

# Hospital Communication Template

## Overview

A purchaser-driven High-Value Maternity Network (HVMN) can mutually advantage purchasers and their clinical partners; however, most hospitals and health systems are unaccustomed to working directly with purchasers and may be new to responding to a purchaser-directed Request for Information (RFI). The High-Value Maternity Network How-to Guide provides strategic and operational best practices for managing the RFI deployment end-to-end. But the first step is to initiate contact with potential respondent hospitals and health systems by engaging hospital leadership and capturing their interest for potential partnership.

*This tool offers messaging that articulates the benefit to providers of entering into clinical partnership through a High Value Maternity Network (HVMN). Purchasers can use this tool as a template for outreach to candidate hospitals and health systems.*

## Benefits of the HVMN for Providers

Being designated as a high-performing maternity hospital can be advantageous. However, working directly with a purchaser may be unchartered territory for a health system. As a result, health systems will want to understand the benefits of participation. The benefits to health systems include the following:

1. Increased volume

This is the most straightforward: If selected for the HVMN, the hospital or health system may see increased volume and revenue because the purchaser will direct its plan participants to the health system through network and benefit design.

1. Public relations boost

Being designated as a high-value maternity network may bring distinction to selected hospitals and health systems. The purchaser can also commit to advertising selected hospitals to its membership through its internal and public communications and advertising.

1. Access to better data

The RFI lays out reporting requirements that participating hospitals must adhere to, but it’s a two-way street. The purchaser will use its own claims data to provide meaningful reporting to the health systems.

1. Opportunity to explore alternative payment models (APMs):

Many provider organizations are interested in exploring alternative payment models that provide opportunity for greater accountability and autonomy. However, they may be leery of committing to a large health plan and putting a large portion of its revenue at risk. An APM contract with a purchaser, on the other hand, grants the provider organization an opportunity to experiment on a more limited scale.

1. Opportunity to improve outcomes for mother and baby:

Through the HVMN, the provider organization gains a willing and responsive partner, committed to support health system efforts to reduce disparities in maternity and to pioneer approaches toward improving maternal quality and experiential outcomes.

## Sample Email Template

*The email below offers a template that purchasers can use as a starting point for their initial outreach to hospitals. Purchasers should replace phrases highlighted in yellow with their own information. Naturally, purchasers may wish to adapt the messaging and wording in this email according to their unique circumstances.*

Good Afternoon:  
  
I’m pleased to let you know that <Purchaser> is releasing a Request for Information (RFI) to select hospitals and health systems for <Purchaser’s> High Value Maternity Network. This network will be composed of select hospitals in <Purchaser’s market> and their affiliated providers who are committed to partnering with the <Purchaser> to increase maternal quality and safety.

Through this clinical partnership <Purchaser> has the ability to:

* Work collaboratively with you toward a common goal of improving maternal outcomes and reducing disparities in care
* Increase patient volume and utilization at your facility, through a network and benefit design strategy that designates your facility as a preferred site of care
* Directly advertise our partnership to <Purchaser>’s plan participants through multiple channels that could include the <Purchaser’s> call center, network directory, direct mail, website and social media;
* Elevate your hospital’s brand through the recognition and promotion of your institution’s commitment to advancing maternity care quality in our region – specifically with respect to improving health equity and reducing racial health disparities;
* Enter into direct contracts through alternative payment models such as bundled payments for episodes, which cover an index episode and all related professional and facility costs, plus a quality guarantee on services; and
* Provide you with de-identified information about patient outcomes related to episodes of care based on comprehensive claims data.

If you are interested in bidding for participation, we invite you to review and complete the attached RFI and correlating reporting templates found within the attached Excel document. Note that this is a formal RFI process that maintains several key dates (listed within the RFI and highlighted below). The first deadline will be this coming <Insert Date>, where we will require the completed Intent to Respond (located within RFI) to be returned back to <Purchaser>. Bidders who have questions about the RFI are encouraged to submit them back to us, as we will hosting a bidders’ conference on <Insert Date> to address questions raised.  
  
We are excited by the opportunity to potentially partner with your system in this critical work.

Looking forward to receiving your Intent to Respond within the upcoming days.