

Telling the Hospital Story: Reaffirming the Vital Role of Hospitals and Health Systems

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AHA Launches #WeAreHealthCare Telling the Hospital Story Campaign

New resources available to reinforce the crucial role of hospitals and health systems in advancing health care for patients and communities and to amplify the field's collective voice in positively influencing the public conversation

Each and every day hospitals, health systems and their skilled, compassionate teams provide life-saving medical care along with supporting many crucial services and programs that promote health and wellness within their communities. Despite the many challenges facing our field, the dedication and passion to improve patient care and advance health in communities has never been stronger.

The AHA has been working to reaffirm the vital role of hospitals and health systems by cutting through the negative noise to balance the narrative. Now more than ever, we must join together as a field to elevate these efforts reinforcing the vital role hospitals and health systems serve in our society as cornerstones of their community and dedicated to advancing health.

In light of unfair and uninformed criticism of hospitals, including an upcoming documentary, (more details below) slated for release soon, AHA will launch the [#WeAreHealthCare](#) telling the hospital story campaign spotlighting the tremendous work that occurs each and every day at hospitals and health systems across the country.

FRAMEWORK AHA WILL BE USING TO HIGHLIGHT STORIES

The AHA will organize our storytelling efforts across our digital and social platforms using the framework below. **We encourage hospitals to join us in this effort by sharing your positive stories. Please consider using [#WeAreHealthCare](#) so we can amplify our efforts.** This will be especially important as we head into National Hospital Week where the theme #WeAreHealthCare will be reinforced.

Every day of the week, the AHA will promote stories featuring the great work happening in hospitals across the country related to the below topics.

- **Benefiting Communities.** Share examples of how your hospitals meet the health needs of your communities. These include serving as an economic engine, investing in communities and addressing the social determinants of health, among many others.
- **Improving Equitable Access to Care.** Share how your organization is improving health equity and ensuring that all individuals regardless of circumstance have access to essential health services.

- **Prevention and Wellness.** Highlight the many ways your hospital is helping people get and stay healthy, whether that be providing holistic care, including behavioral health services, efforts to improve maternal health, as well as disease education and prevention efforts.
- **Supporting Public Health.** Spotlight how your organization works to protect the health of the people and communities you serve by sharing best practices, identifying and preventing disease.
- **Innovation, Research and Quality Improvement.** Share examples of how your organization is using telehealth to improve access to care, detecting diseases earlier and innovating to advance medicine and medical care.

In addition to amplifying the positive storytelling, hospitals can also access a [members-only webpage](#) for additional resources. We know that there are outside groups working to spread biased and inaccurate information that devalues the crucial role hospitals play in serving communities. The webpage includes data, research studies, reports and messaging, including talking points. *AHA members must log into the AHA website in order to access some of the materials. For questions or help logging in, please call 800-424-4301.*

NEW DOCUMENTARY EXAMINING HOSPITAL COSTS

This week, a [trailer](#) was released for the documentary film, “American Hospital,” which is reportedly slated for release this spring or summer and is the fourth – and last – in a documentary series financed by businessman Richard Master taking a critical look at different facets of the American health care system. According to the filmmaker’s [website](#), this latest film purports to “take a deep dive into the out-of-control cost of hospitals and their transformation into a money-driven business.” The trailer highlights multiple hospital critics and does not recognize the benefits hospitals provide to their communities every day. The documentary is expected to explore issues such as hospital reserves, hospital price increases and the impact on employer sponsored health plans.

This serves as another reminder of the need for hospitals and health systems to be proactive and consistent in telling the story of the extraordinary work they are doing to care for communities and advance health in America. The AHA will continue to share updates and information related to the documentary’s release.

WHAT YOU CAN DO:

- ✓ **Share this Advisory with your senior leadership team, board, legal, government relations and communications teams and encourage engagement in this effort.**
- ✓ **Engage with AHA on social media and incorporate new assets into your social and digital posts.** Please feel free to use our graphics or adapt them for your own organization. **You can download our digital tools and resources [here](#).** In addition, as you post your own content, please use the hashtag

[#WeAreHealthCare](#) and consider tagging the AHA ([@ahahospitals](#)) to send a collective message about the work the field does on behalf of patients and communities.

- ✓ **Share your stories with AHA.** Please provide the AHA with news articles, photos, videos and other testimonials that spotlight the wide array of work your team members have been engaged in to provide care for patients and advance health in your community. You can share your examples through our webpage www.aha.org/roleofhospitals.
- ✓ **Identify a hospital ambassador.** AHA is working with a group of hospital and health system ambassadors to tell the hospital story through op-eds, radio spots and other AHA-supported media opportunities. [Sign up](#) to receive updates and resources and join us in this critical effort.
- ✓ AHA will continue to provide additional ways to celebrate your caregiving teams and engage in National Hospital Week activities. Visit [AHA's National Hospital Week webpage](#) to access logo, graphics, digital toolkits, videos, and other resources.

FURTHER QUESTIONS

For more information on *Telling the Hospital Story: Reaffirming the Vital Role of Hospitals and Health Systems* or for general questions, please contact Alicia Mitchell, AHA's senior vice president of communications, at amitchell@aha.org, or Emily Gustafson, AHA's vice president of digital strategy and public education, at egustafson@aha.org.