

Getting Started: Market Considerations for the Leapfrog Hospital Rewards Program

1. Purchaser Leadership and Collaboration

Successful implementation of any provider incentive and reward initiative requires a well built program and, just as importantly, ongoing support from throughout the community. Development of an incentive and reward program entails careful consideration of quality measurement and data gathering, the structure and financing of rewards, and vetting of the program to ensure its integrity. With the time and resource intensive aspect of program development already done by The Leapfrog Group, the Leapfrog Hospital Rewards Program (LHRP) removes many common challenges to implementing an incentive and reward program.

The key to implementation of the LHRP in individual markets is the drive by market leaders to create and maintain buy-in and collaboration among leading employers, health plans and hospitals in the community. Broad commitment from multiple employers and carriers is necessary for the program to have sufficient leverage to move the market, drive improvements in hospital quality and realize savings from quality and efficiency improvements.

The Leapfrog Group has developed materials to aid program licensees in educating stakeholders about the program, which are included in this Implementation Toolkit. For Program Licensees, Leapfrog is also available to provide guidance and advice on strategy for engaging and educating key members of the community.

Steps for Getting Started

1. Seek Help from The Leapfrog Group

- Staff from Leapfrog can help you think through how to approach LHRP implementation in your market including help to identify and educate appropriate stakeholders.

2. Engage appropriate stakeholders

- Building broad support for the program throughout your market can be integral to a successful launch. Prior to inviting hospitals to participate in the Leapfrog Hospital Rewards Program (LHRP), identify other stakeholders in your market whose support will be important to your success. For example, you might want to pitch the program to a local hospital association, medical societies, business coalitions on health, or executives or board members from local hospitals.

3. Identify employers to partner with

- Bringing in multiple purchasers can strengthen implementation in a market by adding leverage on the buy-side. Identify employers and/or business coalitions with a significant number of covered lives in the market to partner with in implementation.

4. **Identify health plans to partner with**

- Health plans are integral for administration of the LHRP. Identify the carrier(s) that you and your employer partners work with.
- If a carrier is not willing to administer the program for you, contact The Leapfrog Group to discuss alternative implementation mechanisms.

5. **Assess the market**

- While “political will” and leadership are key components, there are also tangible market dynamics to consider when implementing the LHRP. Work with the purchaser and plan partners you have identified in your market to consider the following questions:

The commercial population the program will cover:

- Is there a critical mass of covered lives in the area?
- How prevalent are the LHRP clinical areas in the population?
- How much does the market spend annually on the LHRP clinical areas?

Leadership in the market:

- To what extent are employers, plans and providers in the market familiar with The Leapfrog Group and its efforts? Is there a strong presence of Leapfrog purchaser members in the area?
- Is there health plan engagement and support of the program? Is a plan or plans willing to administer the program on behalf of the employers in the area?

The hospitals the program will affect:

- How many hospitals have already participated in the Leapfrog Hospital Quality and Safety Survey? What is the level of awareness of The Leapfrog Group and its efforts among the hospitals in the area?
- How are patients spread throughout the market? Is there opportunity for meaningful patient shift?

2. The Role of Hospitals

As mentioned above, support from all players in the market is an important ingredient for implementing the LHRP and hospital engagement and education is a key aspect of that support. Not only do hospitals in the community need to be bought-in to the overall program, they need to understand the details of their role in data submission and what return they may see for the time and effort they put into participation. Commitment from multiple employers or health plans to implement the program and willingness to demonstrate that commitment to the hospital community significantly advances traction among hospitals.

The Leapfrog Group has put together a guide to help program licensees in their efforts to engage and educate hospitals, and all documentation for understanding the measures, data submission requirements and rewards principles. All of the necessary documentation for hospital submission, including the process for hospitals to sign up to participate in the program, is available on the LHRP web site: <https://leapfrog.medstat.com/hrp/index.asp>.

Staff from The Leapfrog Group is also available to Program Licensees to help educate hospitals about the program and their role in it and provide guidance on strategies for engaging the provider community.