Sample Local News Release

Hospital Letterhead

**FOR IMMEDIATE RELEASE For more information, contact:**

Date: Hospital contact

Title

Phone

**[HOSPITAL OR HEALTH SYSTEM] Provides Measurable Community Benefits in their**

**Commitment to Care**

CITY, KY (Date, 2015) — For decades [HOSPITAL OR HEALTH SYSTEM] has been part of the medical safety net of our community— mending broken bones and providing lifesaving care to those in need. But in these rocky economic times, [HOSPITAL OR HEALTH SYSTEM] is often the only place our most vulnerable community members can turn for care.

[HOSPITAL OR HEALTH SYSTEM] benefits the [INSERT CITY NAME] community every day by providing excellent care to its patients, but many compelling contributions also happen beyond basic health care services and even outside the hospital’s walls. Kentucky hospitals recently participated in the Kentucky Hospital Association’s (KHA) 2013 Community Benefit Report. In 2013, the value of the community benefits programs and services provided by Kentucky hospitals was nearly $2.73 billion. Kentucky hospitals are committed to meeting the health care needs of all residents, regardless of their ability to pay for services. Community benefits programs and services do not stop at the hospital boundaries, but extend to community residents, families, schools, and neighborhoods through outreach programs and other coordinated care activities that make the community a healthy place to live.

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[HOSPITAL OR HEALTH SYSTEM] is proud of the charity care and other benefits it has been able to extend to its local community, providing [$NUMBER] in free or discounted services to some of the area’s most vulnerable residents. “In addition to being a major employer in [COMMUNITY NAME] and providing essential health care services, [HOSPITAL OR HEALTH SYSTEM] annually provides community benefits such as [CUSTOMIZE TO FIT YOUR HOSPITAL, i.e., health screenings, immunizations, free and reduced-cost clinics] and services to patients who were unable to pay,” said [NAME, TITLE]. “This new report quantifies the enormous and positive impact our hospital has on improving the health and quality of life, within our community and beyond our hospital walls.”

In 2013, [HOSPITAL OR HEALTH SYSTEM]:

* provided more than [$NUMBER] in total community benefits to local residents
* provided more than [$NUMBER] in care to patients who were unable to pay
* provided more than [$NUMBER] to cover unreimbursed costs of government programs such as Medicare and Medicaid
* offered more than [$NUMBER] in free or reduced-fee community-based programs
* supplied the community with non-traditional community benefits such as community health association, health professions education, cash and in-kind donations.
* served more than [NUMBER CITY NAME] residents through traditional and non-traditional community benefits

“The report demonstrates how [HOSPITAL OR HEALTH SYSTEM] goes above and beyond its mission to deliver essential health care services to the community,” [LAST NAME FROM ABOVE] said. “We’re striving to keep [CITY NAME] residents healthier and to always meet our community needs, regardless of any patient’s ability to pay.”

The numbers in this report highlight the collective story of how Kentucky hospitals further contribute to the overall health of the commonwealth. The stories contained within are examples of how Kentucky hospitals go far beyond the delivery of traditional hospital care to bring health-related services to the people of their communities that in turn make our state a better place to live, work, learn, and grow. At [HOSPITAL OR HEALTH SYSTEM], [INSERT HOSPITAL OR HEALTH SYSTEM-SPECIFIC STORY INVOLVING COMMUNITY BENEFITS].

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“Community benefits are one of the most powerful indicators of Kentucky hospitals’ many contributions to help strengthen their communities. They quantify the hospitals’ mission and commitment to care” said Michael T. Rust, KHA president.

In addition to their caring role, Kentucky hospitals are an important part of the state and local economies. Therefore, it is important that they be financially strong and stable. Their financial strength is intimately tied to payments from Medicare and Medicaid because approximately 70 percent of patient days are covered by one of these programs- both of which continue to pay Kentucky hospitals less than the actual cost of care. In Kentucky, Medicaid only reimburses hospitals 82 percent of their actual costs and Medicare only 86 percent. Hospitals suffer a financial loss resulting from the difference between payments received from Medicaid and Medicare and the cost of care provided to beneficiaries. Adequate Medicare and Medicaid funding is essential to ensure Kentucky hospitals can meet the needs of their communities and provide high quality care to its citizens

\* To learn more about [HOSPITAL OR HEALTH SYSTEM’s] community benefits, contact [CONTACT NAME, INFO].

***About [Hospital or Health System]***

*[To be completed by the hospital]*

***About the Kentucky Hospital Association***

*The Kentucky Hospital Association was established in 1929 and is a not-for-profit organization of which all Kentucky hospitals are members. The Association represents and facilitates collaborative efforts among Kentucky hospitals and is the source for strategic information about the constantly changing health care environment. KHA is a membership-driven organization that provides proactive leadership to create an environment in which Kentucky hospitals are successful in serving their communities. For more information, go to* [*www.kyha.com*](http://www.kyha.com)*.*

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