

Setting the Standard in Health Care Excellence

October 29, 2024

Board of Supervisors
County of Ventura
800 South Victoria Avenue
Ventura, California 93009

SUBJECT:

Approval of, and Authorization for the County of Ventura Purchasing Agent or Designee to Sign, Amendment No. 2 to County Contract No. 8424 with National Research Corporation, to Add Phone Outreach Methodology Services, Effective January 1, 2025 Through December 31, 2026 Increasing the Annual Not-To-Exceed Amount by \$6,000 from \$337,458 to \$343,458 for Calendar Year 2025, and from \$354,331 to \$360,331 for Calendar Year 2026; Approval of, and Authorization for the Purchasing Agent or Designee to Sign Future Amendments to Extend the Contract and Make Administrative Modifications to the Contract with County Counsel Approval.

RECOMMENDATION:

1. That your Board approve, and authorize the Purchasing Agent or designee to sign, amendment No. 2 to County Contract No. 8424 with National Research Corporation (NRC) to add Phone Outreach Methodology services for Ventura County Medical Center, Santa Paula Hospital, and the ambulatory care clinics to the existing contract, effective January, 1, 2025 through December 31, 2026 and increasing the not-to-exceed amount by \$6,000 at \$343,458 for calendar year 2025 and \$360,331 for calendar year 2026.
2. That your Board approve and authorize the Purchasing Agent or designee to sign amendments to extend the contract within appropriations made by your Board, make corrections, clarifications, administrative and contract budget changes, business entity name changes from mergers and acquisitions, excluding Taxpayer ID Number, scheduling, and technical changes to the Contract, when the changes are consistent with the original purpose of the Contract and do not result in additional costs to the County, subject to County Counsel review and approval.

FISCAL IMPACT:

Mandatory: No
 Source of Funding: VCMC Operating Revenues/Collections
 Funding Match Required: None
 Impact on Other Departments: N/A

Summary of Annual Revenues and Costs Under this agreement:

	<u>Calendar Year 2025</u>	<u>Calendar Year 2026</u>
REVENUE:	\$6,000	\$6,000
DIRECT COSTS:	\$6,000	\$6,000
INDIRECT COSTS:	Minor	Minor
Net Revenue <cost>	\$0	\$0

CURRENT FISCAL YEAR BUDGET:

Current FY 2024-25 Budget Projections for Ventura County Medical System #3300				
	Adopted Budget	Adjusted Budget	Projected Actual	Estimated Savings/(Deficit)
Expenditures	\$720,985,484	\$720,985,484	\$720,985,484	\$0
Revenue	\$721,404,225	\$721,404,225	\$721,404,225	\$0
Operational Income/(Loss)	\$418,741	\$418,741	\$418,741	\$0

Sufficient revenue and appropriations are included in the FY 24-25 budget. The operational income includes "Operating Transfers In" that are primarily attributed to County contribution.

STRATEGIC PLAN PRIORITY:

The item presented in this Board letter supports the Healthy, Safe, and Resilient Communities strategic priority of the County Strategic Plan as it is designed to meet the goal of providing access to quality healthcare required for our community to thrive.

DISCUSSION:

Participation in a robust patient experience program is essential for the Health Care Agency (HCA) in meeting patient expectations and regulatory requirements. Central to the patient experience is receiving honest feedback from our patients, which allows us to tailor our interactions to meet the diversity of customer needs. Additionally, the ability to get timely, accurate and widespread feedback from patients allows us to focus our efforts and to enhance the patient experience.

The Centers for Medicare and Medicaid Services (CMS) has long recognized this important fact and mandates that patient experience surveys be administered utilizing a CMS approved vendor to administer the Hospital Consumer Assessment of Health Care

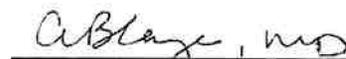
Providers and Systems (HCAHPS) as well as the Clinician and Group Consumer Assessment of Health Care Providers and Systems (CGCAHPS). These mandatory surveys feed into publicly reported scoring systems such as Hospital Compare and [hospitalcompare.gov](https://www.hospitalcompare.gov) to provide hospitals with an overall star rating. NRC Health is the CMS approved survey vendor that HCA has been working with for these required surveys.

In addition to the required hospital surveys the proposed Amendment will add NRC's Phone Outreach Services which will also survey ambulatory care and emergency department patients after their experience, via email, SMS (text), or phone (IVR). HCA will be able to ask fewer, more targeted questions to increase participation, and leverage patient feedback to deliver rich insights which will assist with HCA initiatives.

This letter has been reviewed by the County Executive Office, County Counsel, Auditor-Controller's Office, and General Services Agency Procurement Services. If you have any questions regarding this item, please call John Fankhauser, M.D., Chief Executive Officer, County Hospitals, at 805-652-6058, or Allison Blaze, M.D., Interim Chief Executive Officer, Ambulatory Care, at 805-677-5290.



John Fankhauser, MD
Chief Executive Officer, County Hospitals



Allison Blaze, MD
Interim Chief Executive Officer, Ambulatory Care



Theresa Cho, MD, MHA
Health Care Agency Director

EXHIBIT

Exhibit 1 - National Research Corporation - Amendment No. 2 to Contract No. 8424