Speaking as One: Effective Messaging for Essential Hospitals

Carl Graziano, Director of Communications
Katie Swink Reid, MPH, Manager of Analytics

April 29, 2015
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

public

AMERICA’S

ESSENTIAL

HOSPITALS

safety net

hospitals and health systems
SOLVING THE ACA PUZZLE

QUALITY & VALUE

COMPETITION

RELEVANCY
THEMES
Essential People
Essential Communities
Essential Hospitals
SERVICE TO ALL
PROVIDERS OF CHOICE
SO, WHAT IS ESSENTIAL?
Members of America’s Essential Hospitals share five fundamental characteristics:
THE NUMBERS
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.
FIGURE 5
Inpatient and Outpatient Utilization by Payer Mix

*Members of America's Essential Hospitals, FY 2013*
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

- develop more than 23 LIFE-SAVING VACCINES
- deliver 798,500 BABIES IN THE UNITED STATES
- provide health care to 843,000 MEN, WOMEN, AND CHILDREN IN THE UNITED STATES
- or the entire state of SOUTH DAKOTA

HOSPITAL FINANCES

FIGURE 7
National Operating Margins
Members of America's Essential Hospitals Versus All Hospitals Nationwide, FY 2013

AGGREGATE

Operating Margin
U.S. HOSPITAL AGGREGATE
5.7%

Operating Margin
MEMBER AGGREGATE
-3.2%

Operating Margin
MEMBER AGGREGATE WITHOUT MEDICAID DSH PAYMENTS
-12.5%
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
MORE CUSTOM DATA RESOURCES

Protect Access to Essential Hospitals

The Outlook in Any County, RI

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. deep reductions in Medicaid disproportionate share hospital (DSH) funding
2. elimination of essential hospitals from health plans offered through the state marketplaces (exchanges)
3. potentially damaging cuts to provider assessment, 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 14.5 percent belongs to a racial minority group
- 8.4 percent of the population is unemployed
- 17.2 percent of the population is uninsured
- 36.4 percent of the population relies on government-funded health care programs, such as Medicaid

Source: America’s Essential Hospitals, “Essential Hospitals in our Communities,” 2010

Gross Revenue by Payer Source, 2010:

- Member of America’s Essential Hospitals
- Non-Member of America’s Essential Hospitals

Source: America’s Essential Hospitals, “Essential Hospitals in our Communities,” 2010
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

Carl Graziano
Director of Communications
202.585.0102
cgraziano@essentialhospitals.org

Katie Swink Reid, MPH
Manager of Analytics
202.585.0119
kreid@essentialhospitals.org
THANK YOU