

May 15, 2020

National Ad Campaign Highlights Hospitals are Always There, Ready to Care

The AHA this weekend will launch an ad on national network and cable TV letting the public know that even as we continue to fight COVID-19, hospitals and health systems are still here to care for them in every way, every day. As many Americans have delayed care during this public health crisis, the ad emphasizes to the public that hospitals and health systems are ready and able to serve their communities, just as they always have done and will continue to do.

The ad also reinforces the essential care hospitals and health systems are providing on the front lines during COVID-19, and lays the groundwork with policymakers as they work on the next congressional relief package to make sure that hospitals and health systems have the resources they need to protect their teams and their communities.

The ad will run on TV, social media and digital platforms for the next few weeks. In addition, the Coalition to Protect America's Health Care — of which the AHA is a founding member — will activate its 2.2 million community members to support the ad's reach and bolster hospitals and health systems' legislative priorities for Congress' next relief package.

[Click here](#) to view the ad.

Further Questions

If you have questions, please contact AHA at 800-424-4301.