Walking the Public Reporting Systems Minefield

Length: 1.5 Hours

Target Audience: Mid-careerists to senior executives

Description: CMS, JCAHO, Solucient, and HealthGrades are all in the game, and you are, too! The healthcare marketplace is being inundated with quality and customer service rating systems. How this information is gathered as well as its accuracy continues to confound healthcare executives. How are successful organizations managing the way this information is collected and disseminated, and how are they portraying their organization?

Faculty: Moderator plus two to three panelists. We recommend that the moderator be someone with direct experience working with rating systems. One alternative would be a representative of the state hospital association. Panelists could be a combination of the following: One or more hospital or health system CEOs to provide perspectives on how their organization is approaching reporting systems and the public’s perception of their organization; in lieu of serving as moderator, a state hospital association executive; or a representative of a rating system, regional Centers for Medicare and Medicaid Services, or JCAHO to comment on their approach to gathering and reporting data and trends.

Topics for Discussion:

- How are organizations managing the reporting of information to these reporting systems/organizations?
- Who in the organization is responsible for monitoring and managing this information?
- What systems seem to be garnering the attention of the public?
- What impact are these reporting systems having on healthcare organizations?
- How will these systems evolve and what trends do you anticipate in the future?

Questions for Discussion:

1. What successful or unsuccessful strategies have you employed to address this issue in your organization?
2. What actions have you taken or would you take if you felt information was wrong or being misrepresented?
3. What areas do you see rating systems expanding in the future?
4. How are consumers using these systems and what impact is this having on organizations?

Materials for Distribution:


Additional Resources:


