

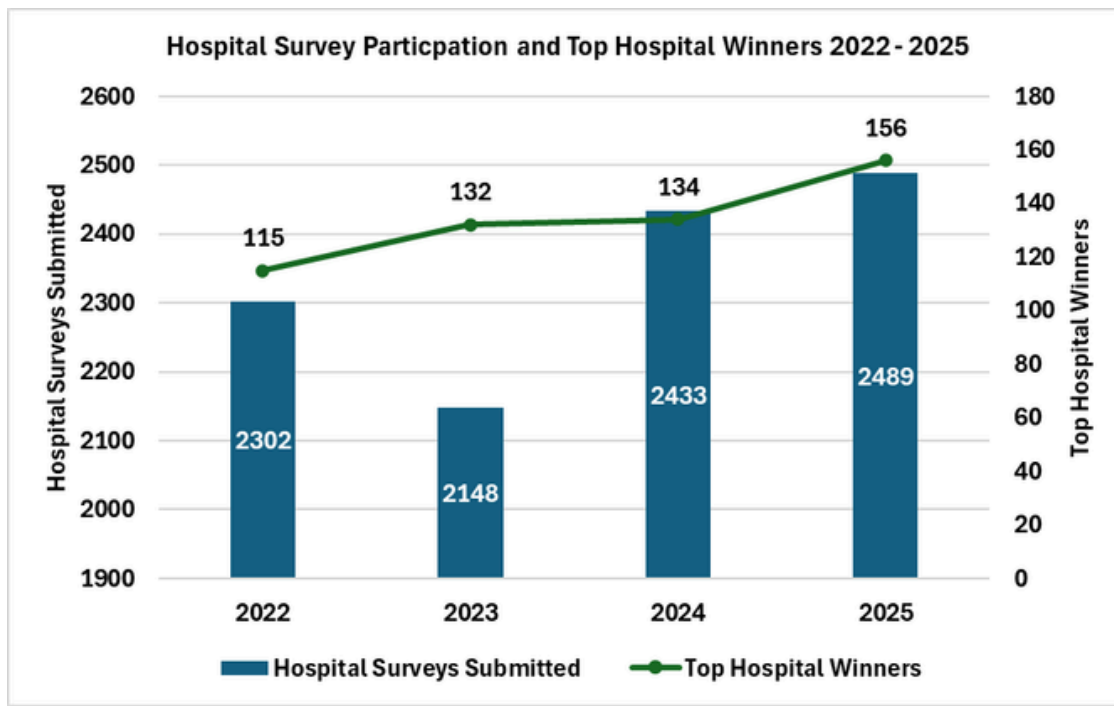


The Leapfrog Group's February Market Insights Report

Hospitals continue to increase their engagement with the Leapfrog Hospital Survey, with record participation and an all-time high number of Top Hospitals in 2025. At the same time, performance on newer measures like [Billing Ethics](#) and [Informed Consent](#) reveals both meaningful improvements in quality of care and persistent gaps in how information is communicated to patients.

Growing Survey Participation and Number of Top Hospitals

Overall, survey participation has remained robust from 2022 to 2025. After decreasing slightly in 2023, survey submissions climbed significantly in 2024 and then reached a record-high in 2025, reflecting a steady rise in the number of hospitals recognized as Top Hospitals.

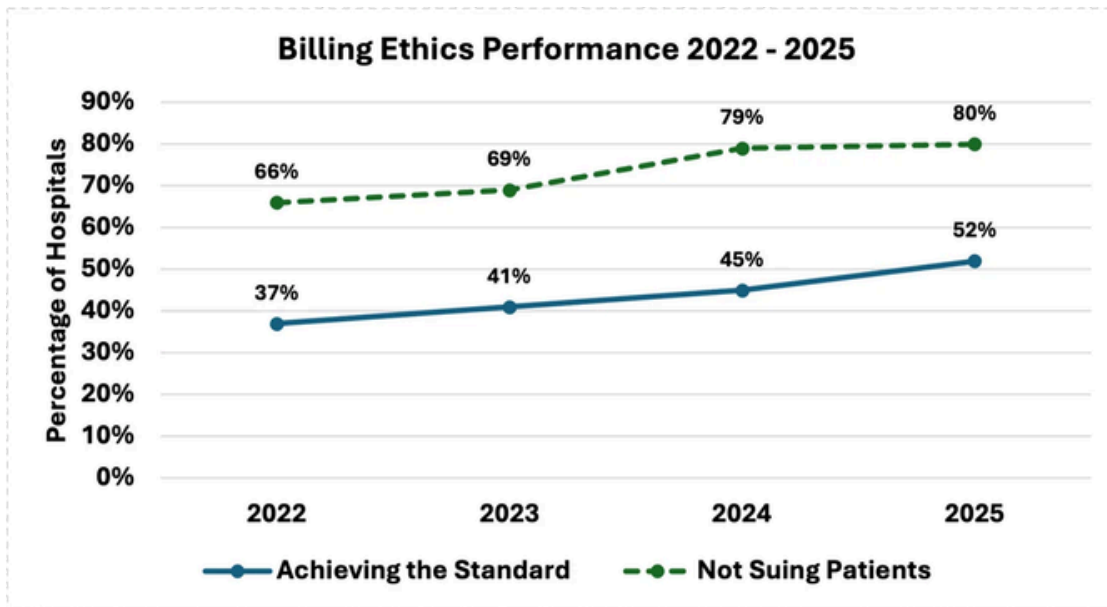


Since 2022, the number of Top Hospitals has increased every year, reaching 156 in 2025—the highest to date. Impressively, there was a [16% increase in hospitals earning the Top Hospital Award](#) between 2024 and 2025, which suggests more hospitals are meeting Leapfrog’s rigorous standards in patient safety and quality of care.

Strong Upward Momentum in Billing Ethics

Since first being scored and publicly reported in 2022, Billing Ethics has demonstrated steady improvement year-over-year. Specifically, the percentage of hospitals Achieving the Standard rose from 37% in 2022 to 52% in 2025.

This improvement is largely driven by a growing number of hospitals that do not sue patients, with rates increasing from 66% in 2022 to 80% in 2025. High rates of hospitals providing billing statements and contact information, combined with fewer punitive collection practices, indicate a shift toward more transparent, patient-centered billing. As Billing Ethics becomes more embedded in Top Hospital criteria, continued improvements in this measure suggest hospitals are increasingly treating fair billing as a core component of quality care.



Flat Performance and Emerging Risks for Informed Consent

Informed Consent, which was first scored and publicly reported in 2023, highlights a key area for improvement. After a slight decline from its initial year, performance has plateaued, with only 25% of hospitals Achieving the Standard in both 2024 and 2025.

While many hospitals report meeting policies, training, content, and process requirements for gaining consent, fewer are ensuring that all eligible forms are written at a sixth-grade reading level. This trend is the primary driver of persistently low overall performance on the measure. As a result, even when consent processes are in place, patients may not fully understand the information they receive, [leaving a gap in informed decision-making](#).

Looking Ahead: What These Trends Indicate for Patients and Purchasers

Rising survey participation and the growing number of Top Hospitals reflect a growing commitment to transparency and performance improvement. The trajectory of Billing Ethics suggests that clear expectations, public reporting, and linkage to Top Hospital recognition can move hospitals toward stronger protections for patients facing medical bills. In contrast, stagnation in Informed Consent, especially around plain-language forms, highlights an area where hospitals have yet to prioritize consistently understandable communication for patients.

For purchasers, these trends highlight the importance of looking beyond participation to the specific measures behind Top Hospital recognition, with attention to how hospitals treat patients in billing and how effectively they communicate before procedures.

Looking ahead, Leapfrog will continue to track these trends in survey participation, Billing Ethics, and Informed Consent, with a focus on how hospitals translate measurement into tangible improvements in patient experience.

Explore Full Results

To view the complete 2025 Leapfrog Hospital Survey results, visit Leapfrog's ratings website:

[Leapfrog Ratings Website](#)

[Contact Leapfrog](#) for tips on how to get started and more information about the Hospital Survey or ASC Survey and Hospital Safety Grades.

Want to do your own trend analysis of hospital or ambulatory surgery center performance? [Contact Leapfrog](#) for more information about licensing our historical data sets.

New Tools to Navigate Leapfrog Data

We've launched new features to make exploring Leapfrog data even easier.

The [Measure Search](#) function is a comprehensive tool that allows users to search measures across the Leapfrog Hospital Safety Grade, the Hospital Survey, and the ASC Survey. Filter by facility type, patient type, dataset, or search for specific measures directly.

Our [Use Cases](#) illustrate how healthcare organizations, researchers, employers, and payors are applying Leapfrog data in the real world—from benchmarking safety performance to informing purchasing decisions and driving quality improvement. Each example shows how data-driven insights can translate into better care, smarter strategies, and meaningful results.

Visit the Hopper to explore these features and discover more ways to apply Leapfrog data:

[The Hopper](#)

New features on the Hopper!

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