

The Myers Group Publishes Quality Improvement “Best Practice” Initiatives *A CAHPS® Research Study*

ATLANTA, GA - January 2007 -- The Myers Group, an Atlanta-based national healthcare survey and market research firm, counts many of the top health plans in the country as clients. In response to the expressed needs and interest of all of our clients, we asked selected plans to share with us their “QI Best Practices”.

We reviewed our Book of Business and chose those plans that fall within the top 20 percent of “Most Improved” health plans, according to the Consumer Assessment of Healthcare Providers and Systems benchmark database. The plans shared their insights into how they improved a particular composite or rating measure.

Twenty-six QI case studies were compiled in the areas of member services, quality of care, access to care, and provider/network services. We congratulate and thank the following health plans for their willingness to support The Myers Group initiative and share their QI experience with other health plans:

Blue Cross Blue Shield of Vermont
Cox Health Plan of Missouri
Health First Health Plan of Florida
Humana Health Plan of Kentucky
Keystone Health Plan West
Preferred Plus of Kansas
WPS Prevea Health Plan of Wisconsin

Jean-Marie Ingemi, an account executive with The Myers Group, coordinated our research efforts. She gained industry knowledge, not only with The Myers Group, but also through 12 years of experience with a major New England health plan and health plan coalition.

The Myers Group’s focus on health care survey research has led to unparalleled experience managing projects of all audiences, sectors, and populations. Known for its level of commitment and quality of work, The Myers Group employs a team of experienced, motivated, and well-trained professionals.

Additional Information and Where to Find It

The Myers Group is a nationally recognized survey research firm located in Atlanta, Georgia offering a comprehensive package of survey products and services. The Myers Group has been a leader in healthcare market research and survey design since 1993, employing traditional methodologies as well as innovative technologies in data collection, analysis, and reporting. With extensive experience in survey administration, survey methodologies, and comprehensive analysis of survey data, the company typically conducts more than 500 survey projects annually for managed care organizations (MCOs), government agencies, hospitals, public agencies, and State QIOs. For additional information about The Myers Group, contact Barbara Myers at 770-978-3173 x 315. www.themyersgroup.net