

# Hospital Public Reporting: A Summit on Messages and Communication Strategies

The Rotunda Room  
Ronald Reagan Building &  
International Trade Center  
1300 Pennsylvania Ave. NW  
Washington, DC 20004

May 26, 2004  
8:30 AM - 4:30 PM

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# Agenda

## Hospital Public Reporting: A Summit on Messages and Communication Strategies

Time	Session and Presenters
8:30 - 9:00 am	<b>Sign-in/Breakfast</b>
9:00 - 9:30 am	<b>Welcome and Introductions</b> <ul style="list-style-type: none"><li>❖ <b>Sunil Sinha</b> - Acting Director, Division of Acute and Chronic Disease Management Quality Measurement and Health Assessment Group Centers for Medicare and Medicaid Services (CMS)</li><li>❖ <b>Maulik Joshi</b> - President and CEO, Delmarva Foundation for Medical Care</li><li>❖ <b>Jerod Loeb</b> - Executive Vice President, Division of Research Joint Commission on Accreditation of Healthcare Organizations (JCAHO)</li></ul>
9:30 - 10:30 am	<b>Summary of Issues and Review of Existing Knowledge</b> <ul style="list-style-type: none"><li>❖ <b>Carol Cronin</b> - Senior Technical Advisor, Delmarva Foundation for Medical Care</li><li>❖ <b>Chris Crofton</b> - CAHPS Project Officer, Agency for Healthcare Research and Quality (AHRQ)</li></ul>
10:30 - Noon	<b>Goals for Public Reporting: What do we want the public to do with hospital performance information?</b> <p><b>Moderator: Chris Crofton</b> - CAHPS Project Officer, AHRQ</p> <ul style="list-style-type: none"><li>❖ <b>Judith Hibbard</b> - Professor of Health Policy, Department of Planning, Public Policy &amp; Management, University of Oregon</li><li>❖ <b>Robert Krughoff</b> - Founder and President, Center for the Study of Services/ Consumers' CHECKBOOK</li><li>❖ <b>Trudy Lieberman</b> - Director, Center for Consumer Health Choices Consumers Union</li></ul>

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# Agenda

Time	Session and Presenters
<p><b>Noon - 1:00pm</b></p>	<p><b>Lunch</b></p> <p><b>Optional Viewing of Video News Clip: “Comparing Care”</b></p> <ul style="list-style-type: none"> <li>❖ <b>ABC 15 News</b> (Phoenix, AZ)</li> </ul>
<p><b>1:00 - 2:15 pm</b></p>	<p><b>Dissemination Strategies: How do we get the public to pay attention?</b></p> <p><b>Moderator: Dianne Feeney</b> - Vice President, Public Reporting Delmarva Foundation for Medical Care</p> <ul style="list-style-type: none"> <li>❖ <b>Jean Moody-Williams</b> - Chief, Facility Quality and Performance Maryland Health Care Commission</li> <li>❖ <b>Spencer Sherman</b> - Acting Director, Consumer Information &amp; Executive Editor California Health Care Foundation</li> <li>❖ <b>Larry Wheeler</b> - Congressional Correspondent, Gannetts New Service</li> </ul>
<p><b>2:15 - 2:30 pm</b></p>	<p><b>Break</b></p>
<p><b>2:30 - 4:00pm</b></p>	<p><b>Evidence of Impact: Who has been successful?</b></p> <p><b>Moderator: Mark Legnini</b> - President, The Healthcare Decisions Group</p> <ul style="list-style-type: none"> <li>❖ <b>Avery Comarow</b> - Senior Writer, US News and World Report</li> <li>❖ <b>Ray Herschman</b> - Senior Consultant and Principal Mercer Human Resource Consulting</li> <li>❖ <b>Donna Doran</b> - Advisor, Cardiac Quality Initiatives New York State Department of Health</li> </ul>
<p><b>4:00 - 4:30 pm</b></p>	<p><b>Summing It Up</b></p> <ul style="list-style-type: none"> <li>❖ <b>Carol Cronin</b> - Senior Technical Advisor, Delmarva Foundation for Medical Care</li> <li>❖ <b>Sheila Roman</b> - Senior Medical Officer, Quality Measurement and Health Assessment Group, CMS</li> </ul>