



NATIONAL
RURAL HEALTH
RESOURCE CENTER

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Moving HCAHPS into Practice in CAHs

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Purpose

The National Rural Health Resource Center is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Performance Improvement
- Health Information Technology
- Recruitment & Retention
- Community Health Assessments
- Networking



Objectives

- Define what Hospital Consumer Assessment of Health Providers and Systems (HCAHPS) means to hospitals
- Understand the value of engaging in an HCAHPS process
- Identify the benefits and challenges of HCAHPS
- Evaluate the use of an HCAHPS Vendor Directory



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Why Bother with HCAHPS?



1 in 5 will report experiencing a medical error but HCAHPS helps identify faulty processes if linked to clinical and quality outcomes



Defining HCAHPS

- Hospital Consumer Assessment of Health Providers and Systems (HCAHPS) was developed by Centers for Medicaid and Medicare Services (CMS) and the Agency for Healthcare Research & Quality (AHRQ)
- Standardized 27- question patient satisfaction survey tool and standardized data collection method



Standardized Survey Tool Process Must Be:

- Facilitated by a certified vendor or self-certified hospital
- Administered to a random sample of adult, discharged inpatients that received medical, surgical, or maternity care
- Distributed via mail, phone, interactive voice recognition or mixed



Survey Tool Questions reflect Patient Perspective

- Pain management
- Medication instructions
- Effectiveness of provider communication
- Cleanliness of environment
- Discharge information
- Overall satisfaction





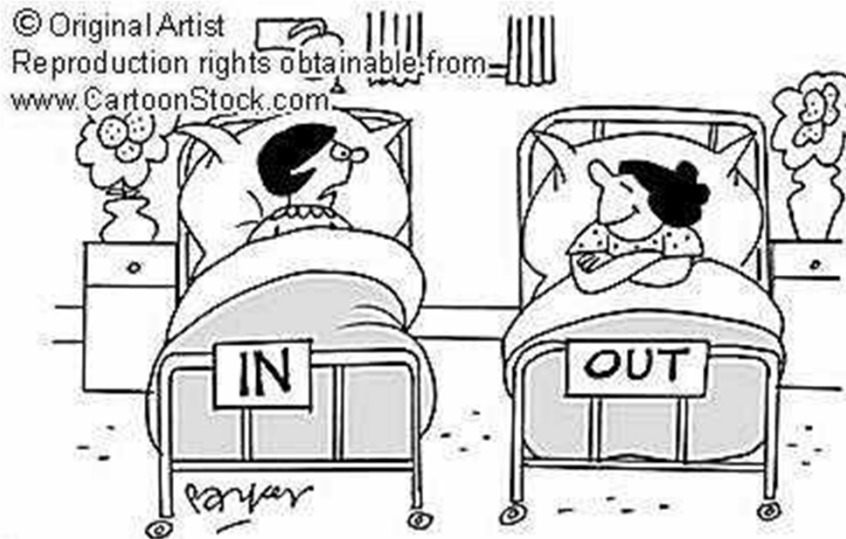
Standardized Survey Collection Process Must:

- Enable meaningful comparisons across hospitals for public reporting
- Increase hospital accountability and incentives for quality improvement
- Enhance public accountability
- Prepare hospitals to link reimbursement to quality performance



Tie Survey Results to Clinical Outcomes

- Reduce hospital readmissions
- Reduce hospital acquired infections



"It's alright for you-you're going home today!"

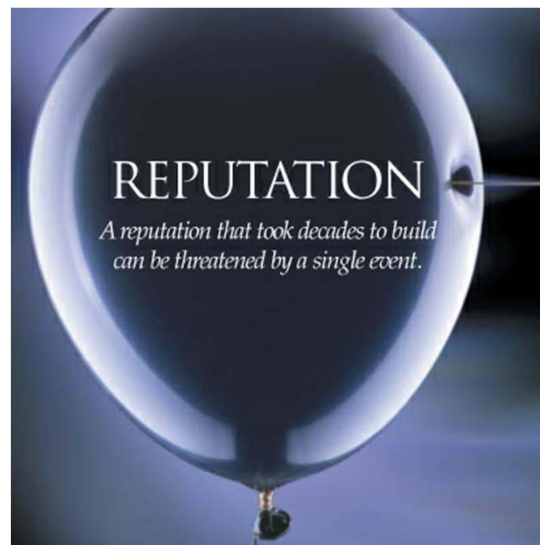


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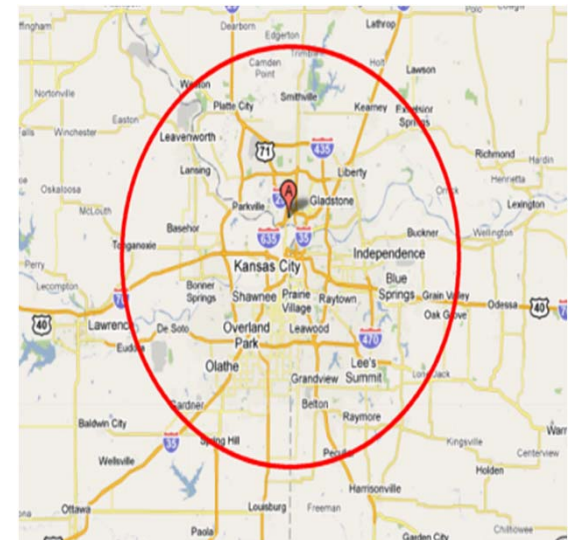
Link Satisfaction to Hospital Operations



^ Patient Satisfaction



^ Hospital Reputation



^ Hospital Market Share



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HCAHPS Small Group Meeting

Purpose:

To identify benefits
and challenges of
implementing
HCAHPS in CAH
settings





HCAHPS Benefits

- Ability to benchmark performance and quality measures
- Showcase high HCAHPS results
- Justify the value of rural hospitals
- Public reporting encourages a process of improving care and performance linked back to hospital strategy



HCAHPS Challenges

- Cost
- Obtaining a meaningful response
- Public perception that low volume could be a negative trait for a care provider
- Perception of missed opportunities for service recovery



Vendor Directory Methodology

- All certified HCAHPS vendors contacted by phone
- 26 responded and verified directory information for accuracy
- Information collected in a neutral, unbiased manner



Vendor Directory Methodology

- 21 HCAHPS vendors report some experience working with small rural hospitals
- 16 report specializing in rural



Vendor Modes of Administering HCAHPS

- 17 offer mailed surveys
- 15 offer phone surveys
- 3 offer interactive voice recognition surveys
- 7 offer a mix of mail and phone





General Service Offerings

- Benchmarking data
- Competitor comparison reports
- Group/network pricing
- Hospital employee training/education
- Multilingual survey options
- Real time access to collected data
- Customized survey questions
- Client networking/sharing best practices



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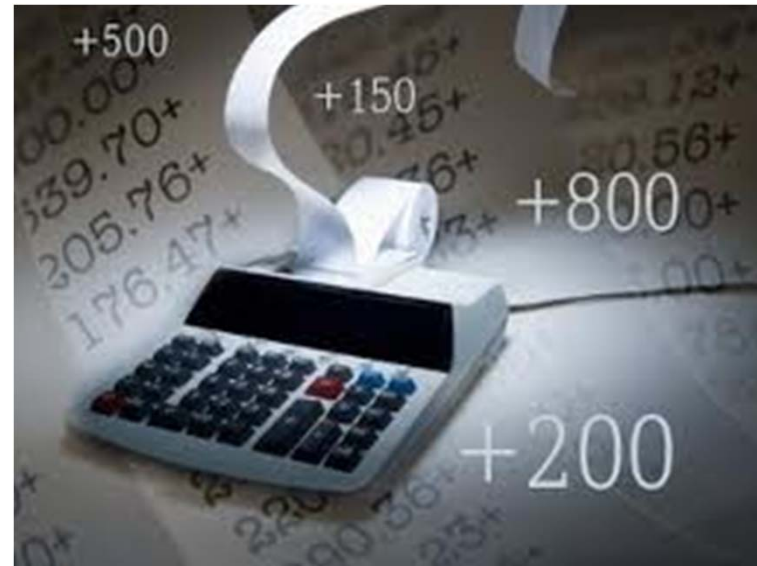
Cost for HCAHPS

Range:

\$1,461 - \$6,260

Average cost:

\$3,500 annually





How Flex can Use the HCAHPS Vendor Directory

- Review directory and select vendor(s) for hospitals to receive group/network pricing
- Forward directory on to hospitals for review
- Monitor HCAHPS participation in CAHs
- Offer technical assistance and education for quality improvement



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