

The Value of AHA Membership **2018**

The American Hospital Association, in partnership with our nation's hospitals and health care systems, is committed to **Advancing Health In America** through:



Access: Access to affordable, equitable health, behavioral and social services



Health: Focus on holistic well-being in partnership with community resources



Innovation: Seamless care propelled by teams, technology, innovation and data



Affordability: The best care that adds value to lives

We do this by working with **individuals** as partners, embracing the diversity of individuals and serving as partners in their health.

Inside is a brief summary of the many ways we have been working for you and with you in 2018 to advance our shared mission and vision.



Advancing Health in America

On Capitol Hill, in the courts, in the halls of the administration and in communities around the country, the AHA and its members have worked to preserve and expand access to high-quality, equitable care. In 2018, we:

Fought to preserve access to coverage and consumer protections for pre-existing conditions and other essential health benefits, including securing a **10-year extension of the Children’s Health Insurance Program** and pushing back on the introduction of new insurance models, such as short-term, limited-duration and association health plans that would provide less coverage, leaving consumers at risk. Our annual “Get Covered” campaign helps members spread the word about coverage options.



Secured five-year extensions of the critical **Medicare-Dependent Hospital program** and **low-volume adjustment**, more than \$607 million and \$2 billion, respectively, in needed funds for eligible hospitals, particularly in rural areas. Also secured a five-year extension of rural and urban **ambulance add-on payments**.



Continued the fight in court to **protect the 340B Drug Savings Program** from unwarranted cuts, while at the same time introducing **Good Stewardship Principles** to strengthen the program by increasing transparency and helping better communicate the immense value of the program for vulnerable patients and communities.

Helped secure passage of the **SUPPORT for Patients and Communities Act**, which will provide hospitals with needed

tools and resources to better care for patients with substance use disorders and to prevent further addiction; it also partially repeals the longstanding Institutions for Mental Diseases exclusion.



Fought to **protect access to community-based care** by opposing the expansion of site-neutral payment policies with a multi-pronged campaign involving advocacy with CMS, advertising and raising support on Capitol Hill. Forty-eight senators and 138 members of the House of Representatives weighed in with the agency urging it to reconsider the proposals.





Deepened our commitment to health equity through strategic alliances with the **National Urban League** and **UnidosUS** and new programs like the Hospital Community Cooperative.

Building on the work of the **AHA Task Force on Ensuring Access in Vulnerable Communities**, secured the introduction of **The Rural Emergency Medical Center Act of 2018** to create a new designation under the Medicare program allowing hospitals meeting certain criteria to transition to a 24/7 emergency medical center with enhanced reimbursement and transportation to higher acuity facilities, as needed.



Just as hospitals are reimagining health care, **AHAPAC** is modernizing its efforts to reflect how our members want to have an impact on their community through political engagement.

Together with our allied partners and members, we are supporting like-minded candidates who will advance key issues facing hospitals and health systems in the halls of Congress. In the 2018 election cycle, AHAPAC dispersed nearly \$3.5 million.

Through the **Coalition to Protect America's Health Care**, of which the AHA is a founding member, continued to build engagement with and support for hospitals with robust digital campaigns; the Coalition has nearly 1.9 million supporters, who participate actively in advocacy campaigns to support hospitals and health systems. For more, visit www.protecthealthcare.org.

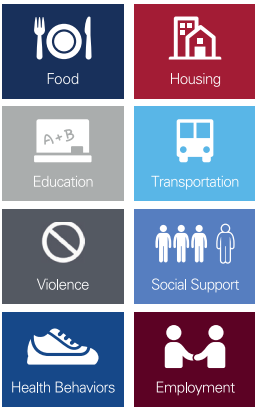


Health

The AHA works with hospitals and health systems to develop capabilities they need to care for patient populations, partner with communities, and drive transformational change. Wherever they are on their population health journey, our members can count on us to support the advancement of accountable, equitable care.

In addition to advocating for additional resources and policy changes to combat the **opioid epidemic**, we are working with a number of government agencies – including the **Centers for Disease Control and Prevention** and **Office of the U.S. Surgeon General** – to help educate patients and clinicians on proper opioid use and disposal. We also are participating in the **National Academy of Medicine Opioid Collaborative** focused on reducing neonatal abstinence syndrome. In addition, our *Stem the Tide* toolkit provides guidance and information on working with patients, clinicians, and communities. Collaborating with others, we also have worked to **raise awareness about the stigma** associated with SUD, how it can impact seeking treatment and living in recovery and share best practices.





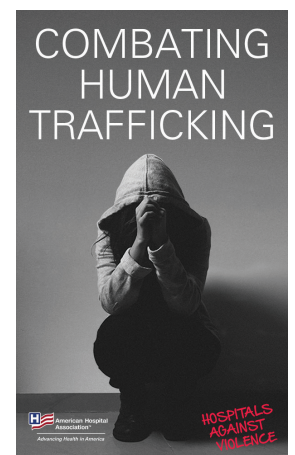
Research has shown that only 20 percent of health can be attributed to medical care, while social and economic factors – like access to healthy food, housing status, educational attainment and access to transportation – account for 40 percent. Individuals struggling with these **social determinants** may experience poor health outcomes, increased health care utilization and increased health care costs. We have created a suite of resources – **guides, videos, podcasts, toolkits and more** – to help hospital leaders, clinicians and trustees understand and address the social determinants to improve individual health and the health of their communities. Our policy work seeks to ensure that these factors are accounted for in government quality and pay-for-performance programs. For more, visit www.aha.org/center.

The **CHNAFinder** is an AHA members-only database with nearly 3,000 community health needs assessments completed in 2012–2016. Members can use this map-based tool to identify and compare trends in priority health needs in their community and state and across the U.S., and explore opportunities to partner with other organizations and community stakeholders to build healthier communities and improve population health. The **Community Health Assessment Toolkit** walks hospitals through the CHNA process. For more, visit chnafinder.hret.org.



Team Strategies and Tools to Enhance Performance and Patient Safety (TeamSTEPPS®) is an evidence-based set of tools for optimizing patient outcomes by improving communication and teamwork. It includes a comprehensive set of **ready-to-use materials and a training curriculum** to successfully integrate teamwork principles into any health care system. Teams working with AHA faculty have improved communication and teamwork through courses, webinars, and an annual national conference attended by hundreds of front-line clinical and operational health care managers. For more, visit www.aha.org/TeamSTEPPS.

Violence – in its many forms – is a major public health challenge. The AHA, along with its members, is committed to addressing all forms of violence affecting our staff, as well as the patients and communities we serve. Our **Hospitals Against Violence Initiative** is sharing examples and best practices with the field, with a particular emphasis on youth violence prevention, workforce violence prevention and combating human trafficking. In addition, the AHA, joined by Catholic Health Initiatives and Massachusetts General Hospital’s Human Trafficking Initiative and Freedom Clinic, recently **secured 29 ICD-10 codes to identify and document victims of human trafficking**, which will allow hospitals and health systems to better track victim needs and identify solutions to improve the health of their communities. For more, visit www.aha.org/violence.





Innovation

Today's health care environment is changing rapidly as hospitals and health systems continue to transform, and new entrants look for opportunities to disrupt health care delivery. You have urged us to think boldly and provide assistance with innovation and transformation through broader field engagement. And we have listened.

Our agenda for **innovation and transformation** involves the resources and talent of the entire association and our membership to help you both navigate today's challenges and seize tomorrow's opportunities.

The new **AHA Center for Health Innovation** harnesses the work of Health Forum, the Health Research & Educational Trust, AHA's Data Center and The Value Initiative to drive high-impact innovation and transformation with market intelligence, key insights, targeted education, actionable data and tools addressing your unique situation as you work to advance health. It tackles today's priority issues, including affordability and value, advancing clinical quality, population health, new delivery models, emerging issues and building innovation capacity. For more, visit www.aha.org/center.



We've also enhanced our long-term policy development process and are **expanding our advocacy agenda** to embrace new public policy ideas that better reflect the directions our members are heading and to identify and offer solutions to long-term challenges.

In addition, we're focused on **leveling the regulatory playing field** with new entrants to ensure that they are held to the highest standards and that hospitals and health systems are not hamstrung in their ability to compete by outdated and unnecessary red tape.



Affordability

Affordable health care is one of the biggest concerns facing families, employers and government. America's hospitals and health systems are tackling the challenge head on, and the AHA is providing leadership to the field.

THE Value Initiative

The Value Initiative provides members with the education, resources and tools to advance affordable health care and promote value within their communities. It also educates the public, policymakers and other stakeholders on the issues and collaborates with others in the health care field to develop new solutions to improve affordability. For more, visit www.aha.org/TheValueInitiative.

Working with the Administration, we have continued to advocate for **regulatory relief** so that providers can spend more resources on patients and less on costly paperwork that adds no value for patients. Notable successes in 2018 include a dramatic reduction in quality measures across government programs, additional flexibility in the electronic health records program and the elimination on the long-term care hospital “25% Rule.”



Through our **Hospital Improvement and Innovation Network** and a variety of other quality improvement projects, we are testing best practices and helping disseminate what works to hospitals across the country. For more, visit www.hret.org.



Through programs like the **American Society for Health Care Engineering’s Energy to Care**, we are helping improve efficiency and environmental stewardship. Energy to Care helps you measure your facility’s energy use using a robust dashboard and offers ways for you to be recognized for your efficiency accomplishments. For more, visit www.energytocare.org.



Our **Executive Forums** and **Executive Dialogue series** bring together hospital and health system leaders to discuss the most pressing challenges and share best practices with the field. Health Forum’s webinar series takes a deeper dive into many of these practices. For more, visit www.HealthForum.com.



Redefining The “A” To Meet Your Needs

We also are taking steps to strengthen our field engagement with new and innovative ways to engage the membership in the life of the association.

Evolving Communications & Digital Offerings

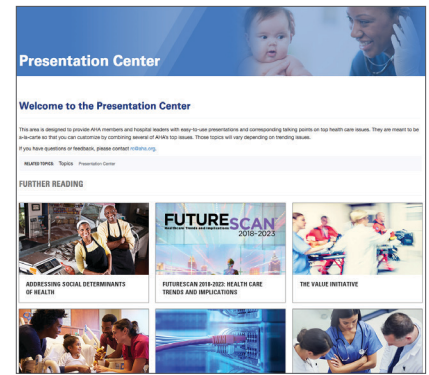
AHA Today, our flagship e-newsletter, brings you the news, insights and resources you need six days a week directly to your inbox. For the latest, visit www.aha.org/news.

AHA Market Scan, the new weekly e-newsletter from the AHA Center for Health Innovation, brings you the latest intelligence on developments involving health care disruption and health system transformation. For more insights, visit www.aha.org/center.



The **Presentation Center** on the newly revamped www.AHA.org allows you to download customizable slide presentations, talking points and background materials on some of the hottest topics in health care.

And more is in store in 2019, including greater personalization and more mobile-friendly ways to get the information you need on the go, including new subscribable podcasts and apps.



Enhanced Member Benefits



Institute for Diversity and Health Equity

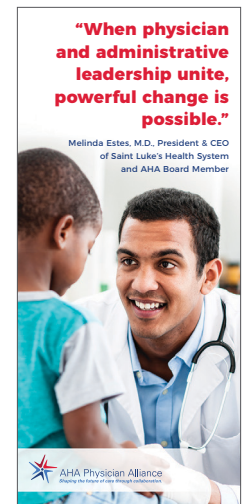
An affiliate of the American Hospital Association

The Institute for Diversity in Health Management has become the **Institute for Diversity and Health Equity** in recognition of our commitment to the broader demand for both increasing diversity in leadership and advancing health equity leadership. Institute membership is now part of your AHA membership rather than a separate engagement. For more, visit www.diversityconnection.org.

The reconstituted **AHA Physician Alliance** aims to strengthen the voice of physician leaders in health policy and practice while helping them strengthen resilience:

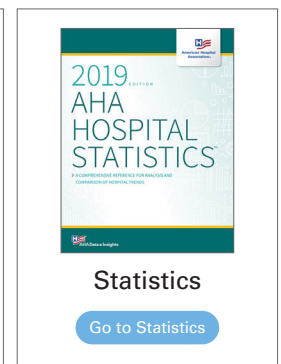
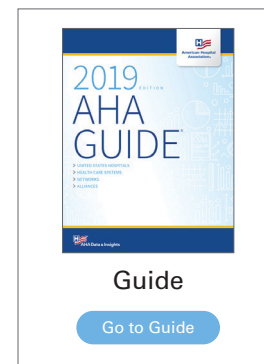
- **Lead Well** focuses on improving the health of the enterprise and developing the collaborative teams to move organizations forward.
- **Be Well** is about improving the health of clinicians and reducing regulatory burden.
- **Care Well** prioritizes better health for patients and communities, connecting physicians with quality improvement and population health work across the AHA.

For more, visit www.aha.org/physicians.



Our new **Trustee Services** division continues to expand with a monthly, multimedia package providing resources and education designed specifically for this important audience on both governance topics and the forces affecting health care. For more visit www.aha.org/Trustees.

We've enhanced our capabilities to bring you the data and insights you need, at your fingertips. In addition, **AHA Guide** and **AHA Hospital Statistics** have gone digital, providing access to the latest information from anywhere and allowing you to update your information in real time. Be sure to log in at console.aha.org to access these tools.



Exceptional Educational Offerings

- The **AHA Annual Membership Meeting** is the premier hospital advocacy event of the year, bringing members together with leaders in the fields of politics, health policy and media to focus on the issues affecting the field today and the opportunities of tomorrow.



- Our **American Organization of Nurse Executives** and **Professional Membership Groups** offer world-class professional development to thousands of health care leaders annually through widely-attended conferences, webinars, online courses, toolkits and more.



- The **AHA Leadership Summit** offers leaders, clinicians and emerging leaders the opportunity to share and learn creative insights for transforming care and the patient experience and innovating the next generation of health care transformation.
- Our **webinars and podcasts** bring you updates on the latest in advocacy and policy from Washington, D.C., as well as best practices in the field and emerging innovations.

- The **AHA Rural Health Care Leadership Conference** brings rural hospital leaders and boards together to share strategies and resources for accelerating the shift to a more integrated and sustainable rural health system. For more, visit www.aha.org/calendar.

And that's not all. A taskforce of the AHA Board of Trustees has been working in 2018 on the next-generation of member engagement. Watch for more as it completes its work and we begin to roll out new offerings in early 2019. For more, visit www.aha.org/value.



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