



American Hospital
Association



Quality Advisory

(Call 202-626-2973 if you do not receive all two pages of this advisory.)

Hospital Quality Alliance Prepares for the Launch of *Hospital Compare* – a Consumer-Friendly Display of Hospital Quality Data

February 28, 2005

When we first called on hospitals to volunteer to publicly report data on their quality efforts, we promised that the data would be shared as information that consumers could understand and use. The consumer-friendly Web display of hospital quality data will be launched on the *Hospital Compare* Web site at a press event in the last week of March (more details expected soon). This site will allow consumers to view hospital-specific quality data for 17 measures of heart attack, heart failure and pneumonia care, which participating acute care hospitals submitted. The site also features in layman's terms a brief description of each measure and its importance in providing care.

The Launch of *Hospital Compare*

The members of the Hospital Quality Alliance (see attached list) expect that the launch of this Web site will attract the media, and we are particularly seeking opportunities to talk with health care reporters for many of the nation's hometown newspapers and television stations. While we can provide the basic information about what the measures are, why they are important, and what consumers can do with the information, we would expect that those reporters may turn to you to more fully understand the implications of the information for care in your community.

To help prepare you for such questions, the Centers for Medicare & Medicaid Services, in collaboration with the other Hospital Quality Alliance partners, is hosting a satellite/Web conference on March 10 from 1 p.m. to 2:30 p.m. EST. This satellite/Web conference will provide hospitals and others with an opportunity to preview the *Hospital Compare* Web site, describe the plan for the national rollout, and allow you to ask questions. Information on how to register for this broadcast is attached.

Further Assistance will be Available

Closer to the launch of the *Hospital Compare* Web site, we will provide you with additional information, including suggested talking points and materials to help you talk about this tool with your community.

Please share this advisory with your:

- Medical staff/nursing staff leaders
- Quality improvement leaders
- Public affairs office

If you have questions or concerns, please contact AHA's member relations staff at 800-424-4301 or Nancy Foster, AHA's vice president for quality and patient safety policy at (202) 626-2337 or nfoster@aha.org.

MEMBERS OF THE ALLIANCE

American Hospital Association
Federation of American Hospitals
Agency for Healthcare Research and Quality
American Medical Association
AARP
American Nurses Association
National Association of Children's
Hospitals and Related Institutions

Association of American Medical Colleges
Centers for Medicare & Medicaid Services
National Quality Forum
Consumer-Purchaser Disclosure Group
AFL-CIO
Joint Commission on Accreditation of
Healthcare Organizations

HOSPITAL COMPARE SATELLITE BROADCAST

Registration and Viewing Instructions:

Individual and site registration is available today. For registration and viewing instructions, go to <http://cms.internetstreaming.com>. Please go to "Live and Upcoming Broadcasts," find the Hospital Compare program in the list, and click on "Register." Please select between webcast or satellite, and (if satellite) choose a downlink site.

Webcast Information:

This program will have a live Webcast and will be available for viewing up to six months following March 10 at <http://cms.internetstreaming.com>.

Satellite Technical Specifications:

This broadcast will be available on C and Ku Digicipher bands.

The C-Band Satellite Coordinates are:

Satellite: IA 5

Transponder: 13

Polarity: VD

Orbit Location: 97 west

Frequency: 3960 MHz

Audio: 6.20/6.80

Videoconferencing for the Regional Offices and QIOs:

The Regional Offices should dial in to the CMS bridge in order to receive the broadcast via videoconference. For QIOs participating via videoconference, CMS will dial out to them 15 minutes prior to the start of the broadcast.

CMS Cable for CMS Regional Offices:

The satellite broadcast also will be available for viewing to the Regional Offices on Cable Channel 30.

Handouts:

Handouts for this broadcast will be available at <http://www.cms.hhs.gov/quality/hospital/> and <http://cms.internetstreaming.com>.

Videotapes:

Videotaped copies of this program can be obtained from the National Technical Information Services two weeks following the transmission of this broadcast at <http://www.ntis.gov>