



LIVE EVENT

# Improving Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Survey Scores in the Rural Setting

Thursday, July 29, 2021 | 1:00 - 2:00 PM (CST)

## Overview:

The HCAHPS survey is the first national, standardized, publicly reported survey of patients' perspectives of hospital care. While many hospitals have collected information on patient satisfaction for their own internal use, until HCAHPS there was no national standard for collecting and publicly reporting information about patient experience of care that allowed valid comparisons to be made across hospitals locally, regionally and nationally. Each month of the year a random sampling of adult patients across medical conditions between 48 hours and six weeks after discharge are surveyed with 29 questions about their recent hospital stay. In this webinar presentation, the speaker will provide attendees with strategies and best practices identified in improving HCAHPS scores in rural and critical access hospitals (CAHs) across the county.

## Iowa Nursing Contact Hours

1.0 nursing contact hours will be awarded for this webinar by the Iowa Hospital Association (IHA), Iowa Board of Nursing Provider No. 4. Iowa nursing contact hours will not be issued unless your Iowa license number was provided at registration. For nursing contact hours to be offered, you must log in individually, your webinar sign-in and sign-out times will be verified. Partial credit will not be granted.

## Intended Audience:

Nursing, social work and others responsible for patient satisfaction.

## Learning Objectives:

- + Review the importance of the HCAHPS survey for CAHs within the context of the Medicare Beneficiary Quality Improvement Project (MBQIP).
- + Describe suggested strategies to improve HCAHPS performance on individual metrics and identify strategies connected to improvement across HCAHPS.
- + Discuss best practices related to patient and family engagement during the COVID-19 pandemic.

## Registration

Register with the link below.

**Registration**

[https://zoom.us/webinar/register/WN\\_Uzi2TIL7Q0qy2N7MXYjLTw](https://zoom.us/webinar/register/WN_Uzi2TIL7Q0qy2N7MXYjLTw) (Link)

## Speaker for this Event: Sarah Brinkman, MBA, MA, CPHQ

### About Sarah Brinkman



Sarah Brinkman serves as a program manager at Stratis Health and has more than 15 years of experience working in healthcare quality, ranging from the community to the national level. As a certified professional in healthcare quality (CPHQ), she delivers support to healthcare providers across the spectrum of care related to quality improvement strategies and principles. Currently, Brinkman co-leads implementation of the Rural Quality Improvement Technical Assistance (RQITA) program at Stratis Health, which focuses on provision of technical assistance, resources and education to grantees of Federal Office of Rural Health Policy quality initiatives, including the 45 state Flex programs and 1,300 plus critical access hospitals that participate in the Medicare Beneficiary Quality Improvement Project (MBQIP). She also serves as a program director for the Superior Health Quality Alliance, supporting implementation of the Centers for Medicare & Medicaid Services (CMS) Quality Improvement Organization (QIO) work across Michigan, Minnesota and Wisconsin. She is passionate about addressing health disparities and proud to support Stratis Health's Culture Care Connection online learning and resource center. Brinkman earned masters' degrees in management and in business administration from the College of St. Scholastica, where her studies focused on healthcare and organization development.