

Hospital Consumer Assessment of Healthcare Providers and Systems Overview

Vendor Directory
June 2014

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INTRODUCTION

The Hospital Consumer Assessment of Health Providers and Systems (HCAHPS) survey process developed by the Centers for Medicaid and Medicare (CMS) and the Agency for Healthcare Research and Quality (AHRQ), a division of the Department of Health and Human Services, has developed a 27- question standardized patient satisfaction survey tool and data collection methodology that has the capacity to elevate the quality and safety of health care services across America and transform the way hospitals do business. The four primary objectives for administering this standardized patient satisfaction survey instrument include:

- Enabling meaningful comparisons across hospitals for public reporting
- Increasing hospital accountability and incentives for quality improvement
- Enhancing public accountability
- Preparing hospitals to link reimbursement to quality performance

The HCAHPS survey and data collection process is administered to discharged hospital patients over 18 years of age that have received medical, surgical or maternity care and have spent at least one overnight stay in the hospital. Approximately 80% of all inpatients qualify to receive this survey. For a complete listing of patient qualifications, reference www.hcahpsonline.org. Inpatient Prospective Payment System (IPPS) hospitals are required to administer the HCAHPS survey and publically report on the findings in order to receive a full annual payment update from CMS. Although critical access hospitals (CAH) are strongly encouraged to administer and report on HCAHPS, participation is voluntary at the time of this report. Pediatric, psychiatric and specialty hospitals are excluded from participating in the HCAHPS process.

Hospitals participating in HCAHPS can self-administer the survey process (if strict criteria is met, visit <http://www.hcahps.org/files/HCAHPS%20QAG%20V4%200.pdf> for more details) or select a trained, certified vendor to administer the HCAHPS process. To meet the HCAHPS guidelines monitored by CMS, hospitals or the vendors in which they contract with must adhere to a standardized data collection process. This process includes:

- Obtaining a randomized survey sample of discharged inpatients
- Administering a standardized survey instrument on patient satisfaction of services and care via mail, telephone, Interactive Voice Recognition (IVR) or a combination of modes
- Analyzing data systematically
- Publicly reporting hospital results
- Using results of the findings to improve overall quality and safety of patient care

Survey questions address topics such as pain management, medication instructions, effectiveness of provider communication, cleanliness of the environment and discharge information. Questions are focused on obtaining the patient's perception of quality as research suggests that patient perceptions of quality influence their choice of health plans and providers, patient complaints and

malpractice claims, adherence to medical advice and overall health status outcomes.

To assure fair and accurate comparisons across hospitals, a CMS and HCAHPS Project Team apply adjustments to eliminate any advantage or disadvantage in scores beyond a hospital's control, such as the survey mode. Only the top scores receiving a positive response are publically recorded quarterly. CMS publishes the HCAHPS results on the Hospital Compare website, www.hospitalcompare.hhs.gov.

When these survey results are tied to quality and clinical outcomes, such as the measuring of heart failure and pneumonia process of care measures, there is likely to be a reduction in readmissions and hospital-acquired infections. If hospitals take the time to invest in completing an HCAHPS process, they are likely to ensure that they are meeting their mission, protecting their bottom line, enhancing their reputation and foremost, saving patient lives as a result of their increased dedication to implementing safe, quality improvement initiatives based on results of the HCAHPS data.

HCAHPS is anticipated to play a large role in reimbursement as a result of the Patient Protection and Affordable Care Act (PPACA), which establishes a [Value-Based-Purchasing plan](#) on measures that are part of the hospital quality reporting program. This will translate into a Pay-for-Performance reimbursement strategy monitored through CMS. Beginning in 2013, CMS will impose financial penalties on excessive readmissions for heart attack, heart failure, and pneumonia patients. This movement to tie reimbursement to performance on quality metrics, including patient perception, means hospitals will be held accountable for providing excellence in safe, quality patient care.

The Medicare Beneficiary Quality Improvement Project (MBQIP), designed by the Health Resources and Services Administration, Office of Rural Health Policy, is a voluntary program created to improve overall health care outcomes and enhance safe, quality, patient care. A portion of this project is dedicated to encouraging CAHs' participation with the HCAHPS process and subsequent development of quality improvement initiatives. MBQIP will provide CAHs with a rural relevant, national benchmarking system to compare HCAHPS scores, develop tools, highlight resources and identify best practices for improving health care outcomes.

METHODOLOGY

The Health Resources and Services Administration, Office of Rural Health Policy has charged the Technical Assistance and Services Center (TASC), a program of the National Rural Health Resource Center (The Center), with capturing a body of knowledge regarding the benefits and challenges to implementing a HCAHPS survey process with small rural hospitals, specifically CAHs. The Center was also charged with assembling a directory of certified HCAHPS vendors to guide small rural hospital and CAH vendor selection of this important, patient-centered survey process. Information gleaned from a small group meeting and the vendor directory

is intended to aid State Medicare Rural Hospital Flexibility (Flex) Programs, small rural hospitals and network personnel to increase their awareness of the current HCAHPS environment.

Small Group Meeting

In April 2012, staff from The Center assembled a small group meeting in Denver, Colorado for the purpose of capturing a body of knowledge regarding CAH participation with the HCAHPS survey process. Individuals in attendance included State Flex Program Coordinators, State Office of Rural Health Directors, CAH CEOs, rural health network administrators, certified vendors and staff from the Office of Rural Health Policy and The Center. Participants were prompted with the following questions with responses listed below.

State Flex Programs: Are you organizing or networking the HCAHPS processes on a state wide level? If so, what has the response been from the hospitals?

There are a few State Flex Programs that have initiated a process of identifying and selecting a certified HCAHPS vendor for the purposes of providing a group purchasing rate, collecting statewide benchmark data and monitoring health outcomes and core quality measures. These processes have aided the State Flex Programs' educational training curriculum and technical assistance offerings. State Flex Programs are encouraged to evaluate the level of support and training provided to CAHs for implementation of the HCAHPS process.

From your perspective, what are the benefits for CAHs participating in HCAHPS?

Participants identified a variety of benefits to CAH's participation with HCAHPS. Developing a national, standardized process for collecting, measuring and reporting on patient satisfaction was noted most frequently as the top benefit as this process enables hospitals with the ability to benchmark performance and quality measures with other facilities statewide and nationally. "Facilities can showcase high HCAHPS scores, which is especially beneficial to rural hospitals that tend to score higher on patient satisfaction," noted one participant. The Flex Monitoring Team has validated this statement through their [analysis of CAH HCAHPS](#) results for 2010 discharges, which reveals that CAHs earn an average of 5-10% better patient perception scores on each HCAHPS question compared to urban hospitals. This variation between patients' perception of quality care between urban and rural facilities helps justify the value in receiving services in a small rural facility, summarized a group of participants. "Positive HCAHPS scores help CAHs demonstrate their competitive edge against larger, more urban facilities," reported a participant. Individuals acknowledged that public reporting of HCAHPS scores facilitates a process of improving care and performance that can be linked back to hospital strategy. One hospital CEO noted, "My facility would never have received a quality award had we not implemented the HCAHPS process. HCAHPS has been used as a tool to build a culture of ongoing process improvements. As a result, we are starting to see a reduction in patient errors and an increase in patient safety."

What are the barriers that CAHs face in completing HCAHPS surveys in your state? What are the hospital's concerns?

Cost was most notably the top barrier which prohibited a CAH from participating in the HCAHPS process. Participants noted how some certified HCAHPS vendors charge hospitals for the number of attempts made to reach out to a random sample of inpatients, which greatly increases the cost when multiple attempts are made to achieve a meaningful response rate. "It is advisable to seek a vendor that charges based on completed surveys, not attempts at sending surveys due to the small numbers of CAH patients," recommended a couple of participants.

Obtaining a meaningful response rate was also identified as a barrier. CAHs are concerned that the low volume of responses they receive may generate a poor public perception of their facility. "Although volume does not correlate with quality, the public may misperceive low volume as a negative trait for a care provider," cited a participant. Concerns were noted that there is currently no formula determined for calculating responses with a low denominator to be considered scientifically valid and comparable to larger, urban facilities with a higher patient census. This notion consequently raised questions for why a facility would bother utilizing and spending money to fund the 27-question, standardized, HCAHPS survey versus a self-created patient satisfaction survey instrument. Although administering and publicly reporting HCAHPS data is currently not a requirement for CAHs, it was acknowledged that policies may likely lead in this direction and hospitals that currently participate may have the "competitive edge" over non-reporting facilities as they have experienced the process of HCAHPS and have most likely linked patient satisfaction data into a continuous process of quality improvement and patient safety. Participants reinforced the value of creating a unified message to CAHs on the value and benefits for HCAHPS participation.

There was concern by some participants that hospitals who utilized a vendor to administer the HCAHPS survey were missing opportunities for "service recovery—in other words, missing that opportunity to correct and repair patient perception when errors occur" as a result of the lag time of vendors reporting feedback results back to the facility in a timely manner. It was recommended that CAHs select a vendor that has the capacity to provide immediate or "real time" results from the survey to assist hospitals with correcting performance as soon as possible.

What has been the experience of CAHs in your state working with HCAHPS vendors?

Few participants had direct experience in working with a certified HCAHPS vendor at the time of this reporting. Of those who had direct experience, reported satisfaction and a commitment towards sustaining their relationship with their selected vendor. Many participants requested guidance and direction for selecting a vendor that has experience working with small rural hospitals and understands their unique strengths and challenges. The vendor directory provided in this report outlines key features, such as the survey mode, list of available services, cost and experience.

Please identify additional issues we should be aware of in supporting greater CAH participation in HCAHPS.

Participants strongly encouraged articulation of a consistent message that supports participation in the HCAHPS process. It was recommended that the proposed message should include how patient safety, core quality measures, and health outcomes will be improved if data is collected, measured and monitored consistently through standardized processes. In doing so, hospitals will be better prepared to identify opportunities for continuous quality improvement.

As part of an initiative to encourage CAHs to report and improve on outcomes on nationally recognized measures, Flex programs will be supporting CAHs in reporting and engaging in improvement activities related to HCAHPS outcomes. CAHs are exempt from CMS's requirement to complete HCAHPS surveys for reimbursement purposes; however, patient satisfaction is an important component of hospital operations. Improved patient satisfaction can lead to improved reputation of the hospital within the community, which can lead to increased volume of services for the patients, increasing market share, when patients opt to stay in the community for care versus travel to a further hospital and reduced malpractice claims.

Vendor Directory Overview

Once a CAH understands the value and importance of investing in the HCAHPS process, the next step is to evaluate and understand the scope and breadth of services available. If pursuing a HCAHPS survey process does not appear feasible for a CAH to undertake independently, then engaging a certified HCAHPS vendor is needed. Staff from The Center collected information about all 37 vendors that were CMS-trained and certified to administer the HCAHPS survey to date. Staff developed a list of questions to ask each vendor, including: contact information, location of services offered, experience in working with small rural hospitals, survey mode, services checklist, cost structure and price, frequency of reporting to CMS, frequency of reporting to the client, and any additional information cited by the vendor. Once the questions were developed, staff called each vendor to inform them of the purpose of this project and request their participation in providing the necessary information. Twenty-six vendors agreed to provide information. Five vendors opted out of participating in this process as they do not focus on working with small rural hospitals. Two vendors are no longer providing HCAHPS services and four vendors did not return phone calls or emails and therefore are not included in this directory. Vendors were given the opportunity to review the information that was collected over the phone and provide any necessary edits to their informational page. This directory has made every attempt to present the vendors' information in a neutral, unbiased manner.

Vendor Directory Highlights

Of the 35 featured HCAHPS vendors, all indicated offering services nationally, with three vendors providing services internationally and six vendors identifying select regions of the United States in which they work most frequently.

Twenty-eight HCAHPS vendors report some experience in working with small rural hospitals, with many vendors specifically noting their exclusive specialization with this population.

The various modes for administering the HCAHPS survey includes: a mailed survey, telephone survey with a live person, an interactive voice recognition (IVR) phone survey, and a mixed combination of both mail and phone options. Of the 35 vendors: 28 offer mailed surveys, 22 offer phone surveys, 4 offer IVR and 12 offer a mix of both mail and phone surveys. Several vendors note their opinions of mail versus phone survey options; although no conclusive information is available determining which mode is preferential for obtaining a high response rate.

Vendors were requested to identify general service offerings, such as benchmarking data, competitor comparison reports, customized survey questions or group/networking pricing included in a basic HCAHPS package. There was great variety in these service offerings, which is available in the Services Checklist of each vendor page.

There was also great variety in the cost structure and price amongst the 35 vendors with an average estimated cost of \$3,500, with a range of \$1,461 - \$6,260. Sixteen vendors chose not to relay their prices and encouraged hospitals to contact them directly, whereas others outlined detailed cost structures and service packages. Please contact vendors directly for an exact quote for services as prices may vary and are subject to change.

The frequency for which a HCAHPS vendor reports results of the HCAHPS assessment findings to hospitals is quarterly for 25 of the 35 vendors. Ten vendors report survey results daily, weekly or monthly.

The frequency of vendors reporting HCAHPS data back to the client also varies, ranging from immediate receipt to quarterly. The mode of survey administration appears to be a factor attributing to the turnaround time of client feedback, with phone and IVR modes providing a more timely result.

Additional information was also collected from each vendor regarding their unique perspective on administering HCAHPS surveys in which readers are encouraged to review.

VENDOR DIRECTORY

Alexandria Marketing Research Group, Inc.

212 1/2 West 5th Street, Suite 209

Joplin, MO 64801

888-420-8884

Patrick Sells

psells@alexandriamarketing.com

http://alexandriamarketing.com/newsite/Healthcare/healthcare%20services/HCAHP_S.htm

Location of Services Offered

National

Experience working with Small Rural Hospitals

Alexandria Marketing Research Group, Inc. enjoys working with small rural hospitals.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition (IVR)
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
	Competitor comparison reports	
	Customized survey questions	
	Group/network pricing	
	Hospital employee training/education	
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	No
	Real time/near real time access to collected data	
	Staffed toll-free hotline for patient's questions	
x	Other; see below	Yes

Cost Structure and Price

Prices are determined on an individual basis to best meet customer needs. Please contact Alexandria Marketing Research Group, Inc. to seek a personalized quote.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Alexandria Marketing Research Group, Inc. offers quarterly PowerPoint reports with detailed, actionable statistics to enhance a hospital's understanding of HCAHPS reporting and promote the highest level of quality service a hospital can provide. No online real-time data is offered as the use of local servers for data storage helps to ensure privacy and security for both the patients and the hospital. However, clients can contact staff for feedback or information on survey results at any time.

Additional Information

Alexandria Marketing Research Group, Inc. focuses on helping a hospital provide the highest quality service possible by concentrating on an individual hospital's internal process improvements, therefore no comparative data with other hospitals is provided.

Alexandria Marketing Research Group, Inc. strives for the highest response rate possible from patients by providing limited, clearly defined survey questions and offering mailed surveys as it enables a patient time to provide thoughtful answers when it is convenient for their schedule. The staff at Alexandria Marketing Research Group, Inc. has expertise in quality and performance improvement, including Six Sigma and offers extensive community research and employee satisfaction surveys, in addition to the HCAHPS survey.

Altarum Institute-Center for Survey Research

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734-302-4600

Thomas Wilkinson, MPH

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www.altarum.org

Location of Services Offered

Ann Arbor, MI

Experience working with Small Rural Hospitals

Altarum Institute is a non-profit health systems research organization with 40+ years working with a wide range of care delivery organizations.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition (IVR)
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	Yes
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	Yes
x	Group/network pricing	No
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	Yes
x	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

Upon request

Frequency of Reporting to CMS

Consistent with CMS/QAG Version 8.0

Frequency of Reporting to Client

Based on client requirements

Additional Information

Altarum Institute is a national non-profit health systems research organization with 450 health research professionals. The Altarum Center for Survey Research is among the largest patient satisfaction survey providers in the nation. We offer HCAHPS survey data collection consistent with all CMS requirements, but we are specialists in advanced analysis, survey data reporting, and multiple facility comparisons. Visit www.altarum.org for additional information.

Arbor Associates, Inc.

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Petoskey, MI 49770

800-272-6795

Donald Cohen

doncohen@arbor-associates.com

<http://www.arbor-associates.com/productdetail.html#patient>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Arbor Associates, Inc.'s primary client base consists of mid-sized hospitals to CAHs and is currently working with 155 CAHs on HCAHPS.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
	Staff toll-free hotline for patient's questions	
x	Other; see below	No

Cost Structure and Price

Arbor Associates, Inc. does not charge for setup or online access; one fee covers everything. Hospitals are charged only per completed survey. Contact for specific pricing.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Arbor Associates, Inc. offers automatic weekly, bi-weekly or monthly reporting online for near real-time access to survey results and patient comments. Arbor Associates, Inc. emphasizes open-ended follow-up questions presented to patients during phone surveys. ArborOnLine allows hospitals to access their own database and carry out any cross-references needed. It will also show benchmark (best practices) information by patient service category.

Additional Notes

Since 1982, Arbor Associates, Inc. has pursued its mission of creating insight for hospitals across the country via customized opinion research studies. Foremost among these is the Patient Expectation Project. This ongoing survey provides clients with accurate patient satisfaction information at the level of individual Inpatient (HCAHPS) and Outpatient units or departments, medical offices (C&GCAHPS) and home care (HHCAHPS) and compares it with information from the same units/departments at similar hospitals.

Arbor Associates, Inc. has been serving the health care industry for 30 years and offers services ranging from CMS certified CAHPS surveys to various opinion research studies and analytical studies. Survey information is collected via personal telephone interviews with recent patients. Due to its far higher response rates, telephone-based surveys are well recognized as the best way to obtain a randomized survey sample. This allows for far greater statistical accuracy with smaller sample sizes - which helps control costs.

Arbor Associates, Inc.'s telephone-based methodology consistently produces accurate and actionable statistical findings which executives and managers can rely upon, plus extensive patient comments which clarify for staff what patients truly appreciated about the care they received and what could have been done to improve their satisfaction.

Arbor Associates, Inc. has an intense focus on customer service. They offer onsite support to any of their clients and make their staff available for training and decision making assistance.

Avatar Solutions

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Lake Mary, FL 32746
312-236-7170
Todd Schaefer
tschaefer@avatarsolutions.com
<http://www.avatarsolutions.com>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Avatar Solutions works with more than 450 hospitals and 80 CAHs, and is a subcontractor with iVantage, which serves primarily rural health care facilities.

Survey Modes

x	Mail
x	Phone
x	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	

Cost Structure and Price

For a hospital with less than 50 beds, there is a one-time setup fee of \$1,000 for new clients. There is a charge of \$3,800 per patient type for mailed and handout surveys. There is no charge per patient type for e-mail or phone surveys. For mailed surveys, the standard rate is \$1.83 each or \$1.69 for non-profit organizations with an additional \$.10 charge to add the URL. Handout surveys are \$1.83. E-mail surveys are \$5.15 per returned survey, per wave. Phone surveys are \$19.95 per return with an additional fee of \$25 for recording each call.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Quarterly reports include rural benchmarks and other indicators small rural hospitals will find beneficial.

Additional Information

Avatar Solutions offers a variety of research and consulting services in addition to HCAHPS surveying, including Patient Surveys, Employee Surveys, Physician Surveys, and more. They have experience providing assistance to rural health providers, specifically CAHs.

Beacon Technologies, Ltd.

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Rancho Mirage, CA 92270-4089
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Richard Heller, Managing Director
rheller@beacontouch.com
<http://www.beacontouch.com>

Location of Services Offered

National plus Puerto Rico and US possessions

Experience working with Small Rural Hospitals

Comprehensive survey services to rural and Critical Access Hospitals continuously since 1990. Participant in CAHPS earliest development programs.

Survey Modes

	Mail
x	Phone
x	Interactive Voice Recognition
	Mixed (Unique system -See below)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	No

Cost Structure and Price

Two-Tier pricing models

Minimum pricing: Up to 100 completed survey sessions per year. Annual service fee: \$2,875 One-time setup fee: \$350

Standard program pricing: Up to 300 completed survey sessions per year. Annual service fee: \$5,350 One-time setup fee: \$350

All survey programs include the following standard components at no additional charge:

- Monthly comprehensive reporting to Client.

- All interviewers are bilingual - English and native-speaking Spanish.

- Bilingual survey programs [No additional charge].

- Patient verbatim comments transcribed and delivered in real-time.

- Comprehensive monthly reports including:

 - Period-to-period, benchmark and competitor comparisons.

 - Quantitative report on areas needing service quality improvement focus.

 - Quantitative report of progress in areas of service quality improvement efforts.

Frequency of Reporting to CMS

Quarterly; or as requested

Frequency of Reporting to Client

Monthly; or as required

Additional Information

Beacon Technologies operates two fully staffed offices to best serve our rapidly growing Client base.

- Midwest regional office located in Chicago, Illinois

- West coast regional office located in Southern California

CAMC Institute

3200 MacCorkle Avenue, SE

Charleston, WV 25304

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 Mary Emmett
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<http://www.camcinstitute.org/research/chsor/default.htm>

Location of Services Offered

National

Experience working with Small Rural Hospitals

CAMC Institute works primarily with CAHs.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
	Benchmarking data	
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	No
	Group/network pricing	
	Hospital employee training/education	
	Incorporate with client's existing patient satisfaction surveys	
	Multilingual survey options	
	Real time/near real time access to collected data	
	Staffed toll-free hotline for patient's questions	
	Other; see below	

Cost Structure and Price

CAMC Institute offers services on a yearly, renewable annual contract. Price structure varies depending upon the hospital's patient volume. There is no "flat" fee. First year's price is based on a response rate of 40%. All patients, unless a random sample is requested, will be the monthly sample. Once a baseline price is set, historical averages can be used to set price. Clients pay for all mail postage and all other costs incurred.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

CAMC Institute sends a raw data report to the hospital monthly, unless otherwise requested. Urgent or high importance material is sent out immediately in PDF or fax form.

Additional Information

CAMC Institute is focused on providing basic, inexpensive HCAHPS services. CAMC Institute sends raw data to the hospital and prefers to steer away from adjusting data and making comparisons. Inaccuracies associated with small samples sizes, regional differences, and so on are the reasons behind this decision. There is no information about CAMC's HCAHPS services offered online.

Catalyst Healthcare Research

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Nashville, TN 37203

615-297-6535

Dan Prince

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<http://www.catalysthealthcareresearch.com>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Catalyst Healthcare Research has provided custom research for rural hospitals over the last 20 years.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	Yes
x	Group/network pricing	No
	Hospital employee training/education	
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	Yes
	Real time/near real time access to collected data	
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	Yes

Cost Structure and Price

Catalyst Healthcare Research offers the following pricing packages and options.

Bronze: \$5,000/year for mail survey program that yields 300/year, the minimum number of surveys/year required by CMS

Silver: \$15,000/year for mail survey program that yields 300/year required surveys plus up to an additional 2,000 surveys completed online by patients, giving a total of up to 2,300 survey results per year, enough to help understand results at the department, unit, and/or service line levels.

Gold: \$25,000/year for mail survey program that yields 300/year required surveys plus up to an additional 4,500 completed surveys completed online by patients, enough to detect important changes in patient experience for specific departments or improvement initiatives.

They can customize a program to individual client needs, using combinations of mail and online surveying. For example, they can increase the level of mail surveying if the client is not collecting patient emails, or modify the mix between mail surveying and online surveying to optimize the client's program.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Catalyst Healthcare Research reports to clients quarterly with the option for monthly reporting.

Additional Information

Catalyst Healthcare Research offers options, including custom questions, selected from their Question Library, or developed specifically with the client. They also offer the option of Sentiment Analysis, where they review every comment made by patients on their surveys, code them, and then provide a summary with counts by theme to help staff better understand their scores and to help in prioritizing improvement actions.

Communications for Research, Inc.

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 Steelville, MO 65565
 573-775-4550

Jim Steber or Nicole Travis

jsteber@cfrinc.net or nicole2@ddbainbridgeassoc.com

<http://www.cfrinc.net/hcahps.html>

Location of Services Offered

National and international - English speaking countries

Experience working with Small Rural Hospitals

Communications for Research, Inc. (CFR) has created a program specifically designed for CAHs and smaller rural hospitals in partnership with Darlene D. Bainbridge & Associates, Inc.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	No

Cost Structure and Price

Please note that the following prices are for a single facility's HCAHPS surveys and are based on the number of completed surveys. A completed survey is defined as one that meets all the CMS criteria for submission and is successfully submitted.

Pricing for English Language, based on estimated annual completed surveys

100 completed surveys or less \$2,200
101 to 200 completed surveys \$3,400
201 to 300 completed surveys \$4,600

Pricing for English and Spanish Languages, based on estimated annual completed surveys

100 completed surveys or less \$2,300
101 to 200 completed surveys \$3,600
201 to 300 completed surveys \$4,900

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

CFR provides weekly reporting. The data from calls made each week is electronically available to hospitals every Monday morning.

Additional Information

CFR offers a satisfaction measurement and management tool specifically designed to meet the operational needs of smaller hospitals. These services include:

- The ability to generate standardized and customized reports at will
- Benchmarking with a range of peer groups: i.e. all CAHs, CAHs in home state, CAHs in Medicare region, etc.
- Auto-upload from Healthcare Satisfaction Index to Quality Health Indicators (QHI) to automate data entry for users of that benchmarking tool
- Eight hours of internet and telephone support for quality and patient satisfaction management type questions
- Participation in quarterly training webinars related to quality and guest service management
- Discounted pricing for access to the comprehensive HSI tool that offers patient, employee and physician satisfaction measurement

CFR understands the competitive strength of smaller hospitals in creating a patient focused experience and performing well on patient satisfaction measures and view HCAHPS participation as "an opportunity for [rural] hospitals to demonstrate their commitment to making patients not only feel well cared for, but personally cared about."

Conifer Patient Communications, Ltd.

140 Fountain Parkway, Suite 500

St. Petersburg, FL 33716

727-570-3615

Carmine Grastataro

carmine.grastataro@coniferhealth.com

<http://www.coniferhealth.com/patientsatisfactionsurveys.html>

Location of Services Offered

All 50 states and U.S. territories

Experience working with Small Rural Hospitals

Conifer Patient Communications' singular focus on health care provides small hospitals with all of the patient survey services that are available to large health care systems. Conifer's current client list includes hospitals with as few as 50 beds.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	Yes
x	Group/network pricing	No
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	

Cost Structure and Price

Conifer provides free cost estimates for rural hospitals, systems, and associations. Billing and pricing are tailored to individual hospital needs. Clients may select the basic turnkey survey research package starting at \$11.31 per completed mail survey or choose from a menu of options. Both English and Spanish language surveys are offered via telephone as quickly as three days post-discharge. Five languages are available via mail surveys.

Frequency of Reporting to CMS

Client options include Monthly and Quarterly reporting to CMS. Conifer verifies the content of each submission through Warehouse Feedback reports.

Frequency of Reporting to Client

Clients may choose from many custom reporting options, including real time online access. Standard reports include dashboards and graphic displays of goal-achievement tracking. The full content of patient verbatim comments may be viewed online. Clients may choose to view the data with or without applying patient mix adjustments.

Additional Information

In addition to HCAHPS, Conifer Patient Communications offers the full line of survey research services for multiple patient settings including surgery, emergency department, ambulatory services, rehab, readmission avoidance, Clinician & Group CAHPS, In-Center Hemodialysis CAHPS, home health, etc. Conifer also conducts surveys of staff/employees, physicians, community leaders and other stakeholders.

CRG Medical Info Tool

P.O. Box 2042
Bellaire, TX 77402
713-825-7900
Douglas Dotan
ddotan@crgmedical.com
http://crgmedical.com/?page_id=41

Location of Services Offered

National; with many clients in Texas

Experience working with Small Rural Hospitals

CRG Medical Info Tool works exclusively with CAHs and small rural hospitals.

Survey Modes

	Mail
x	Phone (preferred)
x	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
	Benchmarking data	
x	Client networking/sharing of best practices	No
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	
x	Hospital employee training/education	Yes
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
	Staffed toll-free hotline for patient's questions	
x	Other; see below	No

Cost Structure and Price

Base price for small hospitals completing 1-100 surveys is \$1,970 per year (payments are made quarterly). After 100 completed surveys, there is a \$19.70 charge per completed survey. The initial year requires a \$350 payment for orientation/introduction.

Frequency of Reporting to CMS

Monthly

Frequency of Reporting to Client

CRG Medical Info Tool updates clients monthly with an excel sheet containing raw survey data.

Additional Information

CRG Medical Info Tool aims to provide a low cost, high value HCAHPS service tailored to the needs and budgets of CAHs and small rural hospitals. The service includes use of "Info Tool", which provides hospitals with analytics on HCAHPS results. In addition, "Info Tool" transforms survey data into actionable process improvement information. CRG Medical Info Tool includes basic support and assistance with process improvement in its standard form of HCAHPS. Consulting with GP strategies, one of CRG Medical Info Tool's partners, is available at an additional cost. CRG Medical Info Tool is currently in the process of developing a website designed to outline their offerings and to showcase their commitment to low cost, high value HCAHPS services.

CRG Medical Info Tool provides Physician Alignment Surveys, Employee Satisfaction/culture surveys and more. CRG Medical Info Tool offers this service as part of a suite of knowledge-based products designed to help hospitals become high reliability learning organizations, sharing best-practice knowledge rapidly, improving outcomes and preventing harm. "Info Tool" provides leadership with a tool system that statistically correlates key critical success factors and provides unique pathways to improve organizational productivity.

Custom Survey Solutions, Inc.

205 McLeod Street
 Big Timber, MT 59011
 406-932-6565
 Melissa Yuzeitis
melissa@customsurveys.biz
www.customsurveysolutions.com

Location of Services Offered

National

Experience working with Small Rural Hospitals

Custom Survey Solutions specializes in working with smaller, CAHs. Currently 100% of our HCAHPS client base is small, rural hospitals.

Survey Modes

x	Mail
	Phone (preferred)
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	No
	Real time/near real time access to collected data	
x	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

Price is a flat \$3200 yearly fee. This includes the first mailing and follow-up mailing for each patient. For smaller, rural hospitals we also offer the option of surveying all patients, including observation patients (not just those eligible for HCAHPS), so that we gather as much data and information as possible for your hospital. Your hospital report will include all of this data and analysis, but we will not report that information to CMS.

Optional questions that can be included on the existing form (approximately 4-5 questions) will be provided at no extra charge. If more questions are necessary, incorporating your existing patient satisfaction survey into the HCAHPS survey will require a small additional fee.

No contracts are necessary. There are no hidden fees.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Quarterly - lag time of about 30 days. We report out to the client as soon as possible, prior to uploading data to CMS. If more frequent reporting is required, we can accommodate those requests.

Additional Information

Custom Survey Solutions, Inc. is a full-service survey research firm located in Montana, where we truly understand the needs of rural health care facilities. Our mission statement embraces the idea that we provide numerous affordable survey options, and produce reports that are easy to understand and user-friendly. Our products don't require additional consulting (with additional fees) to help you interpret your results. All mailings, administration and data entry etc. is completed in-house by trained, qualified personnel - nothing is ever sub-contracted. In addition to HCAHPS, we offer a wide variety of engagement and satisfaction surveys for the health care industry including: employee, physician, outpatient, long-term care, assisted living, ambulance, clinic, etc. We specialize in offering customized products and services to all of our clients.

Field Research Corporation

601 California Street, Suite 900

San Francisco, CA 94108

415-392-5763

Kevin Howard

kevinh@field.com

<http://field.com/health.html>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Field Research Corporation has conducted HCAHPS surveys with approximately 15 small rural hospitals.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	Depending on question length
x	Group/network pricing	
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	
x	Real time/near real time access to collected data	Depending on extent of data needed
x	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

Cost varies depending on quantity of interviews conducted and extent of data reporting. Contact for an estimate.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Monthly to daily/"real-time"

Additional Information

Field Research Corporation has extensive experience in healthcare research. Studies in this area include many large, landmark surveys of healthcare attitudes and behavior among the general public as well as highly focused efforts to assess levels of satisfaction with or reactions to specific products and services. Clients include various government agencies, academic institutions, and non-profit organizations as well as healthcare insurance plans, hospitals, clinics and other service providers.

Several of Field Research Corporation's senior professionals have specialized in the health care industry and can bring a high degree of knowledge and experience to bear in this area.

Fields Research, Inc.

3814 West Street Suite 110

Cincinnati, OH 45227-3743

513-821-6266

Ken Fields

ken@fieldsresearch.com

https://www.fieldsresearch.com/hhcahps_compliance.php

Location of Services Offered

National

Experience working with Small Rural Hospitals

Fields Research, Inc. specializes in working with rural home health care providers and is eager to increase their volume of small rural hospitals.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
x	Competitor comparison reports	No
	Customized survey questions	
x	Group/network pricing	No
x	Hospital employee training/education	No
	Incorporate with client's existing patient satisfaction surveys	
	Multilingual survey options	
x	Real time/near real time access to collected data	No
	Staffed toll-free hotline for patient's questions	
x	Other; see below	

Cost Structure and Price

The monthly cost is \$250-\$500. Clients are charged on a quarterly basis. There is also a one-time setup fee of approximately \$200. There is no contract and no hidden fees.

Frequency of Reporting to CMS

As of May 2012, reporting is monthly. Soon, reporting will be quarterly.

Frequency of Reporting to Client

As of May 2012, reporting is monthly. Soon, online data will be updated on a nightly basis.

Additional Information

Fields Research, Inc. is a family owned and operated business. As one of the longest standing data collection firms in the United States, the company's main focus is on conducting Home Health CAHPS, but is in the process of expanding their HCAHPS services to offer everything that is currently available to their HHCAHPS clients. These services include: consultation services (at an additional cost), the option for customized survey questions, and multilingual surveying options. The website will be updated with the latest offerings.

Fields Research, Inc. research devotes resources to focus groups within the greater Cincinnati area and to web surveying and other areas of research. Fields Research, Inc. offers benchmarking and competitor comparisons that are accessible online and offer a number of viewing options. Examples showing this format are available on the website.

Gilmore Research Group

2324 East Lake Avenue E #300

Seattle, WA 98102

206-726-5555

John Cell

jcell@gilmore-research.com

<http://www.gilmore-research.com/>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Gilmore Research Group works with a number of rural hospitals but on consulting and surveying services that are separate from HCAHPS. CAHs and smaller rural hospitals are not their main client base.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
	Benchmarking data	
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	No
	Hospital employee training/education	
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	Unknown
x	Real time/near real time access to collected data	Unknown
	Staffed toll-free hotline for patient's questions	
x	Other; see below	

Cost Structure and Price

Gilmore Research Group offers a fixed yearly fee that is billed quarterly. Contact for individual pricing details.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Gilmore Research Group reports quarterly to clients, dependent upon client's needs. The ability to view survey data online will be ready June 2012.

Additional Information

Gilmore Research Group offers customizable services and works with each of their clients to provide services that fit individual needs. In fact, Gilmore Research Group's HCAHPS offerings were created not as a separate offering, but as a requested add-on by a number of clients who were already using Gilmore Research Group as a resource and were looking to start up an HCAHPS initiative. Gilmore Research Group is in the process of creating a web-based system that will allow clients to access data in near real time. Gilmore Research Group is focused on assisting clients in responding to the regulatory changes and evolving competitive marketplace in today's healthcare industry. In addition to HCAHPS, Gilmore Research Group offers other types of market research, consultation and focus group activities.

HealthStream

209 10th Avenue South, Suite 450

Nashville, TN

615-224-1500

Karen Sorensen

Karen.sorensen@healthstream.com

<http://www.healthstream.com>

Location of Services Offered

National

Experience working with Small Rural Hospitals

HealthStream has been a CMS-approved survey vendor since the national implementation of HCAHPS. With over 800 HCAHPS customers, we are the largest phone-based HCAHPS survey vendor. We provide HCAHPS survey administration and improvement tools to over 300 small rural and critical access hospitals, many of which are participating in the Flex Medicare Beneficiary Quality Improvement Project (MBQIP).

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	Yes
x	Group/network pricing	
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

HealthStream has developed competitive pricing specifically for small hospitals participating in MBQIP. Our base fee includes full implementation of the HCAHPS survey and submission of survey results to CMS for public reporting (if requested). Additionally, the fee includes unrestricted use of our web-based reporting tool, Insights Online, with real-time access to survey data; our HCAHPS Best Practices library of improvement strategies; and a dedicated project team to provide unlimited support. Please contact for pricing information.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Clients have immediate and unrestricted access to survey results through Insights Online reporting tool. Results are posted to Insights Online on a daily basis. Insights Online includes national and regional benchmarks, as well as a tool that identifies priorities for improvement. Insights Online users can create reports on demand or use their Report Scheduler feature to deliver reports to their email box on a desired frequency.

Additional Information

In addition to offering a full-service HCAHPS product and support, HealthStream provides customers complementary access to each of the following services: CAHPS webinar series; PX Advisor, quarterly publication dedicated to addressing all aspects of the patient experience; PX Alert, quarterly e-newsletter; HCAHPS Monitor, a smart phone application with publicly reported HCAHPS data; Best Practices improvement library; as well as white papers and customer success stories. HealthStream has been serving the unique needs of a changing healthcare market for over 20 years. They are dedicated to improving patient outcomes through the development of healthcare organizations' greatest asset: their people. They provide an unparalleled combination of CAHPS survey research, learning and talent management, and consulting expertise to more than 3,500 hospitals from all 50 states.

HealthStream is a public company (NASDAQ: HSTM) that was incorporated in 1990 in Tennessee. Their headquarters are located in Nashville, Tennessee, and they also have offices in Laurel, Maryland, and Pensacola, Florida. HealthStream blends over two decades of healthcare research and learning experience with the power of over 650 dedicated associates to design and manage tailored solutions that meet their clients' distinct and individual needs.

Informed Decisions, Inc.

P.O. Box 23384

Minneapolis, MN 55423-9840

651-335-9498

Jim Theurer

jim@jtstrategy.com

<http://www.informeddecisions.net/IDI-PatientSatisfaction.html>

Location of Services Offered

National; with an “in depth understanding of health care in the upper-Midwest”

Experience working with Small Rural Hospitals

Informed Decisions, Inc. specializes in working with CAHs and small rural hospitals.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark “x”	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
x	Competitor comparison reports	
x	Customized survey questions	Yes
x	Group/network pricing	
x	Hospital employee training/education	Yes
x	Incorporate with client’s existing patient satisfaction surveys	
x	Multilingual survey options	
x	Real time/near real time access to collected data	
x	Staffed toll-free hotline for patient’s questions	
x	Other; see below	

Cost Structure and Price

Prices start at \$3,000 annually.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Informed Decisions, Inc. (IDI) reports back to hospitals on a monthly basis and provides a quarterly summary report within 6 weeks of the end of the last discharge for that quarter. The summary report contains frequency data for each question.

Additional Information

IDI offers personalized HCAHPS services for its clients, especially in the upper Midwest. The organization provides over the phone training for its HCAHPS services and is willing to meet in person with hospital leadership groups to determine what issues are most important, review the results, and help create an action plan. Using a database of responses from hundreds of other providers, IDI can benchmark organizational scores against others in the industry. At an additional cost, IDI offers employee engagement and leadership development programs.

Illinois Critical Access Hospital Network (ICAHN)

245 Backbone Rd E
 Princeton, IL 61356
 851-875-2999
 Angie Charlet
acharlet@icahn.org
www.icahn.org

Location of Services Offered

National

Experience working with Small Rural Hospitals

We are focused only on small and rural hospitals.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

ICAHN offers services on a yearly, renewable annual contract. Price structure is currently \$2200 annual fee for 2013. Additional postage and handling per mailed survey charged on a monthly basis.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

We will supply a quarterly report upon submission to CMS to the client to ensure we have all eligible replies. We offer a secure link to view hospital 'raw' data and patient comments on a weekly basis.

Additional Information

ICAHN is relatively new to the HCAHPS survey process and offers the standard CMS version of HCAHPS with the ability for each hospital to add up to an additional five hospital focused questions to the mail mode only survey. ICAHN offers individualized training via webinar to the hospital staff and will provide on-site education for a small fee (to cover travel expenses). ICAHN is in the process of becoming a patient satisfaction vendor for Home Health, physician practices and outpatient services in 2014.

Ipsos Public Affairs

222 South Riverside Plaza

Chicago, IL 60606

312-526-4000

Jan Hodges

Jan.Hodges@ipsos.com

www.ipsos-pa.com

Location of Services Offered

Nationwide

Experience working with Small Rural Hospitals

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	
x	Group/network pricing	
	Hospital employee training/education	
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	
x	Real time/near real time access to collected data	
x	Staffed toll-free hotline for patient's questions	
	Other; see below	

Cost Structure and Price

Ipsos Public Affairs provides custom pricing based on the project specifications.

Frequency of Reporting to CMS

Ipsos Public Affairs can report as often as needed.

Frequency of Reporting to Client

Ipsos Public Affairs can report as often as needed.

Additional Information

JL Morgan & Associates, Inc.

P.O. Box 360481

Birmingham, AL 35236

205-408-8774

Jeff Morgan

jefflmorgan@aol.com

<http://www.jlmorganandassociates.com>

Location of Services Offered

National

Experience working with Small Rural Hospitals

JL Morgan & Associates, Inc. was founded to focus on rural needs and continues to do so. Much of the work they currently do for rural hospitals involves coordination with Federal grant programs.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
	Competitor comparison reports	
x	Customized survey questions	No
x	Group/network pricing	
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	

Cost Structure and Price (Three Pricing Options; Discounts available)

HCAHPS only: Should the hospital wish to participate in the HCAHPS program only at the level by which the data will be publicly reported (i.e. 100 – 300 annual HCAHPS surveys completed), the program cost is \$290 per month with a one-time database set up fee of \$150.

Cost benefit: Real time Patient Satisfaction, as well as HCAHPS - Should the hospital wish to participate in both the Real Time Patient Satisfaction Program by completing a minimum of 85-monthly Real Time Patient Satisfaction surveys monthly, the program cost is \$844 per month with a one-time database set up fee of \$150. Additionally, within this structure, JL Morgan & Associates, Inc. will provide the HCAHPS program (300 surveys annually) at no cost. In other words, the HCAHPS program is provided as an added benefit to the Real Time Patient Satisfaction Program. If the hospital participates by minimally completing 200 Real Time Patient Satisfaction surveys monthly, JL Morgan & Associates, Inc. will provide the HCAHPS program as well as the Culture of Safety Survey program at no cost.

Patient Satisfaction only: Should the hospital wish to participate in the Patient Satisfaction program only, the program cost is simply \$ 9.93 per completed survey. Should the hospital client agree to participate in the patient satisfaction program to minimum volume of 65 total surveys per month, JL Morgan & Associates, Inc. will waive all database setup costs. Cost example: 65 patient satisfaction surveys at \$9.93 per survey = \$645 per month. There are no other costs whatsoever.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Data is always available in "real-time".

Additional Information

JL Morgan & Associates, Inc. offers (HCAHPS, HHCAHPS, Real Time Patient Satisfaction, Employee Morale, and Culture of Safety, Preventative Care (i.e. Discharge Follow-Up Survey) paperless surveys that require no assistance from the hospital. The software that supports the survey programs is encrypted and is written and created exclusively to provide the hospital, regardless of size, with a statistically sound, cost-effective method of determining, tracking and benchmarking real-time data. Since the survey methodology is 'telephone only', they have the ability to provide real time data that can be utilized to immediately evaluate patient perceptions and subsequently provide the hospital with data necessary to affect patient loyalty. The HCAHPS and Patient Satisfaction programs meet the requirements of the Joint Commission on the Accreditation of Healthcare Organizations (JCAHO) and are Health Insurance Portability and Accountability Act (HIPAA) compliant. In addition to its surveying services, JL Morgan & Associates, Inc. offers "hands on" educational activities.

KareMetrix LLC (dba KareOutcomes)

800 Aspen Circle
 Little Canada, MN 55109
 612-354-8484 Ext. 5
 Cihan Behlivan
cihan@kareoutcomes.com
www.kareoutcomes.com

Location of Services Offered

National

Experience working with Small Rural Hospitals

100% Small Rural Hospital Clients

Survey Modes:

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
	Benchmarking data	
	Client networking/sharing of best practices	
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

In order to accommodate small size hospitals' we created a three-tiered pricing structure:

- 1-100 completed surveys= \$1,600 per year (payments are made quarterly)
- 101-200 completed surveys= \$2,400 per year (payments are made quarterly)
- 201-300 completed surveys= \$3,200 per year (payments are made quarterly)
- Each completed survey over 300 surveys will be \$10.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

All processed data becomes available for the use of our clients through our web based reporting portal immediately. Besides providing access to raw data we also provide unlimited statistical reports without any charge.

Additional Information

KareOutcomes is a patient care experience and clinical outcomes measurement and reporting company. We administer standardized patient experience surveys such as HCAHPS, CG-CAHPS, Nursing Home CAHPS and standardized employee surveys such as patient safety culture surveys. We also create customized surveys for the needs of our clinic/hospital/surgery center clients. We deploy several data collection methodologies such as paper based systems, web based systems and voice based systems.

We do not outsource any data collection, data processing and reporting tasks to third party vendors.

We provide unlimited web based reports through our reporting portal without additional charges. Our clients continuously make informed decisions about quality improvement projects through HCAHPS data.

Management and Technology Consultants, LLC

7545 Rockville Road, Suite 200

Indianapolis, IN 46214

317-272-0068

Guy Swenson

hcahps@mtchealth.com

www.mtchealth.com

Location of Services Offered

National

Experience working with Small Rural Hospitals

No response

Survey Modes:

<input checked="" type="checkbox"/>	Mail
<input checked="" type="checkbox"/>	Phone
<input checked="" type="checkbox"/>	Interactive Voice Recognition
<input checked="" type="checkbox"/>	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
<input checked="" type="checkbox"/>	Benchmarking data	No
	Client networking/sharing of best practices	
<input checked="" type="checkbox"/>	Competitor comparison reports	No
<input checked="" type="checkbox"/>	Customized survey questions	No
<input checked="" type="checkbox"/>	Group/network pricing	No
<input checked="" type="checkbox"/>	Hospital employee training/education	No
<input checked="" type="checkbox"/>	Incorporate with client's existing patient satisfaction surveys	No
<input checked="" type="checkbox"/>	Multilingual survey options	No
<input checked="" type="checkbox"/>	Real time/near real time access to collected data	No
<input checked="" type="checkbox"/>	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

Upon request.

Frequency of Reporting to CMS

Monthly

Frequency of Reporting to Client

Monthly

Additional Information

None provided

Minnesota Rural Health Cooperative

190 East 4th Street North P.O. Box 155

Cottonwood, MN 56229

507-423-5300

Lou Wischer

lwischer@mrhc.net

<http://www.mrhc.net/>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Minnesota Rural Health Cooperative specializes in working with rural providers, specifically CAHs.

Survey Modes:

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	
x	Group/network pricing	
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	
	Multilingual survey options	
	Real time/near real time access to collected data	
X	Staffed toll-free hotline for patient's questions	No
	Other; see below	

Cost Structure and Price

Contact for specific pricing.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Minnesota Rural Health Cooperative sends reports quarterly. Quarterly reports contain details on individual questions on the HCAHPS survey along with information on historical performance. Patient comments will be sent through secure email weekly.

Additional Information

Minnesota Rural Health Cooperative has been in the patient satisfaction surveying business for 14 years and has a high level of familiarity with the issues and challenges faced by rural communities and providers. Highlighted services include:

- Reports processed and completed at the end of each quarter and emailed via Zix Secure email
- National, state and agency bench mark comparisons are included on the reports
- Emailed comments for issues that may require immediate attention
- Additional survey types are available

Morley Companies, Inc.

One Morley Plaza
Saginaw, MI 48603
989-497-1892

Dave Martin

dave.martin@morleynet.com

www.morleyresearch.com

Location of Services Offered

National

Experience working with Small Rural Hospitals

Morley has a deep tradition of providing high quality Market Research services, utilizing a Midwest based contact center and state of the art technology. We are uniquely qualified to provide the flexibility and responsiveness required to respond to the needs of the small hospital community. With over 1,500 associates and state of the art processes, we can quickly leverage our experience (2013 marks our 150th year of continuous operation) and scale to both the size and scope needed by rural hospitals. We offer multi-lingual services to best meet your hospital needs in reaching out to your patient base.

Survey Modes:

<input checked="" type="checkbox"/>	Mail
<input checked="" type="checkbox"/>	Phone
<input type="checkbox"/>	Interactive Voice Recognition
<input checked="" type="checkbox"/>	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
<input checked="" type="checkbox"/>	Benchmarking data	Yes
<input checked="" type="checkbox"/>	Client networking/sharing of best practices	No
<input checked="" type="checkbox"/>	Competitor comparison reports	Yes
<input checked="" type="checkbox"/>	Customized survey questions	Yes
<input checked="" type="checkbox"/>	Group/network pricing	No
<input type="checkbox"/>	Hospital employee training/education	
<input checked="" type="checkbox"/>	Incorporate with client's existing patient satisfaction surveys	Yes
<input checked="" type="checkbox"/>	Multilingual survey options	Yes
<input checked="" type="checkbox"/>	Real time/near real time access to collected data	No
<input checked="" type="checkbox"/>	Staffed toll-free hotline for patient's questions	Yes
<input checked="" type="checkbox"/>	Other; see below	

Cost Structure and Price

Morley looks to provide long term win/ win solutions and truly partners with our clients to provide the highest quality services at competitive price points. Since each of our clients presents unique needs, we have maintained a flexible pricing model. We would welcome the opportunity to analyze your needs and develop a pricing structure that best meets your objectives.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Monthly, or more frequently including daily reporting, depending on each client's needs.

Additional Information

As an HCAHPS-approved vendor, Morley delivers research services that are compliant with the highest national standards, flexible in method, and fast. Whether you choose a mail, phone or mixed-mode HCAHPS survey method, our team can go from concept to launch in just days, not weeks, because we understand that time is of the essence for your survey results. With more than 20 years of experience in the research services industry, Morley focuses on four key areas: people, processes, technology and results.

National Research Corporation

1245 Q Street
Lincoln, NE 68508

800-388-4264

Ruta Jaudegis

rjaudegis@nationalresearch.com

<http://www.nationalresearch.com/hcahps>

Location of Services Offered

Nationwide in the U.S. and Canada

Experience working with Small Rural Hospitals

As the largest patient satisfaction measurement firm in the U.S., National Research is best positioned to work with rural hospitals and large health systems alike. Having the scalability to meet the needs of small, rural hospitals with exceptional patient experience measurement and improvement tools and reporting enables smaller providers to more easily focus limited resources on improvement opportunities.

Survey Modes:

x	Mail
x	Phone
x	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	
x	Client networking/sharing of best practices	
	Competitor comparison reports	
x	Customized survey questions	
x	Group/network pricing	
x	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	
x	Real time/near real time access to collected data	
x	Staffed toll-free hotline for patient's questions	
x	Other; see below	

Cost Structure and Price

Contact for pricing: patient experience bundles available at significant savings.

Frequency of Reporting to CMS

Monthly

Frequency of Reporting to Client

National Research Corporation provides real-time, 24-7 access to data. Hospitals can continually track the outcome of research efforts as data comes in and is linked to the hospital's individual Action Plan reports. These single-page reports inform hospitals of everything they need to know about their performance and provide clear actionable information for process improvements.

Additional Information

For more than 30 years, National Research Corporation has been at the forefront of patient-centered care. Today, the company's focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, and other stakeholders.

In addition to a standard HCAHPS survey, other programs offered include: Universal Performance Improvement (PI) a bundled solution that measures patient, employee, and physician experience, along with a CAHPS offering and a mobile point of care leader rounding app –all within one unified program.

Other products include market-leading survey and reporting instruments that measure Patient & Family Experience; Long Term Care Resident & Family Experience (My InnerView by National Research); Employee Engagement; Physician Engagement; Home Health CAHPS, Clinician & Group CAHPS; Patient Outreach Programs; Market Insights; Healthcare Analytics; and Home Health and Hospice Clinical & Outcomes Analytics (OCS HomeCare by National Research).

National Research also has a number of tools and resources available to help hospitals make sense of patient experience results and facilitate improvement. National Research Corporation offers several in-person regional networking events across the country where participants are provided the opportunity to learn from peers and share best practices related to improving the patient experience in the hospital and clinic setting. Regularly scheduled client webinars are also offered on a variety of topics for hospitals eager to learn how to effectively use their data, gain additional insight into their reporting results, and hear client success stories. The annual International Patient-Centered Care Symposium is one of their largest client events, where healthcare innovators from around the world convene to discuss the latest in patient-centered excellence.

OutSource Services, Inc.

5007 Monroe Road, Suite 200
Charlotte, NC 28205
704-563-0113
Mitch Lynn
mitch@outsourcenc.com
Cahps_Team@OutSourceNC.com
<http://outsourcenc.com/HCAHPS.html>

Location of Services Offered

National

Experience working with Small Rural Hospitals

None

Survey Modes:

<input checked="" type="checkbox"/>	Mail
<input type="checkbox"/>	Phone
<input type="checkbox"/>	Interactive Voice Recognition
<input type="checkbox"/>	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
<input checked="" type="checkbox"/>	Benchmarking data	No
<input type="checkbox"/>	Client networking/sharing of best practices	
<input type="checkbox"/>	Competitor comparison reports	
<input checked="" type="checkbox"/>	Customized survey questions	No
<input checked="" type="checkbox"/>	Group/network pricing	
<input checked="" type="checkbox"/>	Hospital employee training/education	No
<input checked="" type="checkbox"/>	Incorporate with client's existing patient satisfaction surveys	No
<input checked="" type="checkbox"/>	Multilingual survey options	No
<input type="checkbox"/>	Real time/near real time access to collected data	
<input checked="" type="checkbox"/>	Staffed toll-free hotline for patient's questions	No
<input type="checkbox"/>	Other; see below	

Cost Structure and Price

\$3,300 per year (mailing up to 75 surveys per month); Price may be lower for exceptionally small hospitals.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Outsource Services, Inc. (OSI) provides reports quarterly, although clients can call or email for updates at any time. Data will be processed and available on a weekly basis. Reports include:

- 1) Individual hospital scores
- 2) How the hospital compares to CMS benchmarks as well as other similar hospitals
- 3) If requested, OSI will supply raw data for use of individual analysis

Additional Information

OSI employs the CMS approved protocol to generate the most reliable and accurate HCAHPS data possible. Each patient in the sample will receive a mail packet which includes a cover letter, survey, and a postage-paid business reply envelope. All non-respondents will receive a second, follow-up mailing. A toll-free number is supplied to patients (staffed by OSI employees) for additional questions about the survey.

Percy & Company

7384 Highland Road, Suite G
Baton Rouge, LA 70808
225-346-0115
Adrian E. Percy
a.percy@percyandcompany.com
<http://www.percyandcompany.com>

Location of Services Offered

National

Experience working with Small Rural Hospitals

In business since 1982, Percy & Company has worked with numerous rural and community hospitals across the gulf south.

Survey Modes:

<input checked="" type="checkbox"/>	Mail
<input type="checkbox"/>	Phone
<input type="checkbox"/>	Interactive Voice Recognition
<input type="checkbox"/>	Mixed (mail and phone)

Services Checklist:

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
<input checked="" type="checkbox"/>	Benchmarking data	No
<input type="checkbox"/>	Client networking/sharing of best practices	
<input type="checkbox"/>	Competitor comparison reports	
<input checked="" type="checkbox"/>	Customized survey questions	No
<input checked="" type="checkbox"/>	Group/network pricing	
<input checked="" type="checkbox"/>	Hospital employee training/education	No
<input checked="" type="checkbox"/>	Incorporate with client's existing patient satisfaction surveys	No
<input checked="" type="checkbox"/>	Multilingual survey options	No
<input type="checkbox"/>	Real time/near real time access to collected data	
<input checked="" type="checkbox"/>	Staffed toll-free hotline for patient's questions	No
<input type="checkbox"/>	Other; see below	

Cost Structure and Price

Clients are charged \$3,000 to \$5,000.

Frequency of Reporting to CMS

Monthly

Frequency of Reporting to Client

Quarterly

Additional Information

Press Ganey and Associates

404 Columbia Place
South Bend, IN 46601
800-232-8032

Rene Zipper

rzipper@pressganey.com

http://pressganey.com/ourSolutions/hospitalSettings/satisfactionPerformanceSuite/HCAHPS_Insights.aspx

Location of Services Offered

National

Experience working with Small Rural Hospitals

Press Ganey and Associates has experience with CAHs and small rural hospitals and is currently working with 182 CAHs nationwide on HCAHPS.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	No

Cost Structure and Price

Press Ganey and Associates provides a CAH-specific fee structure. There is a yearly flat fee that varies based on volume and possible discounts from group/network pricing. All services listed above are included with Press Ganey and Associates' HCAHPS offerings. There are no up-charges for anything. Contact for pricing details.

Frequency of Reporting to CMS

Quarterly with audits two times a month to ensure data is being reported accurately.

Frequency of Reporting to Client

Press Ganey and Associates provides hospitals with national, regional and CAH-to-CAH comparison reports monthly. The standard report is broken down to the question level and can be viewed by department within the hospital. Reports include the current month's reporting as well as the previous 3 months for trending purposes and predictive future HCHAPS percentile rankings.

Additional Information

Press Ganey and Associates offers a number of CAH-specific services, including: customized survey questions available in 32 languages; a database of comparisons containing only CAHs (with the capability to compare question by question); small hospital specific newsletter and webinars; and, a dedicated team of 20 CAH/small market sales and service teams that understand the challenges of the rural, community, and critical access hospitals. Press Ganey and Associates features networking opportunities and sharing of best practices among its members. There is an online forum for members to seek peer support and sharing of successes. Each hospital is assigned a personal improvement manager to help raise HCAHPS scores using evidence based best practices.

Professional Research Consultants, Inc.

11326 P Street

Omaha, NE 68137

800-428-7455

Jan Gnida or Doug Bare

JGnida@PRConline.com or DougBare@PRConline.com

<http://prconline.com/services/government-initiatives-2/hospitals/>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Professional Research Consultants, Inc. serves hospitals of all sizes, including CAHs.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	

Cost Structure and Price

Professional Research Consultants' (PRC) price covers all aspects of HCAHPS work proposed, excluding travel expenses:

- Analysis/Reporting and CMS Submission Fee \$ 1,000
- HCAHPS Telephone Interviews \$ 15/Completed interview (100 Annual target from CMS)

All-inclusive total= \$2,500 per facility

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Survey responses are available online through PRC's EasyView.com web portal moments after a completed interview. Data and reports that capture snapshots of critical areas are available anytime to help individual nurse managers break down their HCAHPS scores by unit. In addition, PRC's "Target Tracker" application, available at no charge to PRC clients, enables users to view exactly how many more "Always," "9's/10's" and "Yes" responses are needed to achieve goal levels. PRC also has its own HCAHPS Scorecard application where HCAHPS clients can view their scores in comparison to any number of other hospitals in the nation, as well as see projected and actual reimbursement totals for value-based purchasing (VBP).

Additional Information

PRC offers educational resources and sharing of best practices to improve overall quality and service. PRC offers a four-phase action planning process that helps managers manage action plans, collaborate with others, document their processes and see the results on initiatives in real-time.

PRC provides leadership training at no extra charge to help clients effectively use the data for process improvement. PRC enjoys a one-on-one relationship with each of its clients via expert Project Managers who stay with projects throughout the lifetime of the relationship. PRC also provides access to any of its specialists in statistical analysis, client education, and other departments.

Research & Marketing Strategies, Inc. (RMS Healthcare)

15 East Genesee Street, Suite 210

Baldwinsville, NY 13027

866-567-5422

Megan O'Donnell or Marc Bovenzi

megano@RMSresults.com or MarcB@RMSresults.com

<http://www.RMSresults.com/>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Research & Marketing Strategies, Inc. has experience with, and caters specifically to small rural hospitals.

Survey Modes

x	Mail
x	Phone
x	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	

Cost Structure and Price

RMS offers multiple pricing options including per patient sampled and per completed survey. The price structure is customized based on the specific situations and needs of each hospital. There is a one-time fee for setting up the process, and no monthly or annual base fees. Please call for a free consultation and price quote.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Snapshot results will be delivered to the client on a monthly basis by an experienced member of the RMS Healthcare team. This representative will review the action items with the client, provide consultation, and give recommendations for improving scores. In addition, with the advanced reporting option, the client will have access to their HCAHPS data at any time with the RMS real-time access portal online.

Additional Information

RMS is a full service marketing and research firm with a dedicated healthcare division. The firm offers many consulting services in addition to HCAHPS including staff surveying, strategic planning, image and awareness surveys, HIPAA training, community health needs assessments (CHNA's), practice transformation (for PCMH recognition), feasibility studies and more.

RMS Healthcare is a CMS-approved CAHPS vendor with vast experience in the administration of CAHPS surveys according to CMS Standards. RMS has been conducting CAHPS surveys since the inception of the HCAHPS for hospitals in 2006, followed by HH-CAHPS, CG-CAHPS, and ICH CAHPS as they were implemented by CMS.

RMS maintains an on-site call center from which highly experience CAHPS surveyors administer HCAHPS, HH-CAHPS, ICH CAHPS, and CG-CAHPS survey calls. All calls are recorded for quality assurance. Call center management conducts frequent audits to ensure data is accurate. RMS works with each client to customize projects or programs to best fit the client's individual needs.

All RMS staff is HIPAA trained and fully HIPAA compliant. RMS strictly adheres to HIPAA standards and ensures protection and confidentiality of all exchanged patient information.

Rural Comprehensive Care Network

995 E Highway 33, Suite 2

Crete, NE 68333

402-826-3737

Nicole Gohring

ngohring@neb.rr.com

<http://rccn.info/surveys/h-cahps>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Rural Comprehensive Care Network caters exclusively to small rural hospitals.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	Details below
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	
x	Hospital employee training/education	No
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	No
	Real time/near real time access to collected data	
	Staffed toll-free hotline for patient's questions	
	Other; see below	

Cost Structure and Price

Rural Comprehensive Care Network (RCCN) charges \$600 annual fee plus \$3 per surveyed patient.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Monthly. Comments from the surveys are typed and distributed to the administrators monthly. If a patient response indicates the need for immediate attention, that response is faxed or sent in the mail immediately.

Additional Information

RCCN currently offers only the mail method of distributing surveys, but are open to work with hospitals who would like to utilize other methods. The benchmarking offered by RCCN compares a client hospital to other similar hospitals who are currently working with RCCN. Since RCCN works exclusively in the rural community, this method ensures hospitals are being compared to “peers” rather than large hospitals. RCCN does not currently offer a “structured” client networking option, but do provide hospitals the opportunity to network amongst themselves for the purposes of sharing best practices. Spanish language surveys are available at no additional charge.

Rural Wisconsin Health Cooperative

880 Independence Lane

Sauk City, WI 53583

800-225-2531

Bonnie Laffey

blaffey@rwhc.com

<http://rwhc.com/Services/QualityPrograms/CAHPSHospitalSurvey.aspx>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Rural Wisconsin Health Cooperative works exclusively with small rural hospitals.

Survey Modes

x	Mail
	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
	Competitor comparison reports	
x	Customized survey questions	Yes
x	Group/network pricing	No
x	Hospital employee training/education	No
	Incorporate with client's existing patient satisfaction surveys	
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	No

Cost Structure and Price

Rural Wisconsin Health Cooperative (RWHC)'s HCAHPS pricing is dependent upon the survey volume. The structure consists of an annual access fee and a per survey fee. Group discounts are available when three or more hospitals purchase together.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

RWHC provides daily data and reports with nine quarters of trending information to assist with quality improvement plans.

Additional Information

RWHC's primary focus is on small rural hospitals, so RWHC understands the variety of responsibilities charged to hospital staff and thus, RWHC's program is designed to keep the hospital's workload to a minimum. The only responsibility required of hospitals is to provide patient information. RWHC will do the rest of the necessary processing, including:

- Mailing the surveys
- Tracking responses
- Mailing follow-up surveys to non-responders
- Maintaining a hot line to answer patient questions about the survey
- Uploading data to CMS (as appropriate)
- Providing participating hospitals with a response rate for their facility
- Generating real time reports

RWHC also hosts regular teleconferences that allow for sharing, networking and educational opportunities on a variety of program related topics, including: "How to Read and Understand HCAHPS Reports" and "Best Practices for Improving Patient Satisfaction Scores."

Strategic Health, Inc.

34 South 600 East
Salk Lake City, UT 84102
801-521-5080
Scott Holmes
sholmes@strategichealth.net
www.strategichealth.net

Location of Services Offered

National

Experience working with Small Rural Hospitals

Strategic Health, Inc. has a client base that consists of 80% CAH and rural hospitals.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
x	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	No
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	No

Cost Structure and Price

Strategic Health, Inc. provides a CAH-specific fee structure starting at \$3,500 annually with additional pricing dependent on optional services selected.

Frequency of Reporting to CMS

Monthly

Frequency of Reporting to Client

Strategic Health, Inc. provides 'real-time', weekly, monthly, and quarterly reporting packages which including verbatim responses. Critical comments are delivered to hospital personnel on an immediate basis in order to received priority attention.

Additional Information

Although administering and publicly reporting HCAHPS data is currently not a requirement for CAHs, those who participate will have a competitive advantage over non-reporting facilities. Through the HCAHPS process you will link patient satisfaction data into a continuous process of quality improvement and patient safety, improved core quality measures, and health outcomes. This standardized process, with consistent measurements and monitoring, will be better prepare hospitals to identify opportunities for continuous quality improvement.

Strategic Health, Inc.'s telephone-based methodology consistently produces accurate and actionable statistical findings which executives and managers can rely upon, plus extensive patient comments which clarify for staff what patients truly appreciated about the care they received and what could have been done to improve their satisfaction.

Strategic Health contacts discharged patients by telephone shortly after they leave the hospital, with a 75-80% success rate; instead of relying on a printed survey mailed out long after impressions have faded that stand an 89% chance of not being returned. We question each respondent personally, which allows us to probe for the proper information and paint a more representative picture of a patient's experience. The result is more information that's more in-depth and based on fresher recollections.

Strategic Health supplies reporting packages based on our client's individual needs. Whether a basic HCAHPS reports package or additional report options our survey reports provide useful information for innovation and improvement at your hospital. Opportunities lost are seldom regained. Quarterly reporting of patient satisfaction surveys is a system rife with lost opportunities. Lost, for example, is the opportunity for prompt recognition of excellent employees, the opportunity to quickly resolve unacceptable situations or patient problems. Strategic Health provides reports as often as you want. Whether weekly, bi-weekly, or monthly reporting, we'll customize a package to fit your operation. We even supply month-

to-month comparisons so you can track results, follow trends, and check progress on a timely basis.

Strategic Health will custom develop a program with your individual needs in mind, taking into account cost, obtaining meaningful response rates, as well as performance and quality measure benchmarks with other facilities statewide and nationally.

- Low Cost
- High Response Rates
- Real Time information (including verbatim comments)
- Reports Availability: weekly, bi-weekly, monthly, quarterly
- Multi-lingual Staff
- Customizable Programs
- Customer Services Training

Synovate

7600 Leesburg Pike East Building, Suite 110
Falls Church, VA 22043-2004
703-663-7280

David Bryant

david.bryant@synovate.com

<http://www.synovate.com/healthcare/expertise/cahps.jsp?item=cs>

Location of Services Offered

International

Experience working with Small Rural Hospitals

Synovate works primarily with large hospital associations or is contracted by the government for large CAHPS projects, such as the Veterans Association. Synovate is not currently focused on conducting HCAHPS services with small, rural hospitals.

Survey Modes

x	Mail
x	Phone
x	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	
x	Competitor comparison reports	No
x	Customized survey questions	No
x	Group/network pricing	No
x	Hospital employee training/education	No
	Incorporate with client's existing patient satisfaction surveys	
	Multilingual survey options	
	Real time/near real time access to collected data	
	Staffed toll-free hotline for patient's questions	
	Other; see below	

Cost Structure and Price

Synovate charges an initial set up fee of \$500 to \$1,000, in addition to an annual service fee of \$2,500 to \$6,000, pricing varies based upon the size of the organization or association.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Synovate provides a full summary of the results including: comparisons with past results, comparisons with the National Committee for Quality Assurance (NCQA)'s national database findings and benchmark data used in the Managed Care Organization's accreditation process. The frequency of reporting to the client was not specified.

Additional Information

As an NCQA certified CAHPS vendor, Synovate has all the resources to make HCAHPS administration run smoothly. Synovate also offers a unique Member Retention Model (MRM) designed to identify attributes of members' care experience that drives patient satisfaction with their health plans and healthcare. The MRM identifies:

- The foundation of member satisfaction
- Areas that provide opportunity for growth in member satisfaction
- The impact of improvement in specific care areas of members' decisions to stay with your plan

The Dallas Marketing Group Inc.

12221 Merit Drive, Suite 850
 Dallas, TX 75251
 972-991-3600
 Michael E. Egan, Ph.D.
m.egan@The-DMG.com
www.DallasMarketingGroup.com

Location of Services Offered

National

Experience working with Small Rural Hospitals

Deep experience working with rural hospitals in several states (Texas, Oklahoma, Arkansas, Kansas). Provide webinar instruction for maximum utilization of results.

Survey Modes

	Mail
x	Phone
	Interactive Voice Recognition
	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	No
	Client networking/sharing of best practices	No
x	Competitor comparison reports	No
x	Customized survey questions	Yes
x	Group/network pricing	No
x	Hospital employee training/education	No
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	Yes
	Staffed toll-free hotline for patient's questions	No
x	Other; see below	

Cost Structure and Price

Individualized as a function of bed size and census.

Frequency of Reporting to CMS

Monthly

Frequency of Reporting to Client

Standard reports are delivered quarterly, and can provide monthly reporting as well.

Additional Information

The Dallas Marketing Group is in its 38th year of providing quality market research and marketing consulting. We currently provide HCAHPS surveys to a hospitals in several states, including Texas, Kansas, Oklahoma, Louisiana and Arkansas and have been active in this area since 2004 when the survey instrument was being formalized.

We have a robust healthcare practice and currently work with over 650 hospitals in the USA providing financial benchmarks for hospital food service operations. Our healthcare offerings include patient satisfaction, physician satisfaction, employee satisfaction, community awareness studies of hospitals and hospital services, focus groups and more.

We have conducted a wide range of projects for many years for Baylor Health Care System, United Regional Health Care System, Texas Health Resources, Methodist Richardson Medical Center, Hillcrest Hospital (Tulsa), Johnson & Johnson, Pfizer and many, many others.

Our clients include a variety of companies like American Honda Motor, H.J. Heinz, Texas Instruments, Nokia, Cessna Aircraft, Harrah's Gaming, and many others – diversity that adds depth to our work. Please visit our web site at www.The-DMG.com for more information on our firm.

One other aspect of our firm's business philosophy: we actively support the principles and stringent ethical standards of the Institute of Management Consultants, by whom I have been designated a Certified Management Consultant (CMC), and ISO/IEC 17024 certification.

The Jackson Group

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828-328-8968

Janette Jones

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<http://thejacksongroup.com/healthcare/hcahps/>

Location of Services Offered

National

Experience working with Small Rural Hospitals

The Jackson Group's niche is small to mid-sized hospitals.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
	Benchmarking data	
	Client networking/sharing of best practices	
x	Competitor comparison reports	No
x	Customized survey questions	Yes
x	Group/network pricing	
	Hospital employee training/education	
x	Incorporate with client's existing patient satisfaction surveys	No
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	Yes
	Staffed toll-free hotline for patient's questions	
x	Other; see below	

Cost Structure and Price

The Jackson Group offers standard HCAHPS service and attempts to reach a target of 300 completed surveys with an annual price of \$1,500-\$3,500. Clients are billed quarterly.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

The Jackson Group provides a dashboard that is updated nightly, as well as a quarterly report which includes up to five competitor comparisons and three service line breakouts per quarter that give an organization an idea of how specific departments are performing. Competitor comparisons are more difficult for CAHs due to their low amount of data, so there is an additional charge to compare CAHs to CAHs.

Additional Information

All of The Jackson Group's clients receive are assigned a direct project manager and a data specialist who are available to answer questions and address an organization's individual needs. For each service, any completed survey calls beyond the given 300 (standard) or 600 (achieve) are charged on a per completed call basis. The Jackson Group runs their own multilingual call center and the Spanish surveying option is offered at \$100 per quarter. The Jackson Group allows for customization of services. Some additional services (at an additional price) include: employee or physician satisfaction services, market studies and the "Rounding pad" -a mechanism to enter patient feedback on-site which provides an opportunity for immediate improvement at the facility and helps to ensure patient satisfaction. It is run through an iPad unit and uses custom, open ended and/or standard questions.

Thoroughbred Research Group

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703-444-9867

David Bryant

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<http://www.torinc.net>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Thoroughbred has evaluated the survey results from the Hospital Leadership & Quality Assessment Tool (HLQAT) for over 800 small, medium and large hospitals nationwide, many of which are rural hospitals.

Survey Modes

x	Mail
x	Phone
	Interactive Voice Recognition
x	Mixed (mail and phone)

Services Checklist

Available Services? If yes, mark "x"	General Service Listings	Additional Charge?
x	Benchmarking data	Yes
x	Client networking/sharing of best practices	Yes
x	Competitor comparison reports	No
x	Customized survey questions	Yes
x	Group/network pricing	No
x	Hospital employee training/education	Yes
x	Incorporate with client's existing patient satisfaction surveys	Yes
x	Multilingual survey options	Yes
x	Real time/near real time access to collected data	No
x	Staffed toll-free hotline for patient's questions	No
x	Other; see below	No

Cost Structure and Price

Thoroughbred Research Group offers HCAHPS service to single hospitals at the price of \$8,000 for mail only, \$10,500 for telephone only, and \$9,500 for mixed mode. Volume discounts are available for multi-hospital networks. Discounts are available when also administering the HLQAT survey.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Monthly

Additional Information

Thoroughbred Research Group has the proven analytics that can help a hospital improve their HCAHPS scores as well as their Value Based Payment scores. Find out more at <http://www.HLQAT2.com>.

APPENDIX A: SMALL GROUP MEETINGS

HCAHPS Small Group Meeting
Thursday, April 19 2012 4:30 pm- 5:30 pm
Room: Quartz B, Hyatt Regency

The purpose of this meeting is to capture a body of knowledge regarding the utilization of small rural hospitals' participation with Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) surveys. Information gleaned from this small group meeting will be shared with other state, rural hospital and network personnel, as well as staff from the Office of Rural Health Policy. The attached questions will be used to guide our discussion during this session.

1. State Flex Programs: Are you organizing or networking the HCAHPS processes on a state wide level? If so, what has the response been from the hospitals?
2. What are the benefits for critical access hospitals (CAHs) participating in HCAHPS from your perspective?
3. What are the barriers that CAHs face in completing HCAHPS surveys in your state? What are the hospital's concerns?
4. What has been the experience of CAHs in your state working with HCAHPS vendors?
5. Please identify additional issues we should be aware of in supporting greater CAH participation in HCAHPS.

APPENDIX B: HCAHPS VENDOR QUESTIONS

1. Which region (or States) does your agency offer HCAHPS services?
2. On average, how frequently does your agency work with small rural hospitals (50 beds or less) on HCAHPS within one year?
3. On a scale of Excellent, Good, Fair, Poor; Please rate your agency's level of understanding of the unique attributes and challenges of a small rural hospital (50 beds or less). (Follow up: What do you view as some of the attributes and challenges of rural hospital's participation with HCAHPS?)
4. Please identify all of the method(s) your agency utilizes to administer HCAHPS surveys (mail, telephone, active interactive voice recognition, mixed mail/telephone).
5. What should a small rural hospital anticipate paying for a basic HCAHPS service from your agency? What is the average price range (including annual/start up fees and per survey charges, if applicable) for each method: mail, telephone, active interactive voice recognition, mixed mail/telephone.
6. Please identify all of the services your agency includes in a basic HCAHPS service:
 - Benchmarking data
 - Client networking/sharing of best practices
 - Competitor comparison reports
 - Customized survey questions
 - Group/network pricing
 - Hospital employee training/education
 - Incorporate with client's existing patient satisfaction surveys
 - Multilingual survey options
 - Real time/near real time access to collected data
 - Send HCAHPS data to CMS
 - Staff toll-free hotline for patient's questions
 - Survey printing, postage, and/or telephone charges
 - Other
7. Please identify all of the HCAHPS services your agency offers at an additional charge:
 - Benchmarking data
 - Client networking/sharing of best practices
 - Competitor comparison reports

- Customized survey questions
 - Group/network pricing
 - Hospital employee training/education
 - Incorporate with client's existing patient satisfaction surveys
 - Multilingual survey options
 - Real time/near real time access to collected data
 - Send HCAHPS data to CMS
 - Staff toll-free hotline for patient's questions
 - Survey printing, postage, and/or telephone charges
 - Other
8. How frequently does your agency send HCAHPS reports to a client? (monthly, quarterly, annually, no reports provided, depends on client's request)
9. How frequently does your agency send HCAHPS data to CMS? (monthly, quarterly, annually, no reports provided, depends on client's request)
10. Please share any additional information you would like small rural hospitals to know about your HCAHPS services.