



AMERICA'S ESSENTIAL HOSPITALS

Speaking as One: Effective Messaging for Essential Hospitals

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WELCOME AND OVERVIEW

- Brand evolution, themes, messages
- Just what is essential?
- Data to make your case
- Singing from the same song book



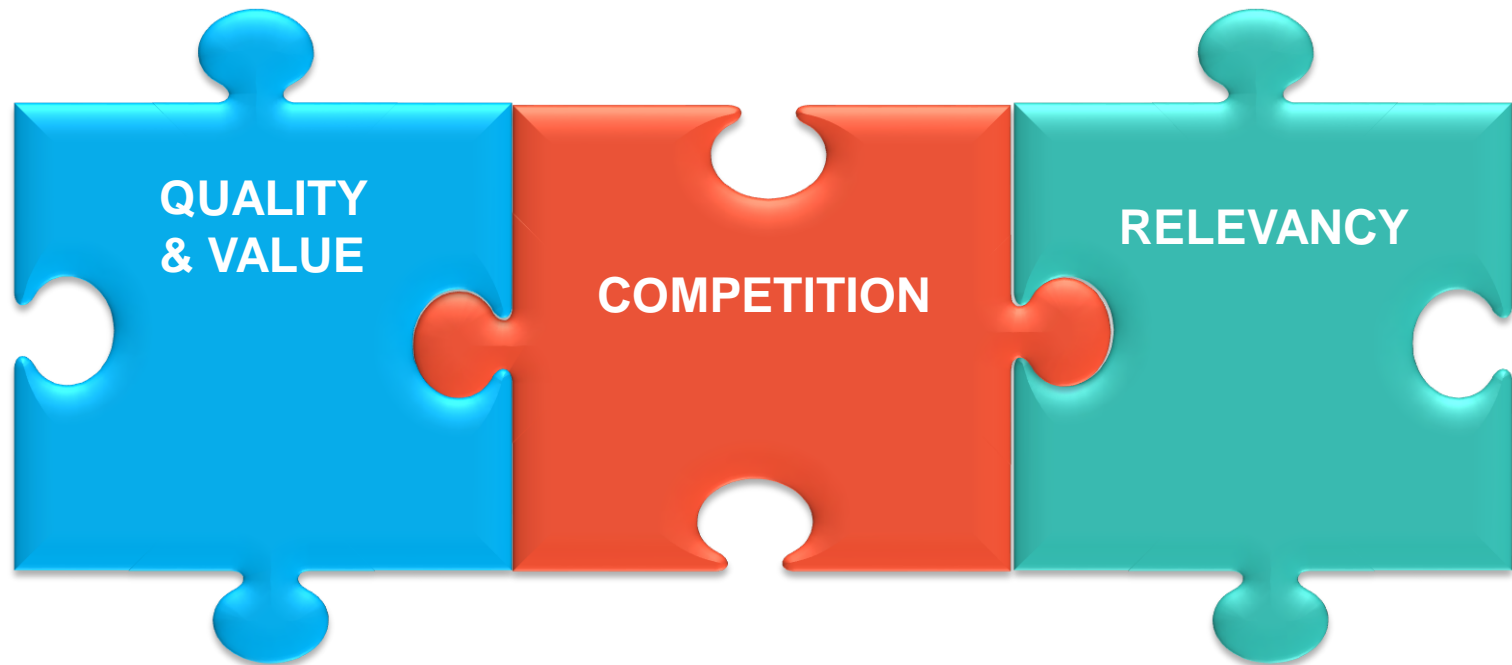
OUR EVOLVING BRAND



ANATOMY OF A BRAND



SOLVING THE ACA PUZZLE



THEMES



Essential People
Essential Communities
Essential Hospitals



PEOPLE AND COMMUNITIES

The screenshot displays the homepage of the America's Essential Hospitals website. At the top, the navigation bar includes links for 'about', 'in-person events', 'sponsorship opportunities', 'newsroom', 'contact us', and 'essential hospitals list'. A search bar and 'SIGN UP | LOGIN' links are also present. Below the navigation bar, a row of five featured individuals is shown, each with a portrait and a brief description of their role or community. The main content area is divided into several sections: 'Register Now for VITAL2015!', 'New Data: Strong Performance, Funding Challenges for Essential Hospitals', 'CDC Warns Hospitals, Long-Term Care Facilities about Listeria Risk', and 'Top Issues and Topics'. The 'Top Issues and Topics' section lists various healthcare topics such as Research Project, Specialty Care, Disaster Response, Medicaid Waivers, Collaborative Program, Health Care Value Equation, Coordinated Care, Coordinated Care, Health Care Value Equation, Collaborative Program, Medicaid Waivers, Disaster Response, Research Project, and Health Care Value Equation. The website features a clean, professional design with a color palette of red, blue, and green.

AMERICA'S ESSENTIAL HOSPITALS
Access and Quality for All

about / in-person events / sponsorship opportunities / newsroom / contact us / essential hospitals list

SEARCH SIGN UP | LOGIN

ACTION Public Policy QUALITY Improving Our Hospitals EDUCATION Training Health Care Leaders INSTITUTE Research & Transformation BLOG Essential Insights

Essential People
Essential Communities
Essential Hospitals
These are the faces and stories behind our essential hospitals across the country

FILTER BY ACTION QUALITY EDUCATION INSTITUTE

Register Now for VITAL2015!
The relentless tide of change in hospital policy and practice demands industry education that keeps pace. Get the answers you need at VITAL2015. America's Essential Hospitals' annual conference, June 24-26, in San Diego. [Learn more and register](#)

PUBLICATIONS AND LITERATURE REVIEWS
New Data: Strong Performance, Funding Challenges for Essential Hospitals
MAR 24, 2015 | Maya Linson, MS
Member characteristics data shows essential hospitals' commitment to vulnerable patients and communities with high-quality care, vital services. [Read more](#)

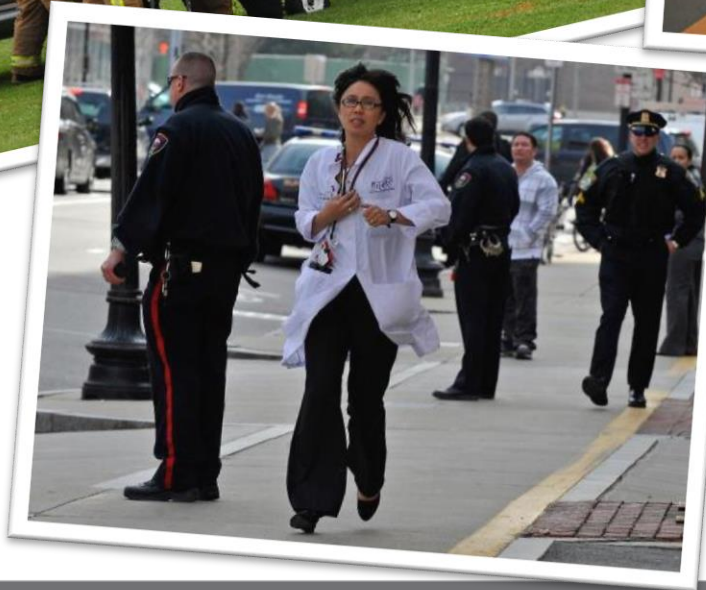
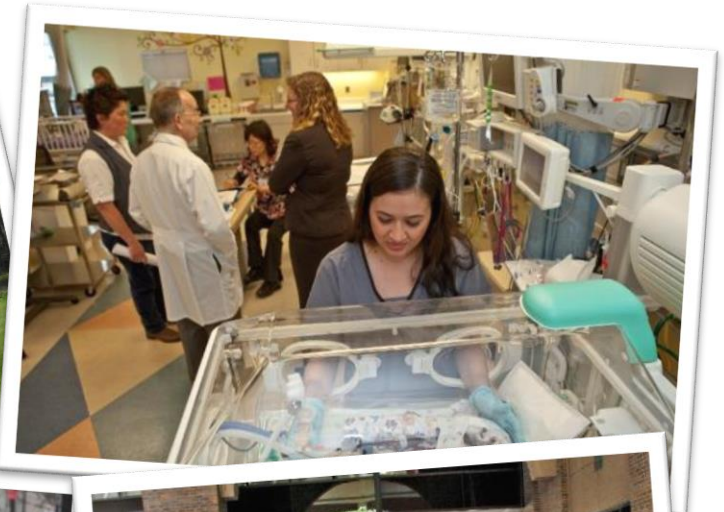
QUALITY NOTES
CDC Warns Hospitals, Long-Term Care Facilities about Listeria Risk
APR 21, 2015 | Erica Addison
Information suggests connection between infections and hospital consumption of Blue Bell ice cream products. [Read more](#)

Essential news in your inbox
Email [»](#)

Top Issues and Topics

- RESEARCH PROJECT
- SPECIALTY CARE
- DISASTER RESPONSE
- MEDICAID WAIVERS
- COLLABORATIVE PROGRAM
- HEALTH CARE VALUE EQUATION
- COORDINATED CARE
- COORDINATED CARE
- HEALTH CARE VALUE EQUATION
- COLLABORATIVE PROGRAM
- MEDICAID WAIVERS
- DISASTER RESPONSE
- RESEARCH PROJECT

SERVICE TO ALL



PROVIDERS OF CHOICE



SO, WHAT IS ESSENTIAL?



1 + 4

Members of America's Essential Hospitals share five fundamental characteristics:



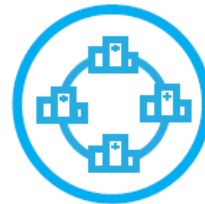
CARING FOR THE MOST VULNERABLE

+



TRAINING
FUTURE HEALTH
CARE LEADERS

+



PROVIDING
COMPREHENSIVE,
COORDINATED CARE

+



PROVIDING
SPECIALIZED,
LIFESAVING SERVICES

+



ADVANCING
PUBLIC HEALTH

THE NUMBERS



ESSENTIAL HOSPITALS, VITAL DATA

Essential Hospitals

VITAL DATA

*Results of America's Essential Hospitals Annual Hospital
Characteristics Report, FY 2013*



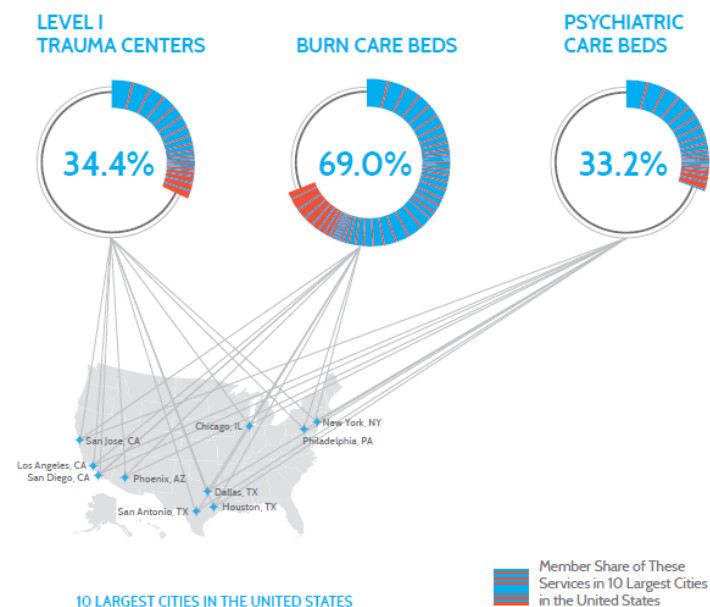
CRITICAL SERVICES

FIGURE 3

Share of Critical and Specialty Services in the 10 Largest Cities in the United States

Members of America's Essential Hospitals, FY 2013

The 10 largest cities in the United States are home to more than 25 million people. Within these cities, our member hospitals provide roughly one-third of level I trauma and psychiatric services and two-thirds of burn care services.



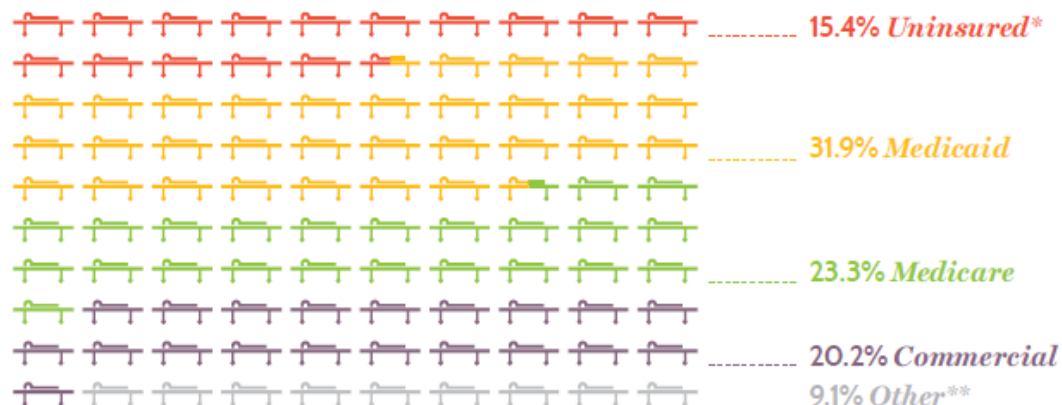
PATIENT DEMOGRAPHICS

FIGURE 5

Inpatient and Outpatient Utilization by Payer Mix

Members of America's Essential Hospitals, FY 2013

INPATIENT



UNCOMPENSATED CARE

FIGURE 6

Share of National Uncompensated Care

Members of America's Essential Hospitals, FY 2013

Members of America's Essential Hospitals provided more than

\$7.8 BILLION IN
UNCOMPENSATED
CARE



16.8% OF ALL
UNCOMPENSATED
CARE NATIONWIDE

This is enough money to

Source: America's Essential Hospitals. Annual Hospital Characteristics Survey, 2013; American Hospital Association. Uncompensated Hospital Care Cost Fact Sheet, 2015 Update. <http://www.aha.org/content/15/uncompensatedcarefactsheet.pdf>. Accessed January 22, 2015.

develop more than
23 LIFE-SAVING
VACCINES



1 icon = 1 Vaccine

deliver
798,500 BABIES IN THE
UNITED STATES



1 icon = 10,000 babies

provide health care to
843,000 MEN, WOMEN, AND CHILDREN
IN THE UNITED STATES



OR THE ENTIRE STATE OF SOUTH DAKOTA



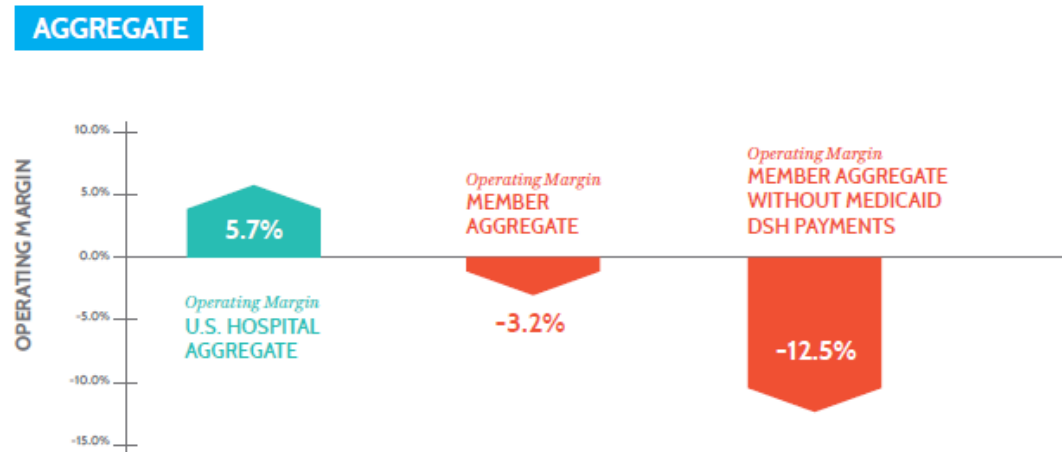
1 icon = 10,000 people

HOSPITAL FINANCES

FIGURE 7

National Operating Margins

Members of America's Essential Hospitals Versus All Hospitals Nationwide, FY 2013



REQUESTING CUSTOM DATA

- Additional data points can be requested via the analytics department for:
 - » Summary statistics
 - » Peer Group Analyses
 - » Quality Benchmarking
- Other data sources include:
 - » AHA Annual Survey of Hospitals
 - » Hospital Compare quality data
 - » Healthcare Cost and Utilization Project (HCUP) data
 - » CMS Cost Reports
 - » CDC data sources – BRFSS, NHANES, NHSN
 - » National Trauma Data Bank



MORE CUSTOM DATA RESOURCES

MEDICARE FUNDING CUTS TARGET ABC HEALTH SYSTEM



Like all essential hospitals, ABC Health System commits to caring for vulnerable people. Essential hospitals also train the health care workforce; provide comprehensive, coordinated care and specialized, lifesaving services; and advance public health. Patients at essential hospitals generally are sicker and more complex than those at other hospitals, and roughly half are racial or ethnic minorities.

Essential hospitals have evolved to meet the demands of the Affordable Care Act (ACA), an aging population, and other challenges. But ongoing and new funding cuts threaten the gains they have made in quality, cost, and access to care.

ABC Health System alone faces more than \$1.5 million in near-term funding cuts, which jeopardize care to its patients and community.

Essential hospitals face outright reductions in uncompensated care and Medicare outpatient payments, and losses

ABC HEALTH SYSTEM FACES UP TO \$1.5 MILLION OF CUTS IN 2015.

MEDICARE DSH REDUCTIONS

Medicare disproportionate share hospital (DSH) payments support hospitals that serve large volumes of low-income patients. The ACA cuts DSH payments sharply, assuming a counterbalancing rise in insured patients. But coverage expansion has not occurred as expected in many states.


\$130,000
THE AMOUNT OF MEDICARE DSH ABC HEALTH SYSTEM WILL LOSE IN FY 2015.

PERFORMANCE IMPROVEMENT PENALTIES

Quality incentive program penalties under the ACA disproportionately and unfairly target essential hospitals, including ABC Health System.

PROGRAM	METRIC	COST TO ABC HEALTH SYSTEM	YEAR
Value-Based Purchasing	Quality measures and patient satisfaction	\$49,000	FY 2015

MORE CUSTOM DATA RESOURCES



**AMERICA'S
ESSENTIAL
HOSPITALS**

Protect Access to Essential Hospitals

The Outlook in Any County, Ill.

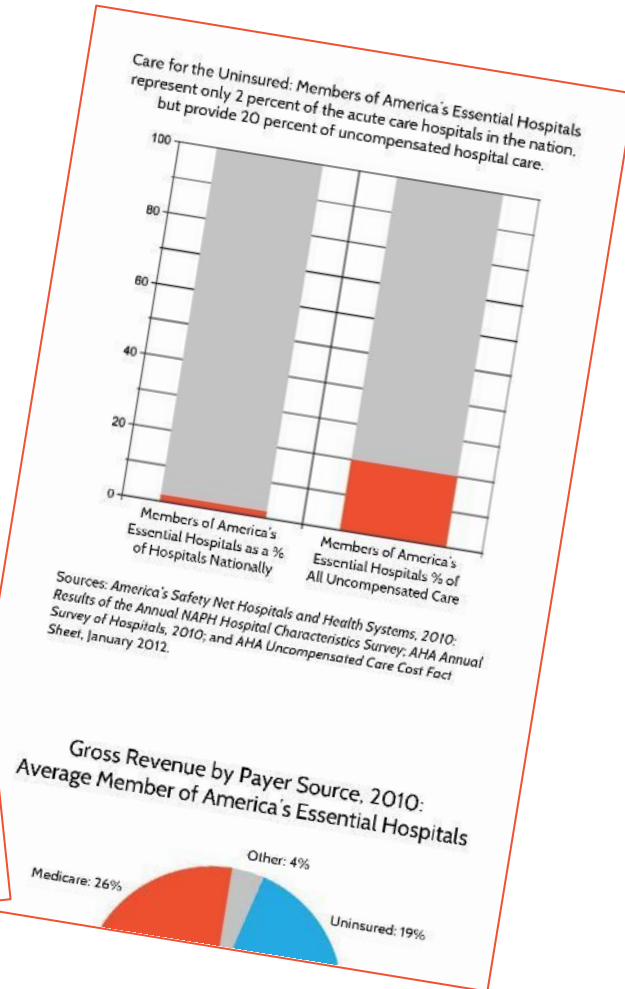
With the Affordable Care Act's coverage expansion set to begin soon, America's Essential Hospitals is concerned about these significant barriers to access for our patients:

1. steep reductions in Medicaid disproportionate share hospital (DSH) funding
2. exclusion of essential hospitals from health plans offered through the state marketplaces (exchanges)
3. potentially damaging cuts to provider assessments, evaluation and management payments, and other key sources of support for essential hospitals

Health care access is critical for vulnerable patients in Any County, which has these characteristics:

- 12 percent of the population is elderly and 43.8 percent belongs to a racial minority group
- 8.4 percent of the population is unemployed
- 17.2 percent of the population is uninsured
- 30.4 percent of the population relies on government-funded health care programs, such as Medicaid

On October 1, Medicaid DSH cuts and marketplace open



SPEAKING WITH ONE VOICE



TALKING POINTS

- The uninsured and uncompensated care
- 340B Drug Pricing Program
- Sociodemographic risk adjustment
- Hospital ratings and pay for performance
- CEO salaries
- The charge master and service pricing



MEDIA SUPPORT

“There’s a mission and a sense of reward that is really unique to these institutions,” Siegel said of public hospitals. “Brian Brannman was very well received. He was seen making a difference there. I think that bodes very well for them.”

—Las Vegas Sun

But to the Health and Hospitals Corporation, the city’s public hospital agency, it is not merely another insurance plan. The corporation created MetroPlus ... The Henry Ford Health System in Detroit, which has roots in organized labor and the auto industry, has signed up about 4,000 people in its exchange plans ... The University of Arizona Health Plans have attracted ...

—The New York Times

We are definitely seeing an impact, but it's a small number compared to the overall population, said Mark Newton, the chief executive of Swedish Covenant Hospital in Chicago.

—The Wall Street Journal



OTHER RESOURCES

- Social media (@OurHospitals)
- essentialhospitals.org
- Essential Insights blog
- *Walls Down* (wallsdownmag.org)
- Member stories



CONTACT US

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THANK YOU

