



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: A 25-277

July 08, 2025

Introduced: 6/13/2025

Current Status: ATS Review

Version: 1

Matter Type: BoS Agreement

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No.2 to the agreement (A-17070) with Professional Research Consultants, Inc. for healthcare industry market research design, analysis, support, training and consulting services, with no change to the term of Agreement (November 1, 2023 through December 31, 2027) and adding \$24,000 for a revised total agreement amount not to exceed \$409,000.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Chief Executive Officer for Natividad Medical Center (NMC) or his designee to execute amendment No.2 to the agreement (A-17070) with Professional Research Consultants, Inc. for healthcare industry market research design, analysis, support, training and consulting services, with no change to the term of Agreement (November 1, 2023 through December 31, 2027) and adding \$24,000 for a revised total agreement amount not to exceed \$409,000.

SUMMARY/DISCUSSION:

Professional Research Consultation for the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey offers multifaceted advantages. Firstly, it ensures meticulous adherence to survey protocols and guidelines, optimizing data accuracy and reliability. Expert consultants provide invaluable insights into survey design, administration, and interpretation, enhancing the overall quality of research outcomes. Additionally, their proficiency facilitates efficient identification of areas for improvement within healthcare facilities, enabling tailored interventions to enhance patient experience and satisfaction. Moreover, by leveraging their expertise, organizations can streamline survey implementation processes, saving time and resources while maximizing the utility of HCAHPS data for informed decision-making and quality improvement initiatives. Ultimately, professional research consultation empowers healthcare institutions to elevate patient care standards and foster a culture of continuous improvement.

Professional Research Consultations will be utilizing phone calls for survey responses. Utilizing phone calls for the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey can significantly enhance response rates by providing a convenient and accessible means for patients to participate. By reaching out directly to individuals, healthcare facilities can engage a broader demographic and encourage higher levels of feedback, thereby ensuring a more representative and

comprehensive understanding of patient experiences.

Additional services must be incorporated to contract in order to meet the new CMS requirement for 2026: implementation of Inpatient Behavioral Health HCAHPS

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel has reviewed and approved this amendment No. 2 as to form, and the Auditor-Controller has reviewed and approved as to payment provisions. The amendment No. 2 has also been reviewed and approved by NMC's Finance Committee and by its Board of Trustees on July 13, 2025.

FINANCING:

The cost for this amendment No. 2 is \$24,000 which is included in the FY 2025-26 Recommended Budget. Amounts for remaining years of the agreement will be included in those budgets as appropriate. Funding will be provided from NMC's Enterprise Fund 451-9600-6383.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Natividad Medical Center diligently adheres to the mandatory Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) reporting requirements set forth by the Centers for Medicare & Medicaid Services (CMS). This commitment ensures transparency and accountability in delivering high-quality patient care, as well as facilitates benchmarking against national standards to drive continuous improvement initiatives. By meeting CMS's rigorous reporting standards, Natividad reaffirms its dedication to enhancing patient satisfaction and optimizing healthcare outcomes.

Professional Research Consultants is an enterprise solution that supports Natividad Medical Centers journey toward clinical excellence and guide our transformation to a patient-centered, safety-focused, learning organization.

- ☐ Economic Development
- ☒ Administration
- ☐ Health and Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Tammy Perez, Director of Quality, 783-2512

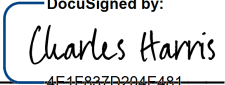
Approved by: Charles R. Harris, Chief Executive Officer, 783-2553

Attachments:

Professional Research Consultant, Inc. Amendment 2
Professional Research Consultant, Inc. Amendment 1
Professional Research Consultant, Inc. Agreement

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Attachments on file with the Clerk of the Board

<div>DocuSigned by:  <small>4E4F837D204E481...</small></div>	6/30/2025 9:29 AM PDT
Charles R. Harris, CEO	Date