Sample Letter to Local Organizations (Community Organizations, etc.)

Hospital Letterhead

Dear [SALUTATION LAST NAME]:

As a membership-driven organization, you understand the value of support from your community. At [HOSPITAL OR HEALTH SYSTEM] we too rely on the support of our community. We treat thousands of patients each year and we are a major employer for area residents. As a leader in the community, you can appreciate what an asset [HOSPITAL OR HEALTH SYSTEM] is to [COMMUNITY NAME] not only for providing quality care close to home, but also as a tool for generating economic stability and a magnet for attracting new business and job growth.

[HOSPITAL OR HEALTH SYSTEM] recently participated in an initiative, through the Kentucky Hospital Association, (KHS), to quantify both traditional and non-traditional benefits provided to the community. Traditional community benefits are uncompensated care, which included health care services provided to patients who are unable to pay and the unreimbursed costs of government programs such as Medicare and Medicaid. Non-traditional community benefits are programs and services offered by Kentucky hospitals out in the community- beyond hospital walls-to improve health status or increase access to care.

[HOSPITAL OR HEALTH SYSTEM] was proud to provide [$XX] in community benefits services [to more than NUMBER residents — *optional; insert if available*] in 2013 (the most recent year for which data is available). These efforts included non-traditional benefits through programs such as [CUSTOMIZE TO FIT YOUR HOSPITAL i.e., health screenings, immunizations, free and reduced-cost clinics].

I share this information with you because as a community leader, we depend on your support. The old adage, “*It takes a village,”* holds a lot of meaning during rocky economic times, such as these. I know you agree that it is important to have a strong and viable hospital in the community — not only to mend broken bones and care for the needy and most vulnerable — but also to attract new business and support a healthy local economy.

Of course, that support goes both ways. [HOSPITAL OR HEALTH SYSTEM] is proud that it is responsible for [NUMBER] percent of all wages and salaries in the county. *(Source: 2013 Hospital Economic Impact Report. Contact KHA for a copy.)* [COMMUNITY NAME] is where a good portion of our [NUMBER OF EMPLOYEES] team members live and do business. Like you, we feel privileged to be part of such a wonderful community. We hope you will continue to support [HOSPITAL OR HEALTH SYSTEM] so that we in turn, can continue to support the local businesses right here where we live.

Please don’t hesitate to contact me if you have any questions or would like more information about [HOSPITAL OR HEALTH SYSTEM]. Thank you for your leadership and support as a community partner.

Sincerely,

NAME, TITLE

CONTACT INFORMATION