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NEW AD CAMPAIGN LAUNCHED TO URGE CONGRESS TO PROTECT HOSPITAL CARE PATIENTS RELY UPON

Washington D.C. – June 27, 2011 –The Coalition to Protect America’s Health Care today launched a national advertising campaign to educate Congress about the implications of further federal funding cuts to hospitals. The Coalition is a broad-based group of hospitals, businesses and national, state and local hospital associations dedicated to educating the public about issues affecting hospitals’ financial situation and what that means for patients.

The ads depict the importance of preventing additional federal funding cuts to ensure that patients continue to receive the vital health care services that they depend upon from hospitals. They also remind policymakers of the crucial role America’s hospitals play in caring for the nation’s most vulnerable – children, seniors and the disabled.

The multi-week ad campaign will feature radio, television, and print spots. The Coalition to Protect America’s Health Care was created in 2000.

To view the ads, visit www.protecthealthcare.org.

“The AHA has already made significant commitments in reducing health care costs over the next 10 years and as such, hospital care cannot be reduced further. The patients we serve and our communities rely on us to provide superior patient care. The Coalition’s campaign will remind lawmakers that hospitals need adequate resources in order to provide superior care to everyone who relies on us for care,” said **Coalition to Protect America’s Health Care Chair Thomas F. Zenty III, CEO University Hospitals**.

“In communities across this country, people turn to their hospitals for care and comfort in times of need. This is even more true as America ages and chronic illness is on the rise, that’s why further cuts to hospital funding are misguided and would jeopardize the care hospitals provide to the communities they serve,” said **AHA President and CEO Rich Umbdenstock**.

“This is no time for further funding cuts in Medicare and Medicaid,” remarked **FAH President and CEO Chip Kahn**. “New cuts will be harmful to millions of Americans who depend upon hospitals for their health care.”

“Cutting from the funding that teaching hospitals need to help train doctors and provide critical services unavailable elsewhere would have a devastating impact on the ability of these

institutions to train the medical professionals that care for communities and discover new cures,” said **AAMC President and CEO Darrell G. Kirch, M.D.**

“For millions of economically insecure Americans, Medicaid may be one of the few safety nets to which they are entitled,” said **Dr. Bruce Siegel, CEO, National Association of Public Hospital and Health Systems.** “Millions of our neighbors are in better health, able to lead productive lives and have some modicum of financial security because of Medicaid. Now is not the time cut this important funding and leave millions of our fellow citizens uncovered.”

“It is clear that our nation needs to reduce its debt and deficit spending but harming seniors and poor persons is neither a smart nor compassionate way to balance the budget. Protecting Medicare and Medicaid is crucial for vulnerable people, as well as the hospitals and long-term care facilities that depend on fair federal payments to serve their communities. Catholic-sponsored health care providers stand ready to work with Congress and the Administration to determine the best way to reduce spending while also protecting all those who need Medicare and Medicaid,” said **Sr. Carol Keehan, DC President & CEO, Catholic Health Association.**

“This is the absolute worst time to further cut hospital funding. Hospitals in the Premier alliance are making significant investments to improve patient care, while at the same time managing new quality reporting requirements, readmissions and hospital acquired condition penalties, and costs in building accountable care networks. These changes will yield better patient outcomes and lower overall costs over time, but only with adequate access to funding. Additional cuts will only increase costs long term and undermine important quality improvement work,” said **Susan DeVore, President and CEO of the Premier healthcare alliance.**

“Voters need to know that 30 million children depend on Medicaid. Changes to the program will affect pediatric care. If we cut Medicaid we will harm kids,” said **Lawrence McAndrews, President and CEO, National Association of Children’s Hospitals.**

“Hospitals recognize the imperative to reduce health care costs and are willing to be part of the solution, but diminishing resources are already challenging their ability to meet the growing health care needs of their communities. Further payment cuts will only increase that challenge,” said **Curt Nonomaque, President and CEO of VHA Inc.**

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