



[Date]

[Chief Executive Officer]

[Hospital Name]

[Mailing Address]

[City], [State] [ZIP Code]

Dear [Chief Executive Officer]:

As members of the Partners Advisory Committee of The Leapfrog Group, we are writing to urge you to participate in the 2016 Leapfrog Hospital Survey. Employers and other purchasers, as well as consumers, health plans, and industry leaders, use the survey results to make informed choices about hospitals in their communities. 1,750 hospitals responded to the survey last year. To be included in the first release of Leapfrog's 2016 Hospital Survey data, please submit your data by June 30, 2016.

Participating in the Leapfrog Hospital Survey allows hospitals to:

- Benchmark your performance nationally, regionally, and locally on important quality and safety issues with data that is available nowhere else.
- Have Leapfrog data included in the calculation of your Hospital Safety Score (www.hospitalsafetyscore.org).
- Receive a free Competitive Benchmarking Summary Report (if submitted by June 30, 2016). Find more information at www.leapfroggroup.org/CompetitiveBenchmarking.
- Be eligible for the Leapfrog Top Hospital Award (see the 2015 Top Hospital list at www.leapfroggroup.org/TopHospitals).

There is no cost for participation in The Leapfrog Hospital Survey, which is the only nationally standardized and endorsed set of measures that captures and publicly reports by hospital on performance in patient safety, quality and resource utilization. These measures are harmonized with the standards from the Agency for Healthcare Research and Quality, the Centers for Medicare & Medicaid Services, The Joint Commission, and the Centers for Disease Control to alleviate the reporting burden for hospitals.

You should have already received a 16-digit code allowing you and your team to securely log on to Leapfrog's online survey platform to complete and submit the survey. If you did not receive a code, visit www.leapfroggroup.org/survey-materials to begin the process. If you have technical questions concerning the survey, please contact the Leapfrog Help Desk at helpdesk@leapfroggroup.org.

Leapfrog is the gold standard in hospital transparency, which is why it is important to us that your hospital participates. Thank you for your strong consideration of our request.

Sincerely,

Members of the Partners Advisory Committee, The Leapfrog Group

