

Hospital Consumer Assessment of Healthcare Providers and Systems Overview

Vendor Directory August, 2015



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INTRODUCTION

The Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey, developed by the Centers for Medicaid and Medicare Services (CMS) and the Agency for Healthcare Research and Quality (AHRQ), a division of the Department of Health and Human Services, is a 27-question, standardized, patient experience 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 three primary objectives for administering this standardized patient experience survey instrument include:

- Enabling meaningful comparisons across hospitals for public reporting
- Increasing hospital accountability and incentives for quality improvement
- Enhancing public accountability

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 [the HCAHPS website](#). 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 HCAHPS are not currently a requirement for critical access hospitals (CAHs) in order to receive full payment from CMS, HCAHPS are required as a measure of the Medicare Beneficiary Quality Improvement Project (MBQIP) should the CAH wish to receive support through the state Flex Program. Furthermore, participating in HCAHPS can assist CAHs in preparing to link reimbursement to quality performance. 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 [the HCAHPS website Quality Assurance page](#) 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 with which they contract 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
- Adhering to guidelines for data coding and response rate calculations
- Systematically analyzing, preparing and submitting data, including implementing quality check activities

- Reporting hospital results publicly

Survey questions address the following topics:

- Communication with nurses
- Communication with doctors
- Responsiveness of hospital staff
- Pain management
- Communication about medicines
- Discharge information
- Care transitions
- Cleanliness of hospital environment
- Quietness of hospital environment
- Overall hospital rating
- Recommend the hospital

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 ensure 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. CMS publishes HCAHPS results quarterly on [the Hospital Compare website](#). Each question has a top box, or most desired answer option(s); only these responses are reported publically.

If hospitals take the time to invest in completing an HCAHPS process, they are likely to ensure they are meeting their mission, protecting their bottom line, enhancing their reputation and, foremost, improving patient care as a result of their increased dedication to implementing safe, quality improvement initiatives based on results of the HCAHPS data.

HCAHPS plays a large role in reimbursement as a result of the Patient Protection and Affordable Care Act (PPACA), which established a [Value-Based Purchasing \(VBP\) plan](#). VBP translates into a pay-for-performance reimbursement strategy based, in part, on performance for specified measures that are part of the Hospital Inpatient Quality Reporting Program (IQR) as monitored through CMS for those hospitals under the Inpatient Prospective Payment System (IPPS). This movement to tie reimbursement to performance on quality metrics, including patient experience, means hospitals are held accountable for providing excellence in safe, quality patient care.

HCAHPS participation as a requirement in MBQIP by CAHs was previously mentioned. The Medicare Beneficiary Quality Improvement Project (MBQIP), designed by the Health Resources and Services Administration (HRSA), Federal Office of Rural Health Policy (FORHP), 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 CAH participation with the HCAHPS process and subsequent development of quality improvement initiatives. MBQIP provides 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. Starting in Fiscal Year 2015, CAHs who wish to receive any state Flex Program support must report on all MBQIP required measures, including HCAHPS

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. While self-administration of HCAHPS is allowable, stringent survey requirements must be met. If pursuing the HCAHPS survey process does not appear feasible for a CAH to undertake independently, then engaging a certified HCAHPS vendor is needed. Vendors included on the CMS HCAHPS approved vendor list are contacted by TASC twice annually and offered the opportunity to complete a profile form to be submitted into this directory. The form includes the following: 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.

This directory has made every attempt to present the vendors' information in a neutral, unbiased manner. Inclusion in this directory is voluntary on the part of the vendor, therefore this is not an exhaustive list of certified HCAHPS vendors. Such a list is available on the [HCAHPS website](#). In the case of any discrepancies, the approved vendor list should be deferred to as it may be updated more frequently than this directory.

Of the 26 featured HCAHPS vendors, all indicated offering services nationally and some listing 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.

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 great variety in the cost structure and price and the majority of 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 an HCAHPS vendor reports results of the HCAHPS assessment findings to CMS is quarterly for the majority of vendors, with some providing 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, 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 Available

Survey Modes	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

Service Description	Available	Additional Charge
Benchmarking Data	Yes	No
Client networking/sharing of best practices	No	
Competitor comparison reports	No	
Customized survey questions	No	
Group/network pricing	No	
Hospital employee training/education	No	
Incorporate with client's existing patient satisfaction surveys	No	
Multilingual survey options	Yes	No
Real time/near real time access to collected data	No	
Staffed toll free hotline for patient's questions	No	
Other; see below	Yes	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 hospitals' 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

3520 Green Court, Suite 300

Ann Arbor, MI 48105

734-302-4600

Thomas Wilkinson, MPH

tom.wilkinson@altarum.org

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

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

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 [the Altarum website](#) for additional information.

Arbor Associates, Inc.

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Petoskey, MI 49770

800-272-6795

Donald Cohen

doncohen@arbor-associates.com

www.Arbor-Associates.com

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

Service Description	Available	Additional Charge
Benchmarking Data	Yes	No
Client networking/sharing of best practices	Yes	No
Competitor comparison reports	No	
Customized survey questions	Yes	No
Group/network pricing	Yes	
Hospital employee training/education	Yes	No
Incorporate with client's existing patient satisfaction surveys	Yes	No
Multilingual survey options	Yes	No
Real time/near real time access to collected data	Yes	No
Staffed toll free hotline for patient's questions	No	
Other; see below	Yes	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 "Arbor+CAHPS." This ongoing survey provides clients with accurate patient satisfaction statistical materials, plus verbatim patient comments at the level of Inpatients (HCAHPS) and Outpatient units or departments (soon EDPEC and OSPEC), medical offices (CGCAHPS) and home care (HHCAHPS) and compares it with information from the same units/departments at similar hospitals at the state and additional levels. Arbor is now fully authorized to conduct CAHPS Hospice surveys, as well.

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

1000 Primera Boulevard, Suite 3144

Lake Mary, FL 32746

312-236-7170

Dan Litwer

dlitwer@avatarsolutions.com

<http://www.avatarsolutions.com>

Location of Services Offered

Avatar is headquartered in Lake Mary, Florida with a satellite office in Chicago, Illinois. The organization provides services to hospitals and healthcare systems across the nation.

Experience working with Small Rural Hospitals

Avatar has experience working with small rural hospitals. We have done work with Critical Access Hospitals, as well as other hospitals with less than 25 beds. We also have experience working with larger systems.

Survey Modes Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

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

Cost Structure and Price

Avatar's pricing structure is package-based, allowing organizations to choose the package that works best for them. Our structure is flexible, however, to ensure you are getting the most from survey project. We also have experience working with larger systems, highlighting our ability to provide support across sizes.

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Clients have access to Avatar's online reporting and action planning system, ImprovingCare, to run reports 24/7 as they see fit. 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. Organizations partner with Avatar Solutions to improve the patient experience, achieve higher government reimbursement and increase their employee's engagement levels.

Beacon Technologies, Ltd.

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Rancho Mirage, CA 92270-4089
800-904-1480
Richard Heller, Managing Director
rheller@beacontouch.com
<http://www.beacontouch.com>

Location of Services Offered

National plus Puerto Rico and pacific territories.

Experience working with Small Rural Hospitals

Seventy-eight percent of the firm's client base are small and critical access hospitals.

Survey Modes Available

Survey Mode Description	Available
Mail	No
Phone	Yes
Interactive Voice Recognition	Yes
Mixed (mail and phone)	No

Services Available

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

Cost Structure and Price

Costs are based on total number of patients surveyed annually. Typically, the number of patients included in the sample [the universe] frame results in costs of \$5 to \$14 per completed survey session. Rural hospitals average \$9 to \$12 per survey.

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

Full results reporting is delivered to the client monthly. Patient comments gathered during survey sessions are transcribed and delivered daily at no additional cost. Other reporting requirements or frequencies may be available at an additional cost.

Additional Information

Beacon Technology enjoys the highest rate of completed survey sessions among all approved vendors [Source: CMS field audit reports]. The firm is widely known for its fully automated client data processing, survey interview management and reporting systems. Beacon pioneered the use of interactive phone response (IVR) for customer, consumer, medical staff and specialized survey programming.

CAMC Institute

3200 MacCorkle Avenue, SE

Charleston, WV 25304

304-388-9914

Mary Emmett

mary.emmett@camc.org

<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 Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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.

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>

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

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

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 \$11.71 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

Clients may choose Monthly or 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, Emergency Department CAHPS, etc. Conifer also conducts surveys of staff/employees, physicians, community leaders and other stakeholders.

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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.

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 Available

Survey Mode Description	Available
Mail	No
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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. 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.

HealthStream

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Nashville, TN

615-224-1500

Karen Sorensen

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<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 Available

Survey Mode Description	Available
Mail	No
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

Service Description	Available	Additional Charge
Benchmarking Data	Yes	No
Client networking/sharing of best practices	No	
Competitor comparison reports	Yes	
Customized survey questions	Yes	Yes
Group/network pricing	Yes	
Hospital employee training/education	Yes	Yes
Incorporate with client’s existing patient satisfaction surveys	Yes	
Multilingual survey options	Yes	
Real time/near real time access to collected data	Yes	
Staffed toll free hotline for patient’s questions	Yes	
Other; see below	Yes	

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

Cost Structure and Price

Illinois Critical Access Hospital Network (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

National

Experience working with Small Rural Hospitals

Ipsos Public Affairs has worked with all sizes of hospitals.

Survey Modes Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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

For the past six years, Ipsos has conducted HCAHPS surveys for Veteran Health Administration at all of their facilities. This has included large and small facilities in urban and rural areas. In August, 2015 Ipsos was awarded this contract for another five years.

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 Available

Survey Mode Description	Available
Mail	No
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

Cost Structure and Price

JL Morgan & Associates offers three pricing options with 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 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.

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	Yes
Mixed (mail and phone)	Yes

Services Available

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

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

Service Description	Available	Additional Charge
Benchmarking Data	Yes	Yes
Client networking/sharing of best practices	Yes	No
Competitor comparison reports	Yes	Yes
Customized survey questions	Yes	Yes
Group/network pricing	Yes	
Hospital employee training/education	No	
Incorporate with client's existing patient satisfaction surveys	Yes	Yes
Multilingual survey options	Yes	Yes

Service Description	Available	Additional Charge
Real time/near real time access to collected data	Yes	No
Staffed toll free hotline for patient’s questions	Yes	Yes
Other; see below	Yes	

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 one of the largest patient satisfaction measurement firms 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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	Yes
Mixed (mail and phone)	No

Services Available

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

Cost Structure and Price

Contact for pricing.

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.

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 solutions that measure patient, employee and physician experience, along with a CAHPS offering and a mobile point of care leader rounding app.

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 (Connect by National Research); Market Insights; Online Physician Reputation Solution; 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 and healthcare organizations make sense of patient experience results and facilitate improvement. National Research 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 webinars, including the Best Practice Webinar Series, are also offered on a variety of topics for hospital and healthcare organizations to learn how to effectively use their data,

gain additional insight into their reporting results and hear client success stories. The annual Patient-Centered Care Symposium is one of their largest client events, where healthcare innovators convene to discuss the latest in patient-centered excellence.

Press Ganey and Associates

404 Columbia Place
South Bend, IN 46601

800-232-8032

Rene Zipper

rzipper@pressganey.com

www.pressganey.com

Location of Services Offered

National

Experience working with Small Rural Hospitals

Press Ganey and Associates has a dedicated team for the small rural hospital market.

Survey Modes Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

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

Cost Structure and Price

There are various price structures available, depending on the mode selected and sampling. We do have special pricing in place for small rural hospitals.

Frequency of Reporting to CMS

Varied

Frequency of Reporting to Client

Monthly structured reports, or daily if client would like "push" e-mail reports

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

Garry Floyd, Regional Sales Manager, PRC, Inc.

GFloyd@PRCcustomresearch.com

www.PRCcustomresearch.com

Location of Services Offered

Omaha, Nebraska

Experience working with Small Rural Hospitals

Over 35 years of experience working with small rural hospitals and communities in which they serve.

Survey Modes Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

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

Cost Structure and Price

PRC prices our telephone surveys on a per-completion basis based on volume

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Daily or as scheduled

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.

Core HCAHPS survey questions do not measure excellence, but hospitals can combine the required core items with customized, hospital-specific questions to more effectively analyze where to invest resources to improve performance.

Our CAHPS Team has been helping clients apply learnings drawn from Hospital CAHPS data since 2004 and from Home Health CAHPS since 2010. We track industry developments and government updates and share the latest developments in survey requirements, public reporting, value-based purchasing and more.

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	Yes
Mixed (mail and phone)	Yes

Services Available

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

Cost Structure and Price

Research & Marketing Strategies, Inc. (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

Beth Gushard

shinguard@rccn.info

<https://rccn.info>

Location of Services Offered

National

Experience working with Small Rural Hospitals

Rural Comprehensive Care Network targets rural hospitals and the majority of our clients are critical access hospitals.

Survey Modes Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

Cost Structure and Price

Pricing is based on an annual base cost plus a per-patient cost.

\$750 Base Cost per year plus \$4.00 per survey sent

Base Cost includes:

- Setup charges
- Qualified Business Reply Mail (QBRM) Permit
- QBRM Accounting Fee
- Technology/equipment costs
- Liaison training, technical support and monitoring

Per-Survey Cost includes:

- Creation of mailings
- Postage on all mailings
- Return postage on returned surveys
- Printing of surveys, cover letters, QBRM envelopes
- Data Entry
- Cleaning/Testing of data
- Data Submission
- Optional report generation
- Mailing costs of final reports to agency
- Shredding of surveys after three years

Frequency of Reporting to CMS

Quarterly

Frequency of Reporting to Client

Quarterly

Additional Information

RCCN is in the process of revamping our reporting to keep up with the ever changing needs of our clients.

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 Available

Survey Mode Description	Available
Mail	Yes
Phone	No
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

Cost Structure and Price

Rural Wisconsin Health Cooperative's (RWHC) 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 Available

Survey Mode Description	Available
Mail	No
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

Service Description	Available	Additional Charge
Benchmarking Data	Yes	No
Client networking/sharing of best practices	Yes	No
Competitor comparison reports	Yes	Yes
Customized survey questions	Yes	Yes
Group/network pricing	Yes	No
Hospital employee training/education	Yes	Yes
Incorporate with client's existing patient satisfaction surveys	Yes	No
Multilingual survey options	Yes	No
Real time/near real time access to collected data	Yes	No
Staffed toll free hotline for patient's questions	Yes	No
Other; see below	Yes	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 receive 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 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 clients' individual needs. Whether a basic HCAHPS report 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)
- Report Availability: weekly, bi-weekly, monthly, quarterly
- Multi-lingual Staff
- Customizable Programs
- Customer Services Training

The Dallas Marketing Group Inc.

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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 Available

Survey Mode Description	Available
Mail	No
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	No

Services Available

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

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 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 website](#) at 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 the senior vice president has been designated a Certified Management Consultant (CMC) and ISO/IEC 17024 certification.

The Jackson Group

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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 Available

Survey Mode Description	Available
Mail	Yes
Phone	Yes
Interactive Voice Recognition	No
Mixed (mail and phone)	Yes

Services Available

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

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 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.

APPENDIX A: HCAHPS VENDOR QUESTIONS

1. Location of Services Offered
2. Experience working with Small Rural Hospitals
3. Indicate survey modes offered:
 - Mail
 - Phone
 - Interactive Voice Recognition (IVR)
 - Mixed (mail and phone)
4. Cost Structure and Pricing
5. Please identify all of the services your agency includes in a basic HCAHPS service and if they entail 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
 - Staff toll-free hotline for patient's questions
 - Other
6. Frequency of Reporting to CMS
7. Frequency of Reporting to Client
8. Additional Information