

# FACT SHEET

## Leapfrog's Regional Roll-Outs

The Leapfrog Group coordinates and supports its members' work on a national scale and important work is done by volunteers at the local level through Leapfrog's Regional Roll-Outs. Regional Roll-Outs are local efforts in markets where Leapfrog members work together to implement Leapfrog's goals.

Leapfrog uses the 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, unions, consumer groups, and others to participate in implementing the Leapfrog action plan. The idea is to bring all of the stakeholders to the table and develop community-focused goals for the implementation of Leapfrog's purchasing principles. The purchasing principles are: to inform and educate employees, to use comparative provider rating, and to use incentives and rewards to help drive the market towards improved health care quality and value. The Regional Roll-Outs also work to encourage 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 The National Quality Forum's Safe Practices (3 of the 30 safe practices are Leapfrog's original three leaps).

## Current Regions

Each year since its inception, The Leapfrog Group has expanded its regional presence through the addition of Regional Roll-Outs. Through its 28 Regional Roll-Outs, Leapfrog has the potential to reach 50 percent of consumers in the U.S.

Leapfrog's Regional Roll-Out Areas				
Wave 1 - 2001	Wave 2 - 2002	Wave 3 - 2003	Wave 4- 2004	Wave 5- 2005
Atlanta, GA California Knoxville, TN Minneapolis, MN St. Louis, MO Seattle, WA Michigan	Central Florida Colorado Dallas-Fort Worth, TX Kansas City, MO Wisconsin Massachusetts Memphis, TN New Jersey New York Metro Rochester, NY Savannah, GA Wichita, KS	Hampton Roads, VA Illinois Maine	Northern Nevada	Evansville, IN Huntsville, AL Northeast OH Portland, OR Raleigh/Durham/Chapel Hill, NC

## Regional Roll-Out Strategy

When a consumer needs hospital care, Leapfrog's goal is that the consumer chooses a hospital that has implemented the leaps relevant to his or her needs and/or condition. Leapfrog members work to achieve this goal by encouraging hospitals to meet the leaps and by increasing the number of their employees choosing to use hospitals that have implemented the leaps. Regional Roll-Out leaders, with support from Leapfrog's staff, use various strategies designed to engage multiple stakeholders to work toward this goal at the local level. Regional Roll-Out strategies include:

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

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

- **Engaging Hospitals** by encouraging hospitals to report their progress toward implementing the leaps via Leapfrog's voluntary online Hospital Quality and Safety survey:

Example: Atlanta, GA; Delta Airlines, Georgia Pacific, United Parcel Service, and Verizon Communications struck an agreement with the area's largest hospital system, Promina, to implement Leapfrog's three original recommended patient safety practices by the end of 2004.

- **Engaging Health Plans** by requesting that health plans operating in the region communicate actively with their patient members about Leapfrog and health care quality and safety in general and by asking the health plans to encourage their participating hospitals to take part in Leapfrog's hospital survey.

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

- **Engaging Clinicians** by 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** by disseminating consumer educational tools to local purchasers and by activating consumers to pay attention to quality when making health care 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](http://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 Regional Roll-Outs have made steady progress in several important areas. As of December 2004:

- Close to 1,100 hospitals nationwide voluntarily participated in The Leapfrog Group's online survey to report their progress towards implementing Leapfrog's recommended quality and safety practices.
- On average, 60% of targeted hospitals in Regional Roll-Out responded to the Leapfrog's survey.
- 6 percent of hospitals in the Regional Roll-Outs report they have implemented CPOE, and an additional 20% committed to implement CPOE fully by 2006.
- Twenty four percent of hospitals in the Regional Roll-Outs report they have implemented ICU Physician Staffing.
- Twenty three percent of hospitals in the Regional Roll-Outs report they have fully implemented the 27 National Quality Forum Hospital Safe Practices.

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