



AMERICA'S ESSENTIAL HOSPITALS

2026 Medicaid Summit Promotional Toolkit

Oct. 26–27, 2026, Chicago

America's Essential Hospitals' Medicaid Summit brings hospital and health system leaders together to understand how major changes to Medicaid policy, payment, and operational challenges will affect essential hospitals and how organizations can prepare.

This year's Summit will focus on the implementation of Medicaid provisions under H.R. 1 and what those changes mean for essential hospitals.

Registration:

<https://essentialhospitals.org/medicaid-summit/>

Core Campaign Message

H.R. 1 Changed Medicaid. What Happens Next?

H.R. 1 is reshaping Medicaid financing, eligibility, and coverage while creating new financial and operational pressures for hospitals.

The 2026 Medicaid Summit will help essential hospital leaders understand what is changing, hear directly from national experts, compare strategies with peers, and prepare their organizations for what comes next.

If Medicaid touches your work, you need to be in the room.

Approved Messaging Points

These should serve as the foundation for speaker posts, member outreach, social media, and other promotional communications.

- **H.R. 1 implementation is already underway.** Hospitals are preparing for changes involving eligibility, community engagement requirements, provider taxes, state-directed payments and other Medicaid financing policies.
- **The financial stakes are significant.** The Congressional Budget Office projects federal Medicaid funding will decline by more than \$1 trillion over 10 years under H.R. 1.
- **Essential hospitals face disproportionate exposure.** America's Essential Hospitals estimates recent federal policy changes could increase hospital uncompensated care by \$466 billion from 2025 through 2034. Although essential hospitals represent about 6% of acute-care hospitals nationwide, they are projected to absorb 25% of the increase.

- **The Summit goes beyond policy updates to focus on implementation.** Attendees will examine what Medicaid changes mean for payment, finance, operations, and organizational strategy.
- **Preparation cannot wait.** Medicaid provisions take effect on different timelines, requiring hospital leaders to understand both the immediate implications and the changes still ahead.

LinkedIn Copy

GENERAL PROMOTIONAL POST

H.R. 1 changed the Medicaid landscape. Now comes the work of preparing for what happens next.

Changes to Medicaid financing, eligibility, state directed payments, and provider taxes will create significant implications for essential hospitals in the months and years ahead.

The **2026 Medicaid Summit, Oct. 26–27, in Chicago**, will bring hospital leaders, national experts, and peers together to examine what implementation means in practice and how organizations can prepare.

If Medicaid touches your work, you need to be in the room.

Register today: <https://essentialhospitals.org/medicaid-summit/>
#MedicaidSummit

SPEAKER POST

I'm looking forward to joining hospital and health system leaders at America's Essential Hospitals' **2026 Medicaid Summit, Oct. 26–27, in Chicago**.

H.R. 1 has changed the Medicaid landscape, and hospitals are working through what implementation will mean for financing, coverage, payment, and financing.

I'm looking forward to being part of that conversation and sharing perspectives with leaders navigating many of the same questions.

I hope you'll join us in Chicago.

Register for Medicaid Summit:

<https://essentialhospitals.org/medicaid-summit/>
#MedicaidSummit

MEMBER EXECUTIVE OR BOARD MEMBER POST

The Medicaid environment is changing quickly, and the implications of H.R. 1 extend well beyond the policy department.

That is why America's Essential Hospitals' **Medicaid Summit, Oct. 26–27, in Chicago**, is particularly timely.

Hospital executives, policy experts, and Medicaid leaders will examine what changes to financing, eligibility, coverage, and payment mean for essential hospitals and the communities they serve.

These are decisions that will affect hospital strategy far beyond the policy department.

Make sure your organization is represented. Register today:

<https://essentialhospitals.org/medicaid-summit/>

#MedicaidSummit #HospitalLeadership #Medicaid #EssentialHospitals

REGISTERED ATTENDEE POST

I'll be in Chicago Oct. 26–27 for America's Essential Hospitals' **2026 Medicaid Summit**.

There will be a lot to discuss this year as hospitals continue navigating H.R. 1 implementation and changes to Medicaid financing, eligibility, coverage, and operations.

I'm looking forward to learning from national experts and comparing strategies with peers facing many of the same challenges.

Join us:

<https://essentialhospitals.org/medicaid-summit/>

#MedicaidSummit #Medicaid #EssentialHospitals

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GENERAL

H.R. 1 changed Medicaid. Now hospitals must prepare for what comes next.

Join essential hospital leaders Oct. 26–27, in Chicago, for the 2026 #MedicaidSummit.

Understand the changes. Compare strategies. Prepare your organization.

Register: <https://essentialhospitals.org/medicaid-summit/>

SPEAKER

I'm joining hospital leaders in Chicago, Oct. 26–27, for the 2026 #MedicaidSummit to talk about what H.R. 1 implementation means for essential hospitals.

This is an important year to be in the room.

Register: <https://essentialhospitals.org/medicaid-summit/>

Email Copy for Members to Share Internally

Subject: Who From Your Team Should Attend Medicaid Summit?

H.R. 1 implementation is creating significant changes across Medicaid financing, eligibility, coverage, and hospital operations.

America's Essential Hospitals' 2026 Medicaid Summit, Oct. 26–27, in Chicago, will bring together hospital leaders and national experts to examine what these changes mean and how organizations can prepare.

This year's program is particularly relevant for executive leaders and colleagues responsible for finance and reimbursement, government relations and policy, and hospital operations.

I encourage you to review the program and consider which leaders from our organization would benefit from being part of these conversations.

Register and learn more:

<https://essentialhospitals.org/medicaid-summit/>

SHORT NEWSLETTER OR PARTNER BLURB

Prepare for What Comes Next in Medicaid

H.R. 1 is reshaping Medicaid policy, financing, and coverage, with significant implications for essential hospitals. Join hospital leaders and national experts at America's Essential Hospitals' **2026 Medicaid Summit, Oct. 26–27, in Chicago**, to examine implementation, compare strategies, and determine what the changes mean for your organization.

Register today:

<https://essentialhospitals.org/medicaid-summit/>

SHORT "COPY AND PASTE" MESSAGE FOR CEO TO SENIOR LEADER TO SEND DIRECTLY TO COLLEAGUES INTERNALLY

H.R. 1 will affect several areas across our organization, not just government relations. Take a look at the Medicaid Summit program and let me know if you think you or someone from your team should attend. America's Essential Hospitals is bringing together hospital leaders and national experts in Chicago, Oct. 26–27, to focus specifically on implementation and what comes next.

Download approved graphic to use in social media posts and emails.



MEDICAID SUMMIT

REGISTER TODAY