

## TALKING POINTS FOR NON-PARTICIPATING CAH HOSPITALS

Hospitals not participating in Hospital Compare because they are Critical Access Hospitals may get questions about why they are not participating. We suggest the following responses:

### ***1) Describe what your hospital is doing to improve quality.***

- Develop key messages and talking points that highlight your hospital's efforts to improve quality.
- Share key data: Number of patients, number of staff, awards, certification, special programs.
- Describe the quality improvement efforts in which your hospital is participating, and how these efforts have benefited or will benefit your patients.
- Describe projects you have done with Qualis Health, Washington's Quality Improvement Organization.
- Frame your quality improvement efforts so that patients will relate to them. Patient stories and interviews can bring the data to life. Find patients who can testify to your excellent care.
- Include performance data in a success story about your hospital's quality improvements.

### ***2) Describe your participation in the Rural Healthcare Quality Network.***

HOSPITAL is a member of the Rural Healthcare Quality Network, a membership driven quality network formed in 2002 for the purposes of supporting the efforts of Washington State Critical Access Hospitals to improve quality of care. Critical Access Hospitals are small, rural hospitals critical to the health and access to care of the residents of their communities. The Rural Healthcare Quality Network provides Critical Access Hospitals like ours with case review, medical staff consultations, and technical support for performance improvement initiatives. The quality improvement work is geared to hospitals of our size.

HOSPITAL is strongly committed to providing our patients with high quality care. The Rural Healthcare Quality Network provides us with the opportunity to collaboratively explore rurally relevant quality improvement strategies with other Critical Access Hospitals in Washington.

### ***3) Express your support for public reporting of quality information, but explain why you are not participating in the Hospital Quality Initiative.***

HOSPITAL supports public reporting of quality data. We believe that public reporting offers information to help consumers make informed decisions about hospital care; resources to help hospitals improve care; and the opportunity for collaboration between hospitals and outside quality experts.

HOSPITAL is not, at this time, a participant in *Hospital Compare*. *Hospital Compare* is a project of the Centers for Medicare & Medicaid Services (CMS). It is a consumer web site that provides information about the quality of hospital care in larger hospitals in Washington State and nationwide.

HOSPITAL is a federally designated Critical Access Hospital. Critical Access Hospitals are small, rural hospitals critical to the health and access to care of the residents of their communities. In most cases, Critical Access Hospitals do not have enough cases to report to *Hospital Compare* and so are not participating.

CMS has expressed its intention to expand *Hospital Compare* to include measures that make sense for Critical Access Hospitals. We look forward to participating in this phase of *Hospital Compare*.