

August 20, 2008

Welcome back to *HCAHPS Executive Insight*, a new feature on www.hcahpsonline.org, the official HCAHPS website.

Since public reporting of HCAHPS results commenced on March 28, 2008, a good deal of attention has been directed to the survey and the hospitals participating in it. We are aware of hundreds of media articles and stories about HCAHPS over the past month, and "hits" on the *Hospital Compare* website jumped dramatically, from an average of 157,500 in the two weeks prior to the debut of HCAHPS, to an average of 1,341,800 in the two weeks after the launch.

In our efforts to inform you about HCAHPS, we are providing a [new document](#) that clarifies which quarters of HCAHPS data will be reported, when the quarters will be reported, and whether hospitals may suppress public reporting of this data.

Please also note that CMS is [recruiting hospitals](#) to participate in a new study of the feasibility of two possible future modes of survey administration: Active Speech Enabled IVR (Interactive Voice Response) and Internet. We invite your hospital to consider participating in this important project.

Finally, CMS has released a [new report](#) on how HCAHPS results are adjusted for the effects of patient-mix. This report also includes the actual patient-mix adjustment coefficients that will be used in the second public reporting of HCAHPS results in July 2008.

As before, we invite you to share (and re-share) the material presented on *HCAHPS Executive Insight*. But please, when you do so, include the following citation:

HCAHPS Executive Insight. [hcahpsonline.org](http://www.hcahpsonline.org). March 28, 2008. Centers for Medicare & Medicaid Services, Baltimore, MD. *Month, Date, Year the page was accessed*.
http://www.hcahpsonline.org/Executive_Insight/.

Thank you for visiting *HCAHPS Executive Insight*, and please visit again as we update and add new content. If you have any suggestions for HEI, send us an email at hcahps@azqio.sdps.org.

Sincerely,

Bill Lehrman and Liz Goldstein, Co-editors
Centers for Medicare & Medicaid Services (CMS)