Date

Hospital CEO

Hospital Name

Hospital Address Line 1

Hospital Address Line 2

Dear [Hospital CEO],

I am writing to highlight an opportunity for *[Hospital Name]* to further demonstrate its commitment to excellent care. The Leapfrog Group, in partnership with the American Diabetes Association, is launching its second annual Recognized Leader in Caring for People Living with Diabetes program.

As a community member who is affected by the prevalence of diabetes, I urge you to consider applying. It is important to me that my local hospital be transparent about its record on quality and safety, especially pertaining to chronic conditions like diabetes. Through this initiative, patients can easily identify the top-performing hospitals that specialize in caring for people like them. Without that information, how can I determine if *[Hospital Name]* is the best hospital for me and my family?

This is a valuable opportunity for *[Hospital Name]* to garner more confidence from the community and become a trusted leader. For more information or to apply, you can visit [www.LeapfrogGroup.org/Diabetes](http://www.leapfroggroup.org/Diabetes).

Thank you for considering this important initiative. I look forward to hearing more about *[Hospital Name]* commitment to the safest diabetes care.

Sincerely,

[Your name]