
Setting the Standard in Health Care Excellence

December 19, 2023

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. 1 to County Contract No. 8424 with National Research Corporation, For Patient Satisfaction Survey Services, Effective December 1, 2023 Through December 31, 2026 in the Amount of \$566, Increasing the Not-To-Exceed Amount from \$400,293 to \$400,859 for Calendar Year 2023, and Setting the Not-To-Exceed Amount at \$321,389 for Calendar Year 2024, \$337,458 For Calendar Year 2025, and \$354,331 For Calendar Year 2026; Ratification of the Health Care Agency's Authorization of the Contractor to Provide Services Under the Terms of the Amendment in Anticipation of Your Board's Approval.

RECOMMENDATION:

That your Board approve, and authorize the Purchasing Agent or designee to sign, amendment No. 1 to County Contract No. 8424 with National Research Corporation (NRC) effective December, 1, 2023 through December 31, 2026 in the amount of \$566 increasing the not-to-exceed amount from \$400,293 to \$400,859 for calendar year 2023, and setting the not-to-exceed amount at \$321,389 for calendar year 2024, \$337,458 for calendar year 2025, \$354,331 for calendar year 2026 for patient satisfaction survey services for Ventura County Medical Center, Santa Paula Hospital, and the ambulatory care clinics, and ratify the Health Care Agency's (HCA) authorization of the contractor to provide services under the terms of the amendment in anticipation of your Board's approval.

REASON FOR RATIFICATION

This Amendment adds new services required by CMS beginning in 2024, and to ensure all issues were identified and addressed prior to the regulatory requirements beginning, HCA authorized NRC to begin these additional services on December 1, 2023, in anticipation of your Board's 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 2023</u>	<u>Calendar Year 2024</u>
REVENUE:	\$566	\$321,389
DIRECT COSTS:	\$566	\$321,389
INDIRECT COSTS:	Minor	Minor
Net Revenue <cost>	\$0	\$0

CURRENT FISCAL YEAR BUDGET:

Current FY 2023-24 Budget Projections for Ventura County Medical Center #3300				
	Adopted Budget	Adjusted Budget	Projected Actual	Estimated Savings/(Deficit)
Expenditures	\$673,790,899	\$673,790,899	\$673,790,899	\$0
Revenue	\$665,452,626	\$665,452,626	\$665,452,626	\$0
Operational Income/(Loss)	(\$8,338,273)	(\$8,338,273)	(\$8,338,273)	\$0

Sufficient revenue and appropriations are included in the FY 23-24 adopted 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 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 Real Time feedback solution 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.


By collecting and stratifying patient race, ethnicity and language (REAL) as well as gender identity data, HCA will be able to identify which, if any, health care disparities exist—and then target interventions to address the disparities. Hospitals and care systems that understand their patient populations and work to make quality improvements across individual patient groups improve overall performance and service to the patients.

The realignment of the surveys and services to meet HCA's needs in the proposed Amendment will result in a \$100,000 saving each year for the next 3 years.

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 Theresa Cho, M.D., Chief Executive Officer, Ambulatory Care, at 805-677-5290.



John Fankhauser, M.D.
Chief Executive Officer, County Hospitals



Theresa Cho, M.D.
Chief Executive Officer, Ambulatory Care



Barry L. Zimmerman
Health Care Agency Director

EXHIBIT

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