



Doylestown Hospital
595 W. State St. • Doylestown, PA 18901

NEWS RELEASE

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Doylestown Hospital, Aetna agreement to reward enhanced quality and patient safety

Doylestown Hospital and Aetna have agreed to align certain hospital payments to demonstrated improvements in the hospital's quality and patient safety initiatives.

By adhering to evidence-based guidelines and practices that have been proven to improve outcomes, Doylestown Hospital will receive additional compensation. Aetna and Doylestown Hospital have pledged to identify additional measures of performance as this program evolves.

Results will be based, to the extent possible, on externally validated measures, such as those endorsed by the National Quality Forum, the Ambulatory Quality Alliance, the National Committee for Quality Assurance, and the Centers for Medicare and Medicaid Services, and also on data from Bridges to Excellence, the Leapfrog Group and Care Focused Purchasing.

"Doylestown Hospital has always been accountable to our community," said Richard A. Reif, President and Chief Executive Officer. "We are proud of our efforts to demonstrate improvements and are pleased that Aetna has worked so diligently and collaboratively with us on this initiative."

The hospital's sophisticated internal quality reporting system was critical to reaching the agreement with Aetna. Tim Hediger, Doylestown's Director of Improving Systems and Ken Coburn, MD, President of Health Quality Partners, led the effort to make Doylestown Hospital a leader in quality improvement.

"Aetna is excited to collaborate with Doylestown Hospital to promote better care," noted G. David Cronan, head of Aetna's network in Bucks County. "As part of our

national program, Aetna is working to implement merit-based quality programs that will benefit all of our constituents. The collaboration with Doylestown Hospital will be complemented by programs and tools already in place to help physicians and consumers improve the quality of care.”

Appreciating the value to Aetna and Doylestown Hospital, Jeff Danilo, President of US Healthcare Solutions, facilitated the arrangement and was instrumental in helping establish this collaboration.

Doylestown Hospital is a comprehensive, community-focused healthcare facility serving patients and families in the northern suburban communities of Philadelphia, including Bucks and Montgomery Counties in Pennsylvania and Hunterdon and Mercer Counties in New Jersey. The Village Improvement Association, a guiding force behind the founding of Doylestown Hospital in 1923, still owns and oversees the operation of the hospital today. From its inception as a 14-bed emergency and maternity hospital, Doylestown Hospital has grown into a regional healthcare resource encompassing more than 500 acute and long term care beds in three locations: Doylestown Hospital, Pine Run Health Care Center, and Pine Run Lakeview. The healthcare network also includes the 125,000-square-foot Health & Wellness Center by Doylestown Hospital in Warrington.

Aetna is one of the nation’s leading diversified health care benefits companies, serving approximately 29.8 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities. Aetna’s customers include employer groups, individuals, college students, part-time and hourly workers, health plans and government-sponsored plans. www.aetna.com

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