education Association Kelly Cooper, DALMC

Dee Mckellin, Wells Fargo Doug Garnett, City of Ames

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Lisa Powell, Linn County Anne Schaaf, RN, United Healthcare

Ed Holland, Iowa Dept of Admin. Services Haydee Muse, MD, Aetna

Jennifer Vermeer, Iowa Medicaid Wayne Clymer, AFSCME Local 620

Merritt Krause, Iowa Bankers Assoc. Jack Arland, 3-M Company

James Wells, City of Des Moines David Lind, David P. Lind & Associates

Robert Foster, Alliant Energy Bonnie Pisarik, City of Cedar Rapids

Bev Hunter, City of Burlington John Riches, ALOCA

Enclosures [Fact Sheets, Security Code]