

FACT SHEET



Leapfrog's Regional Roll-Outs

The Leapfrog Group coordinates and supports its members' work at both the national and local levels. The work that is conducted at the local level is spearheaded by Leapfrog employer/employer coalition volunteers who commit to initiate and lead what Leapfrog calls Regional Roll-Outs (RROs). Regional Roll-Outs are local efforts in markets where Leapfrog members work with other stakeholders to advance Leapfrog's mission by increasing the transparency of the quality of individual hospitals.

Leapfrog uses its Regional Roll-Out strategy to integrate community-wide, multi-stakeholder collaboration into its national, purchaser-driven initiative. Regional Roll-Out leaders invite not only local purchasers but also local hospitals, health plans, physicians, labor unions, consumer groups, and others to participate in implementing the Leapfrog action plan. They bring all of the stakeholders to the table to develop community-focused goals that align with Leapfrog's purchasing principles.

The Regional Roll-Out leaders' main task is to encourage local hospitals to publicly report their progress on the implementation of Leapfrog's four recommended quality and safety practices or 'leaps': implementation of computerized physician order entry (CPOE) systems, staffing ICUs with intensivists, referring patients to hospitals with the best results for treating certain high risk conditions, and implementation of other safe practices endorsed by the National Quality Forum. They perform this task by inviting hospitals' participation in the Leapfrog Hospital Survey. Regional leaders then use this information to inform local consumers and reward and recognize top performing hospitals.

Current Regions

Each year since its inception, The Leapfrog Group has expanded its regional presence through the addition of Regional Roll-Outs. Most of the Roll-Outs are led by business coalitions; others are led by major companies or large state purchasers.

Leapfrog's Regional Roll-Out Areas			
Wave 1 – 2001	Wave 2 – 2002	Waves 3/4/5 – 2003/2004/2005	Waves 6/7/8- 2006/2007/2008
<p>1) Atlanta, GA- Center for Health Transformation 2) California- Pacific Business Group on Health 3) Knoxville, TN- HealthCare 21 4) Minnesota- Buyers Health Care Action Group 5) St. Louis, MO- St. Louis Area Business Health Coalition 6) Seattle, WA- Boeing 7) Michigan- GM</p>	<p>8) Central Florida- Florida Health Care Coalition 9) Colorado- Colorado Business Group on Health 10) Dallas-Fort Worth, TX- DFW Business Group on Health 11) Kansas City, MO- Sprint 12) Wisconsin- WI Purchasers for Quality 13) Massachusetts- MA Group Insurance Commission 14) Memphis, TN- Memphis Business Group on Health 15) New Jersey- NJ Health Care Quality Institute 16) New York Metro- NY Business Group on Health 17) Savannah, GA- Savannah Business Group on Health 18) Wichita, KS- Boeing</p>	<p>19) Virginia- Virginia Business Coalition on Health 20) Illinois- Midwest Business Group on Health 21) Maine- Maine Health Management Coalition 22) Nevada- NV Health Care Coalition 23) Indiana- Tri-State Business Group on Health and IN Employers Quality Health Alliance 24) Alabama- Employers' Coalition for Healthcare Options 25) Northeast OH- Health Action Council 26) Western OR- Oregon Coalition of Health Care Purchasers 27) Raleigh/Durham/ Chapel Hill, NC- IBM</p>	<p>28) Greater Washington- WA State Health Care Authority 29) Columbus, OH- Health Action Council 30) New York State (excluding NYC)- Niagara Health Quality Coalition 31) Western North Carolina- WNC Health Coalition 32) DC/Baltimore- Mid-Atlantic Business Group on Health, Lockheed Martin, Marriott, and Virginia Business Coalition on Health 33) Upstate South Carolina- South Carolina Business Coalition on Health 34) Iowa - Iowa Health Buyers Alliance / Health Policy Corporation of Iowa 35) Cincinnati, OH - Employers Health Care Alliance 36) SE Ohio - Employers Health Purchasing Corporation of Ohio 37) Toledo, OH – Front Path Health Coalition</p>

Regional Roll-Out Strategy

Consumers should have the information needed to be able to choose a hospital that has implemented the quality and safety leaps relevant to his or her needs and/or condition. Leapfrog members strive to reach this goal by: 1) encouraging hospitals to meet the leaps, and 2) increasing the number of their employees and dependents that choose to use hospitals that have implemented the leaps.

RROs play a critical role in this effort. RRO leaders strive to achieve 100% hospital participation in Leapfrog's survey so patients in their communities can access this hospital quality and safety performance information when making their hospital choices. Furthermore, they work with hospitals to make progress on implementing the leaps and with their buy-side stakeholders to recognize and reward those participating, top performing, and steadily improving hospitals.

In order to maximize survey reporting and leap implementation and increase the power and consistency of the RRO leaders' message, RRO leaders have employed successful practices to engage community stakeholders. How? By.....

- **Engaging Purchasers;** recruiting regional purchasers to join the Regional Roll-Out effort and activating them to follow Leapfrog's purchasing principles

Example: General Motors held in-person introductory meetings about Leapfrog for other local Michigan purchasers when the Michigan Roll-Out started in 2001.

- **Engaging Health Plans;** requesting that health plans operating in the region communicate actively with their patient members about Leapfrog and either financially or non-financially encourage their network hospitals to participate Leapfrog's hospital survey

Example: General Motors and the National Business Coalition on Health have developed common health plan RFI (Request for Information) questions (eValue8) to help gauge health plans' work to promote Leapfrog, and General Electric has developed health plan contract language and plan performance guarantees around The Leapfrog Group action plan.

- **Engaging Clinicians;** working together with 'champion' clinicians to educate the provider community about The Leapfrog Group

Example: NY Metro; The New York Business Group on Health has met with physician groups at academic hospitals throughout the New York Metropolitan area to educate them on Leapfrog and the role of the purchaser in health care.

- **Engaging Consumers;** disseminating consumer educational tools to local purchasers and by activating consumers to pay attention to quality when making hospital decisions

Example: California; The Pacific Business Group on Health's mission is to help consumers choose those health care plans, providers and services that best meet their needs. PBGH's Healthscope Web site, www.healthscope.org, provides quality ratings and other performance information used in choosing plans, doctors, hospitals and medical groups. These quality ratings incorporate Leapfrog data.

Signs of Progress

The Leapfrog Group began collecting hospital data in June 2001 by surveying urban and suburban hospitals in six regions. Today, we operate in 37 regions. Leapfrog's 37 regions cover over half of the US population and 62% of all hospital beds in the country. As of January 2009, approximately 1,300 urban, suburban, and rural hospitals have participated in the Leapfrog Hospital Survey.

Please contact Allison Doyle, adoyle@leapfroggroup.org / (410) 542-5550, to obtain more information on Leapfrog's Regional Roll-Out efforts.