

# Hospital Consumer Assessment of Healthcare Providers and Systems Overview

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## Vendor Directory

Updated February 2018



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*This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UB1RH24206, Information Services to Rural Hospital Flexibility Program Grantees, \$1,100,000 (0% financed with nongovernmental sources). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.*

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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 32-question, standardized, inpatient 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 inpatient experience survey instrument include:

- Enabling objective and meaningful comparisons between hospitals for public reporting
- Increasing hospital accountability and incentives for quality improvement
- Enhancing public accountability through increased transparency

The Adult HCAHPS survey and data collection process is administered to discharged hospital patients over 18 years of age that have received medical, surgical or obstetric 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 publicly report on the findings in order to receive a full annual payment update from CMS. Although HCAHPS data are not currently a requirement for critical access hospitals (CAHs) in order to receive full payment from CMS, HCAHPS data are part of the patient engagement domain of the Medicare Beneficiary Quality Improvement Project (MBQIP). All CAHs wishing to receive support through their state Flex Program [must participate in MBQIP](#). 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, or they can select a trained, certified vendor to administer the HCAHPS process. In order 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
- Transition of care
- 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. 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 publicly.

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 \(VBP\) Program](#). 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 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. 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. CAHs who wish to receive any state Flex Program support must participate in MBQIP.

## 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.

Each vendor profile includes the following information:

- Contact information
- Location of services offered
- Experience in working with small rural hospitals
- Survey mode (mailed, telephone, interactive voice recognition, combination)
- Services provided
- 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 21 featured HCAHPS vendors in this directory, all indicated offering services nationally with some listing experience in working with small rural hospitals and many vendors specifically noting their exclusive specialization with this population.

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 timelier 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.

#### Contact Information

2605 W. 32<sup>nd</sup> Street  
Joplin, MO 64803-4367  
(888) 420-8884  
Patrick Sells  
[psells@alexandriamarketing.com](mailto:psells@alexandriamarketing.com)  
[Alexandria Marketing Research Group Website Link](#)

#### 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

Mail

#### Services Available

Service Description	Available	Add'l 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	

#### 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

## Contact Information

3520 Green Court, Suite 300  
Ann Arbor, MI 48105  
734-302-5692  
Thomas Wilkinson  
[Tom.wilkinson@altarum.org](mailto:Tom.wilkinson@altarum.org)  
[Altarum Website Link](#)

## Location of Services Offered

Altarum is headquartered in Ann Arbor, MI with additional offices in Washington, DC. Altarum offers services nationally.

## 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

Mail; Phone

## Services Available

Service Description	Available	Add'l 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	No
Hospital employee training/education	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

## Cost, Structure and Price

Upon request

## Frequency of Reporting to CMS

Quarterly, consistent with QAG requirements.

## Frequency of Reporting to Client

Based on client requirements. Highly customized reporting is an Altarum specialty.

## Additional Information

Altarum is a national non-profit health systems research organization with 450 health research professionals. Altarum 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. Visit [the Altarum website](#) for additional information.

## Arbor Associates, Inc.

### Contact Information

1349 US 131, Suite A  
Petoskey, MI 49770  
800-272-6795  
Kevin Cranick  
[kevincranick@arbor-associates.com](mailto:kevincranick@arbor-associates.com)  
[Arbor Associates Website Link](#)

### 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

Mail; Phone; Mixed (mail and phone)

### Services Available

Service Description	Available	Add'l 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

### 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 Information

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 HCAHPS and Emergency Department Experience with Care (EDPEC) and Outpatient Ambulatory Surgery CAHPS (OAS CAHPS), Clinician & Group CAHPS (CGCAHPS) for medical offices and Home Health CAHPS (HHCAHPS). It compares it with information from the same units/departments at similar hospitals at the state and additional levels.

Arbor is fully authorized to conduct CAHPS Hospice surveys, and for Outpatient Ambulatory Surgery CAHPS.

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 on-site support to any of their clients and make their staff available for training and decision making assistance.

## Axxess Consult Inc.

### Contact Information

16000 Dallas Parkway, Suite 700N  
Dallas, TX 75248  
214-575-7711  
Andrew Awoniyi  
[cahps@axxess.com](mailto:cahps@axxess.com)  
[Axxess Website Link](#)

### Location of Services Offered

National and international

### Experience working with small rural hospitals

Axxess started as a consulting company working with small to medium-sized health care organizations, both rural and urban clients. Axxess' HCAHPS solution has grown out of working with small rural hospitals.

### Survey Modes Available

Mail; Phone

### Services Available

Service Description	Available	Add'l 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

### Cost Structure and Price

Pricing is a flat monthly charge inclusive of setup, surveying, data submission and reporting with an individualized portal and real time results. Pricing starts from \$250/month and discounts provided for prepayment. Please visit [the Axxess website](#) for the latest information and pricing.

### **Frequency of Reporting to CMS**

Quarterly by default, but more frequently as needed or scheduled

### **Frequency of Reporting to Client**

Axxess provides an individualized cloud-based portal which allows clients to access their survey results anytime, in real time. The reports feature the most updated facility data, and include both survey data and CMS public data and other resources to assist with improving survey results.

### **Additional Information**

Axxess is a fast-growing patient engagement technology company, administering patient surveys and innovative, cloud-based software and services.

## Bivarus

### Contact Information

219 1st Avenue SW

Hickory, NC 28602

828-328-8968

Janette Jones

[info@bivarus.com](mailto:info@bivarus.com)

[Bivarus Website Link](#)

### 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

Mail; Phone; Mixed (mail and phone)

### Services Available

Service Description	Available	Add'l 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	

### 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.

## CAMC Institute

### Contact Information

3200 MacCorkle Avenue, SE

Charleston, WV 25304

304-388-9914

Mary Emmett

[mary.emmett@camc.org](mailto:mary.emmett@camc.org)

[CAMC Institute Website Link](#)

### Location of Services Offered

Offers services throughout the United States.

### Experience working with small rural hospitals

CAMC Institute has many years of experience working with small rural hospitals.

### Survey Modes Available

Mail

### Services Available

Service Description	Available	Add'l 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	No
Hospital employee training/education	No	
Incorporate with client's existing patient satisfaction surveys	Yes	No
Multilingual survey options	No	
Real time/near real time access to collected data	Yes	No
Staffed toll free hotline for patient's questions	Yes	No

### Cost Structure and Price

CAMC Institute offers services yearly, with a renewable annual contract. Price structure varies depending upon the hospital's patient volume. There is no "flat" fee. If you are a new client, the first year's price is based on a response rate of 40 percent. That can be adjusted if the client provides prior response rate information. All patients, unless a random sample is requested, will be in the monthly raw data file. Once a baseline price is set, historical changes in patient volume can be used to set future prices. Clients pay for all postage and other charges incurred in the process of completing the survey process.

### **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 materials are sent out immediately in PDF or fax form. CAMC Institute works with clients to design a report that best meets their needs.

### **Additional Information**

CAMC Institute is focused on providing basic, inexpensive HCAHPS services. CAMC Institute sends data to the hospital and prefers to steer away from adjusting data and making comparisons. Inaccuracies associated with small sample sizes, regional differences and so on are the reasons behind this decision.

## Custom Survey Solutions, Inc.

### Contact Information

205 McLeod Street, PO Box 312  
Big Timber, MT 59011  
406-932-6565  
Melissa Yuzeitis  
[melissa@customsurveys.biz](mailto:melissa@customsurveys.biz)  
[Custom Survey Solutions Website Link](#)

### 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

Mail

### Services Available

Service Description	Available	Add'l 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	No	
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

### Cost Structure and Price

Price is a flat \$3,200 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, with 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.

## HealthStream

### Contact Information

565 Marriott Drive, Suite 700

Nashville, TN 34214

615-224-1550

Sharon Driskell

[CAHPS@healthstream.com](mailto:CAHPS@healthstream.com)

[HealthStream Website Link](#)

### Location of Services Offered

National

### Experience working with small rural hospitals

HealthStream currently partners with over 1,000 hospitals across the country conducting HCAHPS surveys on their behalf, which includes many critical access hospitals.

### Survey Modes Available

Mail; Phone

### Services Available

Service Description	Available	Add'l 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	Yes	Yes
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

### Cost Structure and Price

HealthStream's fees for a CAH range from \$2,500 to \$5,000 annually, although pricing varies based on size and options selected.

### Frequency of Reporting to CMS

Quarterly

## Frequency of Reporting to Client

HealthStream's interactive online reporting tool provides easy access to real time data, pre-populated dashboards and benchmarks. It is an easy-to-use yet powerful tool which permits a wide range of options, from advanced filtering capabilities to scheduling automatic delivery of custom reports.

## Additional Information

As partner to thousands of health care organizations, HealthStream is uniquely positioned to help your organization make the connection between compliance, the patient experience, clinical care, and performance management across the continuum of care. HealthStream's HCAHPS experience provides essential insight into patient experience scores, which hospital administrators and department managers can then turn into action through our industry-leading improvement tools. Our unique Voice of the Patient audio recordings capture patients' verbatim responses to open-ended questions. These full recordings are delivered transcribed and coded, allowing you to immediately address service issues and recognize exemplary performance. HealthStream offers many other improvement resources including courseware, consulting, case studies and best practices.

## ICAHN Survey Solutions

### Contact Information

245 Backbone Rd E

Princeton, IL 61356

815-875-2999

Angie Charlet

[acharlet@icahn.org](mailto:acharlet@icahn.org)

[www.icahn.org](http://www.icahn.org)

### Location of Services Offered

National

### Experience working with small rural hospitals

We are focused on only small and rural hospitals. We have over 15 years of experience in rural hospitals with seven years in HCAHPS and various other patient satisfaction surveys.

### Survey Modes Available

Mail

### Services Available

Service Description	Available	Add'l 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	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

### Cost Structure and Price

Illinois Critical Access Hospital Network (ICAHN) Survey Solutions offers services on a yearly, renewable contract. Pricing is currently \$2,400 annually with additional postage and handling per mailed survey charge on a quarterly basis. We do 100% eligible patients surveys to achieve maximum response rate.

### **Frequency of Reporting to CMS**

Quarterly

### **Frequency of Reporting to Client**

ICAHN offers an interactive on-line reporting tool, provides easy to access real time data with comparative dashboards and benchmarking readily available. This tool allows for ability to run various reports, filtering and customized reporting capabilities.

### **Additional Information**

ICAHN specializes in small and rural and is well positioned to meet your organizational needs to enhance and improve the patient experience, employee experience and performance across all settings within the organization for continued continuity of care. ICAHN offers ongoing quarterly educational webinars along with individualized webinars to focus on key areas upon request of the client.

## Informed Decisions, Inc.

### Contact Information

P.O. Box 23384  
Minneapolis, MN 55423-9840  
651-335-9498  
Jim Theurer  
[jim@jtstrategy.com](mailto:jim@jtstrategy.com)  
[Informed Decisions Website Link](#)

### 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 critical access hospitals and small rural hospitals.

### Survey Modes Available

Mail

### Services Available

Service Description	Available	Add'l 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	

### 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 six 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.

## J L Morgan & Associates, Inc.

### Contact Information

7057 Meadowlark Drive  
Birmingham, AL 35242  
205-995-7153  
Jeff Morgan  
[jeff.morgan@jlmassoc.com](mailto:jeff.morgan@jlmassoc.com)  
[J L Morgan & Associates Website Link](#)

### Location of Services Offered

National

### Experience working with small rural hospitals

J L Morgan has provided patient satisfaction surveys for rural hospitals across 41 states since 2001.

### Survey Modes Available

Phone

### Services Available

Service Description	Available	Add'l 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

### Cost Structure and Price

Pricing for CAHPS programs such as HCAHPS, begins at \$395.00 per month for 25 monthly completed surveys. Pricing for larger volumes would be approximately \$1,065.00 per month for 100 monthly completed surveys as an example.

### Frequency of Reporting to CMS

Quarterly

## Frequency of Reporting to Client

Client patient feedback results are available in real time with 24/7 database access. Direct report options and preferences vary per client and can be customized based on client preferences.

## Additional Information

J L Morgan also has a Discharge Outcomes program, which contacts patients 24-48 hours post discharge or post encounter to ensure discharge instructions compliance, alerting facility in real time of critical issues or patient non-compliance, thus reducing readmissions and improving patient satisfaction.

## Minnesota Rural Health Cooperative

### Contact Information

190 East 4th Street North P.O. Box 155  
Cottonwood, MN 56229  
507-423-5300  
Mike Horner  
[mhorner@mrhc.net](mailto:mhorner@mrhc.net)  
[Minnesota Rural Health Cooperative Website Link](#)

### 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

Mail

### Services Available

Service Description	Available	Add'l 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

### 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 reports
- Emailed comments for issues that may require immediate attention
- Additional survey types are available

## National Research Corporation

### Contact Information

1245 Q Street  
Lincoln, NE 68508  
402-475-2525  
Ruta Jaudegis  
[rjaudegis@nationalresearch.com](mailto:rjaudegis@nationalresearch.com)  
[National Research Website Link](#)

### 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

Mail; Phone; Interactive voice recognition

### Services Available

Service Description	Available	Add'l 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	

### 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.

## 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 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 Associates, Inc.

### Contact Information

404 Columbia Place  
South Bend, IN 46601  
800-232-8032  
Deirdre Mylod  
[dmylod@pressganey.com](mailto:dmylod@pressganey.com)  
[Press Ganey Website Link](#)

### Location of Services Offered

National

### Experience working with small rural hospitals

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

### Survey Modes Available

Mail; Phone; Mixed (email and phone)

### Services Available

Service Description	Available	Add'l 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

### 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 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 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.

## Contact Information

11326 P Street  
Omaha, NE 68137  
402-592-5656  
Andrea Paseka  
[apaseka@prcustomresearch.com](mailto:apaseka@prcustomresearch.com)  
[Professional Research Website Link](#)

## 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

Mail; Phone; Mixed (mail and phone)

## Services Available

Service Description	Available	Add'l 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

## 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 to 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.

# Quality Data Management, Inc.

## Contact Information

405 E. Royalton Road  
Broadview Heights, OH 44147  
440-526-8633  
Jeff Paliwoda  
[jpaliwoda@qdmnet.com](mailto:jpaliwoda@qdmnet.com)  
[Quality Data Management Website Link](#)

## Location of Services Offered

National

## Experience working with small rural hospitals

QDM works with hospitals of all sizes. In particular, QDM has extensive experience with small rural hospitals; QDM's current clients include hospitals of 20-25 beds. Small rural hospitals have access to the same reporting and quality improvement tools that are available to large academic medical centers.

## Survey Modes Available

Phone; Interactive voice recognition

## Services Available

Service Description	Available	Add'l Charge
Benchmarking Data	Yes	No
Client networking/sharing of best practices	No	
Competitor comparison reports	No	
Customized survey questions	Yes	Yes
Group/network pricing	No	
Hospital employee training/education	Yes	No
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

## Cost Structure and Price

Please contact QDM for pricing information.

## Frequency of Reporting to CMS

Quarterly

## Frequency of Reporting to Client

All clients have online access to near real time results reporting.

## Additional Information

Quality Data Management, Inc. has been in business for over 20 years and is dedicated to improving health care processes and outcomes for facilities of all sizes in the health care industry. It has been a CMS-approved vendor since the inception of HCAHPS. Its reporting tools are intuitive and user-friendly, and are designed to allow hospitals of all sizes discover internal strengths, opportunities for improvement, and trends over time.

## Research & Marketing Strategies, Inc. (RMS)

### Contact Information

15 East Genesee Street, Suite 210  
Baldwinsville, NY 13027  
315-635-9802  
Christine Benn  
[christineb@RMResults.com](mailto:christineb@RMResults.com)  
[RMS Website Link](#)

### Location of Services Offered

National

### Experience working with small rural hospitals

RMS works closely with small rural hospitals ensuring a seamless process. The HCAHPS team is available to assist with any questions that may arise and is known for their responsiveness and attentiveness. RMS recognizes the unique needs of rural hospitals and works with them to be as successful as possible.

### Survey Modes Available

Mail; Phone

### Services Available

Service Description	Available	Add'l 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

### 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 contact us for a free consultation and price quote.

## **Frequency of Reporting to CMS**

Quarterly

## **Frequency of Reporting to Client**

RMS will provide each hospital with a quarterly report of the HCAHPS survey results, showing response frequencies and respondent-level data. Each hospital will also be connected to the RMS CAHPS online portal where you have real-time, interactive access to the data at any time. RMS Healthcare offers custom reporting options that include more detailed analysis as well as recommendations and consulting information.

## **Additional Information**

RMS is a full service market research firm with a dedicated healthcare division, RMS Healthcare. The firm offers many consulting services in addition to HCAHPS including, employee surveying, strategic planning, image and awareness surveys, HIPAA training, community health needs assessments (CHNA's), PCMH and any market research study.

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 HCAHPS for hospitals in 2006, followed by HH CAHPS, CG-CAHPS, ICH CAHPS, Hospice CAHPS, CAHPS for ACO, OAS CAHPS and MIPS.

RMS maintains an on-site call center, QualiSight, with highly skilled and highly trained CAHPS surveyors administering telephone surveys to patients. All calls are digitally recorded for quality assurance. RMS works with each client to customize projects or programs to best fit the client's individual needs.

## Rural Comprehensive Care Network

### Contact Information

995 E Highway 33, Suite 2  
Crete, NE 68333  
402-826-3737  
Beth Gushard  
[bgushard@rccn-ne.org](mailto:bgushard@rccn-ne.org)  
[Rural Comprehensive Care Network Link](#)

### 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

Mail

### Services Available

Service Description	Available	Add'l 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	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	No	
Staffed toll free hotline for patient's questions	Yes	No

### Cost Structure and Price

Please contact for pricing information.

### Frequency of Reporting to CMS

Quarterly

### Frequency of Reporting to Client

Quarterly or as requested

## Additional Information

RCCN is a CMS-approved CAHPS vendor with experience in the administration of CAHPS surveys according to CMS standards. Other CAHPS surveys RCCN is approved to administer are Home Health CAHPS, Hospice CAHPS, and OAS CAHPS.

We also administer surveys for Emergency Services, Outpatient Services, Swing Bed, and a Clinic Survey to meet our clients needs.

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

## Rural Wisconsin Health Cooperative

### Contact Information

880 Independence Lane, PO Box 490  
Sauk City, WI 53583  
800-225-2531  
Bonnie Laffey  
[blaffey@rwhc.com](mailto:blaffey@rwhc.com)  
[RWHC Website Link](#)

### Location of Services Offered

National

### Experience working with small rural hospitals

Rural Wisconsin Health Cooperative works exclusively with small rural hospitals.

### Survey Modes Available

Mail

### Services Available

Service Description	Available	Add'l 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

### 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.

### Contact Information

34 South 600 East  
Salt Lake City, UT 84102  
801-521-5080  
Lisa Holmes  
[lisa@holmesco.com](mailto:lisa@holmesco.com)  
[Strategic Health Website Link](#)

### 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

Phone

### Services Available

Service Description	Available	Add'l 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

### 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

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.

### Contact Information

12221 Merit Drive, Suite 850

Dallas, TX 75251

972-991-3600

Michael E. Egan, Ph.D.

[m.egan@The-DMG.com](mailto:m.egan@The-DMG.com)

[Dallas Marketing Group Website Link](#)

### 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

Phone

### Services Available

Service Description	Available	Add'l 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	

### 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 [The Dallas Marketing Group's website](#) 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.

## APPENDIX: 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