Sample Viewpoint Column

Hospital Letterhead

**Viewpoint**

**4XX Words**

A Measure of Our Value & Service —

[HOSPITAL OR HEALTH SYSTEM’S] Commitment to Care

*By: [NAME, TITLE (CEO, board member, etc.)*

*HOSPITAL OR HEALTH SYSTEM NAME AND*

*PHONE NUMBER OF AUTHOR]*

When [CITY NAME] residents are injured, sick or in need of medical attention, they turn to [HOSPITAL OR HEALTH SYSTEM] — 24 hours a day, seven days a week, 365 days a year. And, like all Kentucky hospitals, [HOSPITAL OR HEALTH SYSTEM] goes beyond conventional care services and improves our quality of life by treating all those in need of help — regardless of their ability to pay.

[HOSPITAL OR HEALTH SYSTEM] recently participated in an initiative, through the Kentucky Hospital Association (KHA), to quantify both traditional and non-traditional benefits provided to the community. [HOSPITAL OR HEALTH SYSTEM] provided [$NUMBER] in traditional and non-traditional community benefits to more than [NUMBER] residents in 2013 (the most recent year for which statewide data is available).

These services such as community-based health care programs and unfunded treatment provided to all residents are called “community benefits.” They demonstrate how Kentucky hospitals go above and beyond the delivery of essential health care services to strengthen our communities.

— MORE —

[HOSPITAL OR HEALTH SYSTEM] Provides Benefits

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Traditional community benefits are uncompensated care, which includes 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 hospitals out in the community — beyond hospital walls — to improve

health status or increase access to care. Non-traditional community benefits include non-billed

services or programs provided at a loss such as immunizations, education and outreach programs, health screenings, self help, family support services and much more.

These community benefits included more than [$NUMBER] in care to patients who were unable to pay for the services (as well as the unreimbursed costs of Medicare, Medicaid, etc.) and more than [$NUMBER] in free or reduced-fee community-based programs.

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 [$NUMBER] to cover unreimbursed costs of government programs such as Medicaid and Medicare
* offered more than [$NUMBER] in free or reduced-fee community-based programs
* supplied the community with nontraditional community benefits, including [LIST PROGRAMS]
* served more than [NUMBER CITY NAME] residents through traditional and non-traditional community benefits

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