

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 to promote hospital transparency and quality improvement is conducted at the local level by purchaser and employer coalition volunteers who commit to initiate and lead what Leapfrog calls Regional Roll-Outs (RROs).

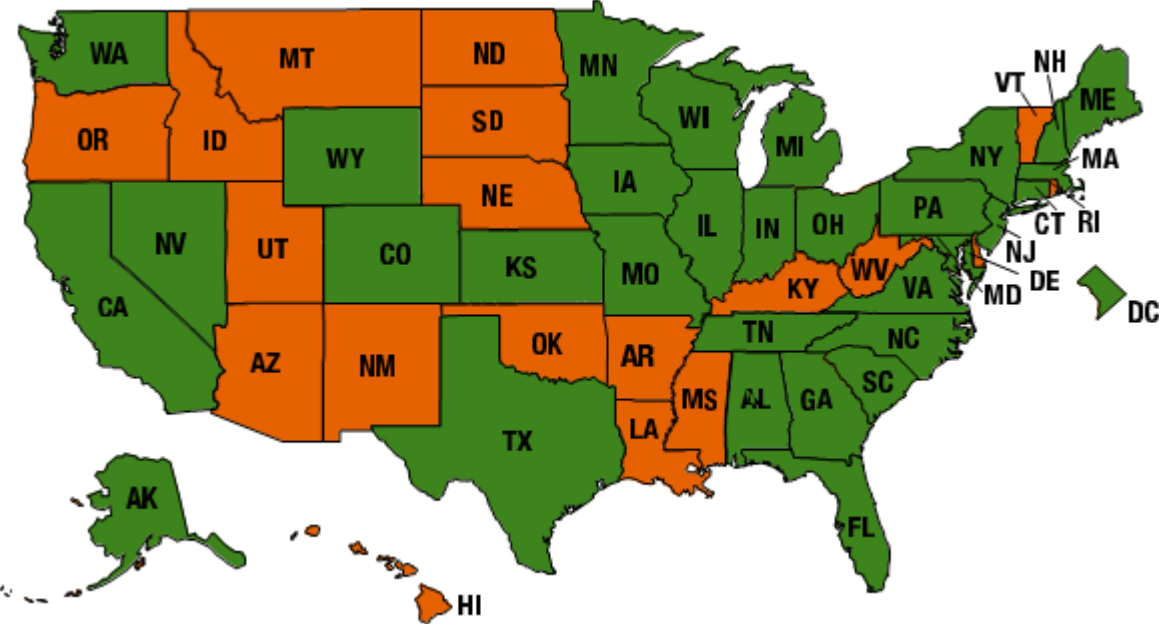
Regional Roll-Outs collaborate and communicate with hospitals, health plans, physicians, labor unions, consumer groups, and others in their local market to advance Leapfrog's mission of increasing the transparency of hospital performance. These organizations coordinate all stakeholders to actively develop 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 via the Leapfrog Hospital Survey on the implementation of Leapfrog's four recommended quality and safety practices or 'leaps':

1. Implementation of computerized physician order entry (CPOE) systems
2. Staffing ICUs with intensivists
3. Referring patients to hospitals with the best results for treating certain high-risk conditions
4. Implementation of safe practices endorsed by the National Quality Forum

Current Regions

There are 38 Leapfrog Regional Roll-Out organizations (those in green) across the country that promote hospital transparency and quality improvement in their local markets:



The composition of Regional Roll-Outs includes business health coalitions, employers, and other local patient safety and health care organizations. The Leapfrog Group began collecting hospital data in June 2001 by surveying urban and suburban hospitals in six regions.

LEAPFROG'S REGIONAL ROLL-OUT FACT SHEET

Today, Leapfrog's 38 Regional Roll-Outs cover over half of the US population and 62% of all hospital beds in the country. As of January 2011, approximately 1,220 urban, suburban, and rural hospitals were participating in the Leapfrog Hospital Survey. The Leapfrog Group commends these hospitals for their commitment to patient safety, quality, and efficiency.

Regional Roll-Out Strategy

Regional Roll-Outs strive to achieve 100% hospital participation in the Leapfrog Hospital Survey and encourage consumers and employers to use the performance data from the Survey to make informed decisions about where to seek care. In addition, these organizations recognize hospital participation and performance achievements in their local community. Furthermore, Regional Roll-Outs work with hospitals to make progress on implementing the four leaps and improving quality and resource utilization efforts within their facilities.

RRO leaders have employed successful practices to engage community stakeholders:

- **Engaging Purchasers**—Recruiting regional purchasers to join the Regional Roll-Out effort and activating them to follow Leapfrog's purchasing principles
- **Engaging Health Plans**—Requesting that health plans operating in the region communicate actively with their patient members about Leapfrog and either financially or nonfinancially encourage their network hospitals to participate in the Leapfrog Hospital Survey
- **Engaging Clinicians**—Working together with 'champion' clinicians to educate the provider community about The Leapfrog Group
- **Engaging Consumers**—Disseminating consumer educational tools to local purchasers and activating consumers to pay attention to quality when making hospital decisions

Regional Roll-Out Resources

The Leapfrog Group provides ongoing support to Regional Roll-Outs to assist in their efforts:

- Monthly process review and strategic planning calls
- Development of template communications materials to utilize in their markets
- Leapfrog staff site visits to Roll-Out markets to assist in education and engagement of stakeholders
- Annual RRO Meeting to educate Regional Roll-Out leaders on Survey updates, disseminate best practice strategies, and review the upcoming Survey processes
- On-going technical assistance responding to Survey-specific hospital inquiries and data submission, performance scoring, and Survey results.

Get Involved

We encourage you to join us in our collaborative work with hospitals to create better efficiency within the US healthcare system. Information about Regional Roll-Outs can be found on The Leapfrog Group's website, www.leapfroggroup.org.

To learn more about a particular Regional Roll-Out, participate in a local Regional Roll-Out, or become a Regional Roll-Out organization, contact Melissa Danforth, 202-292-6707.