

# TELLING THE HOSPITAL STORY ▶

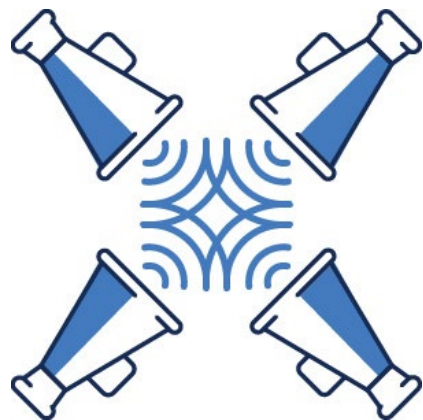


American Hospital  
Association™

*Advancing Health in America*



# Partnering Together



Create an echo chamber of positive hospital storytelling



Establish a nationwide network of contributors



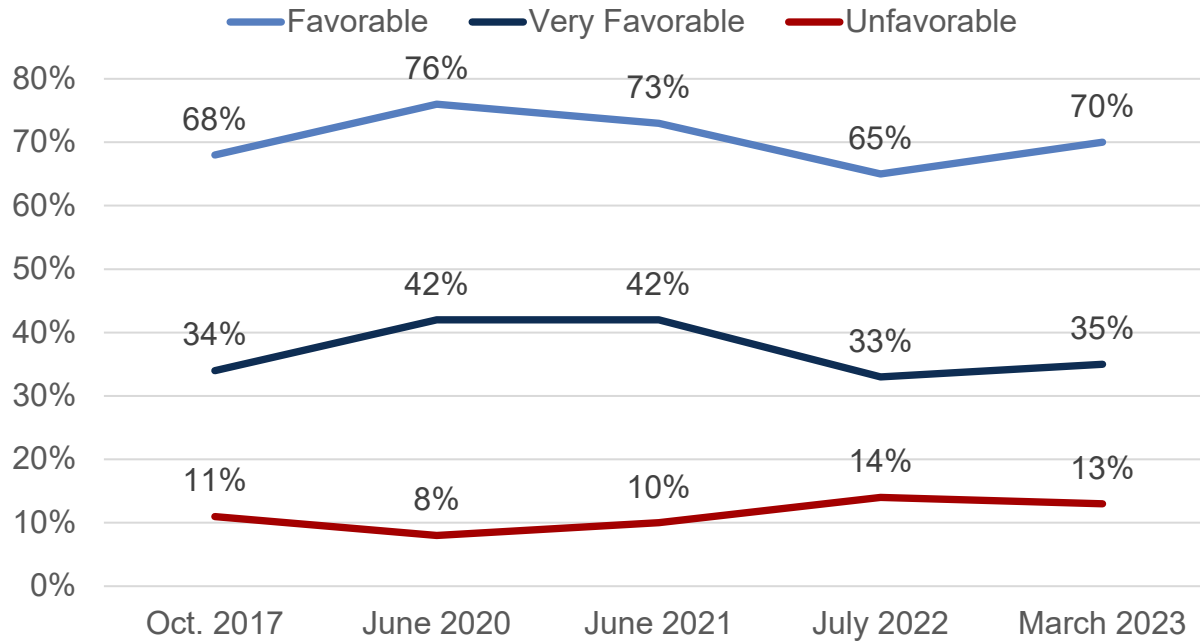
Share research and assets – let's not duplicate our work!



Double click on the positive to drive down the negative

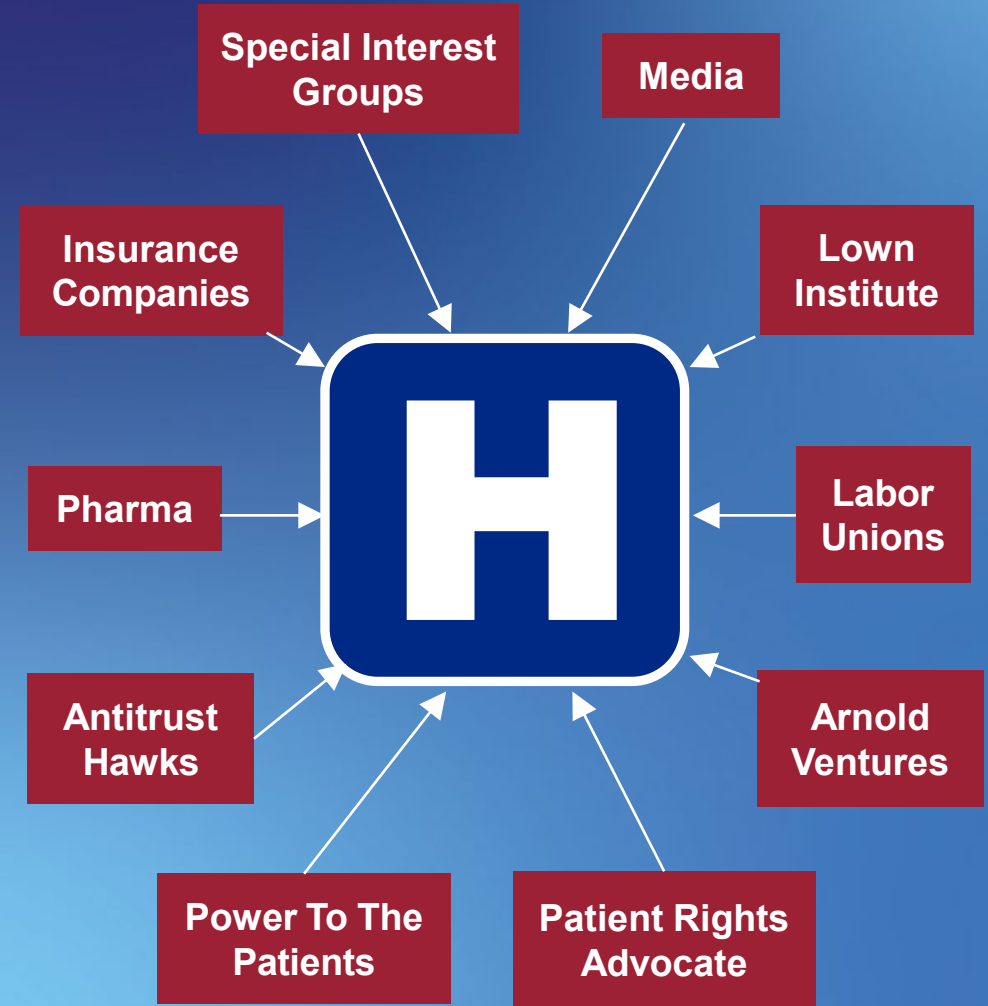
# Public Perception of Hospitals

Hospital Image Trend



I am going to read you the names of some different types of people and organizations. Please tell me as I read each one whether your opinion of that type of person or organization is... very favorable, somewhat favorable, half and half, somewhat unfavorable, or very unfavorable.

# Motivated Adversaries



# Perception vs. Everyday Reality

September 27, 2024 05:00 AM

## Hospitals on defense as Congress weighs pay, 340B, M&A bills

MICHAEL MCAULIFF X in ✉

TWEET SHARE in SHARE EMAIL

REPRINTS PRINT



Modern Healthcare

Michael McAuliff, Modern Healthcare politics and policy reporter, speaking with Rick Pollack, President and Chief Executive Officer, American Hospital Association (AHA).

### *Axios*

- Noted there has only been a recent rise in hospitals becoming the “bad guy”

### *Washington Post*

- Highlighted hospital market power as driver of rising costs.
- Rise in press coverage of high hospital bills.
- COVID shifted bad spotlight back to good as hospitals dealt with COVID surges
- Easier to demonize insurers and pharma companies.

### *Bloomberg*

- People are clear on the value of hospitals (treating illness), that’s less evident for insurers and PBMs
- Journalism is working to change public perception on hospital “value creation” vs. the costs they impose

### *KFF News*

- Earlier in career, anger was concentrated on insurers. Newer reporting has shifted to hospitals – too many examples of “good” vs “bad” hospitals
- MA plans wrecking havoc on rural hospitals

2024 Johns Hopkins Symposium on Health Policy: Journalist Perspectives on Healthcare Access and Affordability (September 11, 2024)



American Hospital Association™

Advancing Health in America

# Two-Track Approach

## Driving Up the Positives



Telling the unique story about who hospitals are, how we help, and what we are doing to **make life better for our patients and our communities.**

## Pushing Back on Vocal Critics



Outside voices, experts, scholarship and digital media to **counterbalance critics and adversaries' constant strikes on hospitals and health systems.**



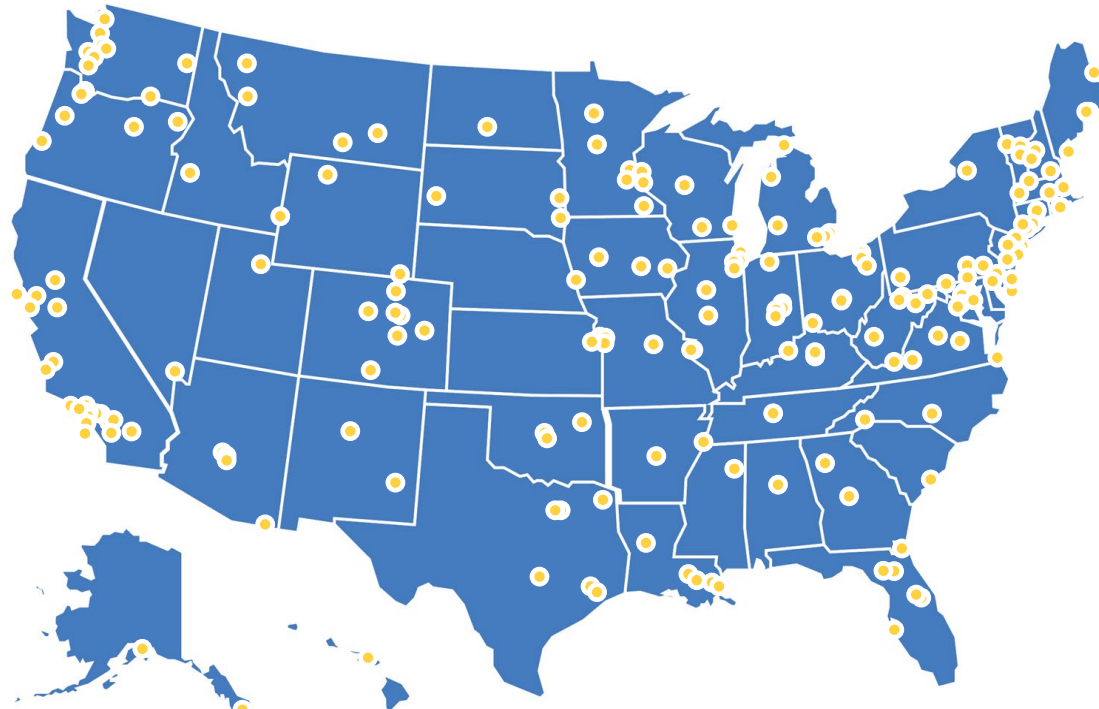
**DRIVING UP THE POSITIVES**

[www.aha.org/tellingthehospitalstory](http://www.aha.org/tellingthehospitalstory)

# Telling the Stories of America's Hospitals



**Innovation, Research & Quality Improvement**



**Ensuring Equitable Access to Care**



**Workforce**



**Prevention and Wellness**



**Benefiting Communities**



**Supporting Public Health**



**DRIVING UP THE POSITIVES**

# Spotlight the Great Work of Your Hospitals



**Hannibal Regional Healthcare**

Interview on AHA's Advancing Health Podcast about some of the innovative ways the system is recruiting healthcare workers to rural communities.

**University of Missouri**

Profile of the Missouri School of Medicine using mobile simulator mannequins to train nurses in rural healthcare settings.

**LMH Health**

Profile of how LMH Health is using artificial intelligence to assess patients in the emergency room. Highlights LMH has the first hospital in Kansas and Missouri to use this technology.



*Advancing Health in America*



DRIVING UP THE POSITIVES

# Share your stories!

## Share Your Hospital Story

We know that hospitals and health systems play a crucial role in communities, serving as the cornerstone for health. The AHA is continuing our efforts to spotlight the many ways that hospitals and health systems benefit the patients and communities they serve. Whether it be hosting a free clinic in an underserved community or wellness class for seniors; investing in innovation to advance medicine and treatment or assisting with COVID-19 vaccination and other public health efforts please share these examples with us.

### Your Hospital Spotlight

#### Your Contact Information

First Name \*

## Become a *Telling the Hospital Story* Ambassador

Please join us in sharing your great work and amplifying the field's collective voice, showing the invaluable role that hospitals and health systems play in advancing health in communities across the country.

As an Ambassador, you will receive ongoing access to helpful resources, which can be tailored to fit the needs of your organization and community. If an occasional media opportunity presents itself to the AHA for which your organization might be a good fit, the AHA will contact you to see if you might like to participate.

#### Your Contact Information

Prefix

First Name \*



American hospitals take pride in providing commitment, compassion and comfort for anyone in need of care.

#### ▷ AHA MEMBERS – FIND TOOLS TO TELL YOUR HOSPITAL STORY

[Find customizable content and key AHA advisories and resources](#) that illustrate the crucial role hospitals and health systems play in their communities.

#### ▷ TELL YOUR STORY

[Share your stories](#) so AHA can elevate the work you do. Sign up [via this form](#) to join AHA's efforts through op-eds, audio news releases and other AHA-supported media opportunities.

#### ▷ HOW AHA IS TELLING THE HOSPITAL STORY

See [highlights from recent AHA efforts](#) to share examples of the great work being done by AHA members in the field.

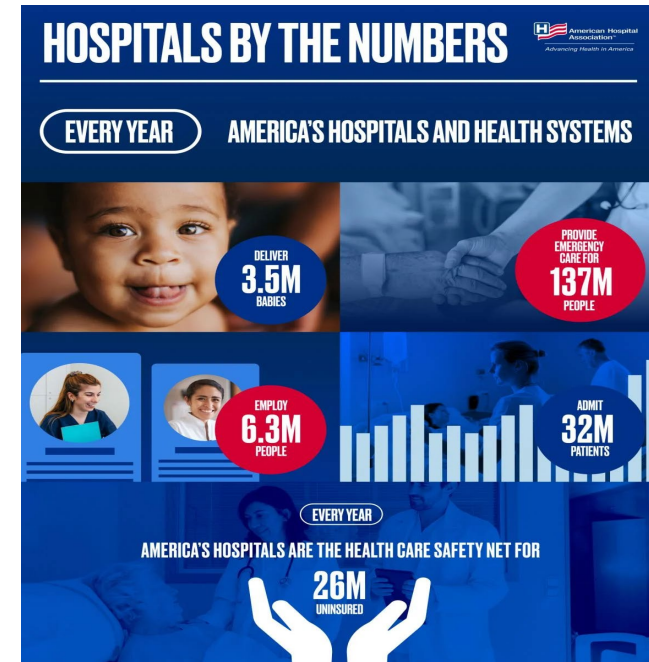




DRIVING UP THE POSITIVES

## Resources

- Talking Points
- Research
- Infographic
- Customizable video
- Social Assets and Customizable Ads



Be sure to log in with your AHA account credentials for access to members-only resources.

Don't have a login? It's easy to register – see instructions in chat.

## Telling the Hospital Story: Member Resources

The goal of the Seizing the Conversation initiative is to balance the public narrative and better tell the hospital story. AHA is working to build a visible and consistent drumbeat of stories and examples that illustrate the crucial role hospitals and health systems play in their communities, as well as push back on biased research and commentary.

### Two-Pronged Approach

#### Telling the Hospital Story

AHA is working to collect and spotlight member examples that illustrate the many ways hospitals and health systems benefit the communities they serve.

- [Role of Hospitals](#)
- [Workforce](#)
- [Community Benefit](#)
- [Hospitals Against Violence](#)

#### Role of Hospitals

##### New Resources

- [2024 National Hospital Week Digital Toolkit](#)
- [New Resources Available to Help Tell the Hospital Story](#)
- [Analysis: Hospitals and Health Systems Are Critical to Preserving Access to Care for Rural Communities](#)
- [Hospitals and Health Systems Benefit Communities in Many Ways: Prepare to Tell Your Community Benefit Story](#) (October 2023)
- [Celebrate Hospitals and Health Care Workers this July 4](#)
- [#WeAreHealthCare Digital Toolkit](#) (April 2023)
- [Talking Points: Quality and Safety](#)
- [Telling the Hospital Story](#)

AHA Member Advisor

#### Pushing Back on Motivated Adversaries

Motivated adversaries work to spread biased and often inaccurate information that devalues the crucial role hospitals play in serving communities. Seizing the Conversation offers balance, rebuts inaccurate or biased studies and turns up the volume in responding to vocal critics.

- [Costs of Caring](#)
- [Price Transparency](#)
- [Insurance Push Back](#)
- [Value of Systems Billing](#)

#### Costs of Caring

##### AHA Key Resources

- [Infographic: Medicare Significantly Underpays Hospitals for Cost of Patient Care](#)
- [Blog: Hospital Financial Health: A Rocky Recovery](#)
- [Report: The Financial Stability of America's Hospitals and Health Systems Is at Risk as the Costs of Caring Continue to Rise](#)
- [Talking Points: Financial Health of Hospitals](#)
- [Report: 2022 Will be the Most Difficult Financial Year for Hospitals Since the Start of COVID-19](#)
- [Report: Massive Growth in Expenses and Rising Inflation Fuel Continued Financial Challenges for America's Hospitals and Health Systems](#)
- [Videos and Radio Spots Featuring Hospital and Health System Leaders Discussing Challenges](#)



**PUSHING BACK ON VOCAL CRITICS**

---

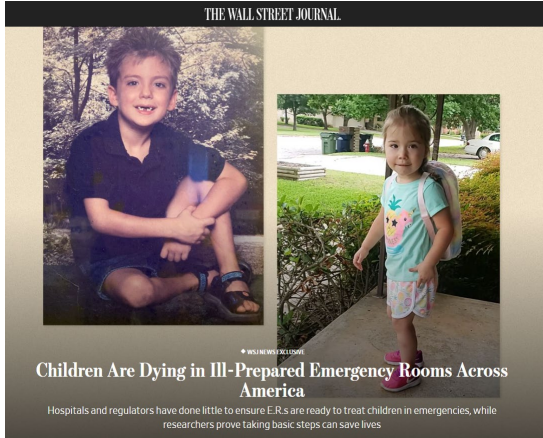
# Preparing the Field for Incoming

- Early Warning System
- Suggested Response Content



# PUSHING BACK ON VOCAL CRITICS

## Setting the Record Straight



### Hospitals defend pediatric care after WSJ report

Mariah Taylor (Email) - yesterday



Chris DeRienzo, MD, chief physician executive for the American Hospital Association, released a letter in response to a Wall Street Journal article critical of hospital preparedness to treat pediatric patients.

**National Poll**  
**Patients Find Hospital Systems Deliver on Care Coordination, Efficiency and Access**

**Nine out of 10 patients (89%) are satisfied** with their recent experience receiving care from a hospital system within their community.

A new Morning Consult poll found hospital systems overwhelmingly meet patient expectations when it comes to receiving care.

**Hospital System Patients Want A Health Care Experience That Is Accessible**

**91%**  
 Nearly all patients surveyed cited the ability of their

**Industry Voices—Let's be transparent about hospital price transparency**

By Ashley Thompson • Mar 9, 2023 10:56am

Tags: American Hospital Association (AHA), Industry Voice, Price Transparency, Healthcare Costs

# Increasing Intensity

*Coalition to Strengthen America's Healthcare*



Originally focused on protecting federal funding for hospitals and health systems



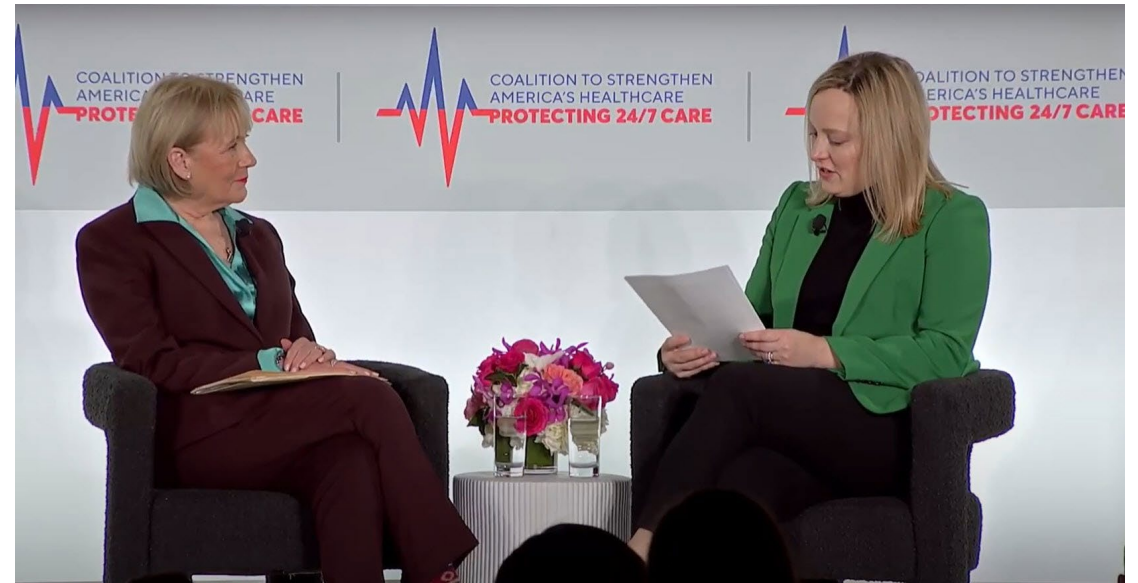
Expanding its focus to reputational management



Rebranding and new fundraising efforts underway

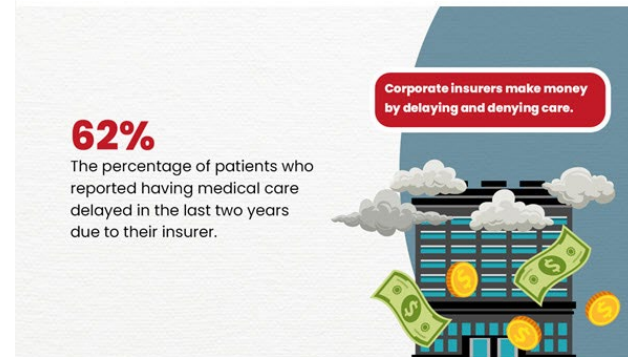
# Coalition Response

- New research on message development
- Coordinated, rapid response operation
- Paid media
- Spokesperson and media engagement
- Thought leadership
  - Independent reports
  - Academic studies
- Sponsoring policy events in DC
- Targeted issue advocacy campaigns
  - Affordability, Price Transparency
  - Commercial Insurer Accountability
- Coordinated association lobbying



A MESSAGE FROM THE COALITION TO PROTECT AMERICA'S HEALTH CARE

Who puts patients first: hospitals or corporate insurers?



A new infographic from the Coalition to Protect America's Health Care lays out the facts about who puts patients first and who pursues profits by limiting access to care.

**One takeaway:** The nation's six largest insurers made a total of \$40 billion in profit in 2022.

[See the head-to-head comparison.](#)

RURAL HEALTH

Since 2010, nearly

**150 RURAL HOSPITALS**

in the U.S. have

**CLOSED**

**TAKE ACTION** Protect access to 24/7 care for rural patients.

 **American Hospital Association™**

Advancing Health in America

# 3 Things You Can Do Today

- Share stories and information with AHA to spotlight content that underscores the value you provide to the community. Add AHA to your press list - [news@aha.org](mailto:news@aha.org)
- Visit [www.aha.org/tellingthehospitalstory](http://www.aha.org/tellingthehospitalstory) and use our content and sign up your hospital to become an Ambassador!
- Download the AHA Mobile App and stay updated – visit the app store and type in "American Hospital Association"



TELLING THE  
**HOSPITAL**  
STORY ▶

**Reach out any  
time!**

**Julie Doyle**  
**[jdoyle@aha.org](mailto:jdoyle@aha.org)**