Date

Hospital CEO

Hospital Name

Hospital Address Line 1

Hospital Address Line 2

Dear [Hospital CEO],

In reviewing the results of the most recent Leapfrog Hospital Survey, I noticed that *[Hospital Name]* declined to participate. As an active member of this community, it’s important to me that my local hospital be transparent about its record on quality and safety. Without that information, how can I determine if *[Hospital Name]* is the best hospital for me and my family?

I urge you to reconsider this decision and choose to participate in the Leapfrog Hospital Survey. You can visit [www.LeapfrogGroup.org](http://www.LeapfrogGroup.org) for more information.

I look forward to seeing the results of your hospital’s performance on the Leapfrog Hospital Survey, and sharing that information with my friends and family.

Thank you for your time,

[Your name]