

# 2023 The Value of AHA Membership

## THIS YEAR WE CELEBRATED THE 125TH ANNIVERSARY OF THE AHA.

It's hard to believe that this organization got its start more than a century ago at a modest gathering of eight hospital superintendents who came together in Cleveland to address:

- The financing of health care;
- The management of hospitals; and
- How to improve the delivery of services.


### *Sound familiar?*

That work continues today with greater urgency than ever. As hospitals and health systems face continued challenges in our efforts to deliver essential health care services, the AHA is committed to working on your behalf. We are your national voice and your fiercest advocate. We also are your reliable source for up-to-the-minute updates and insights on health policy news, for data and resources, and for opportunities to collaborate and learn.

The past year has presented no shortage of obstacles for our field as we contend with continued workforce challenges, threatened funding cuts, and unfair and unbalanced attacks.

But just as those early founders gathered in the pursuit of solutions to the nation's health care challenges, so are we working with steadfast commitment to **stabilize**, to **strengthen** and to **sustain** the field as we continue to work together to advance health in America.

**Thank you for your membership.**

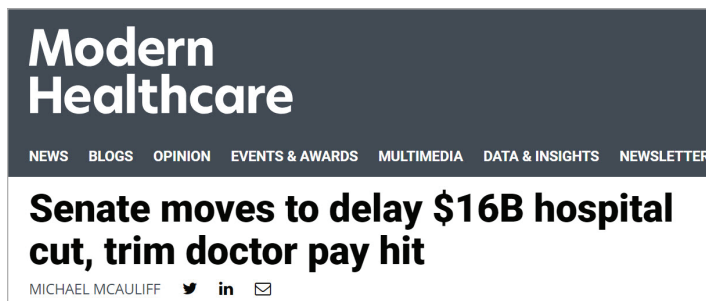


AHA President and CEO Rick Pollack; 2024 AHA Chair-Elect Tina Freese Decker, President and CEO, Corewell Health; 2024 AHA Chair Joanne Conroy, M.D., President and CEO, Dartmouth Health; and 2023 AHA Chair John Hauptert, President and CEO, Grady Health System.

# Stabilizing the Field's Financial Situation

## WE'RE RAISING AWARENESS OF YOUR NEED FOR SUPPORT.

The AHA has been working throughout the year to prevent billions of dollars in proposed Medicare and Medicaid payment cuts to hospitals. These include urging Congress to reject any “so-called” site-neutral payment reductions and cuts to Medicaid disproportionate share hospitals.

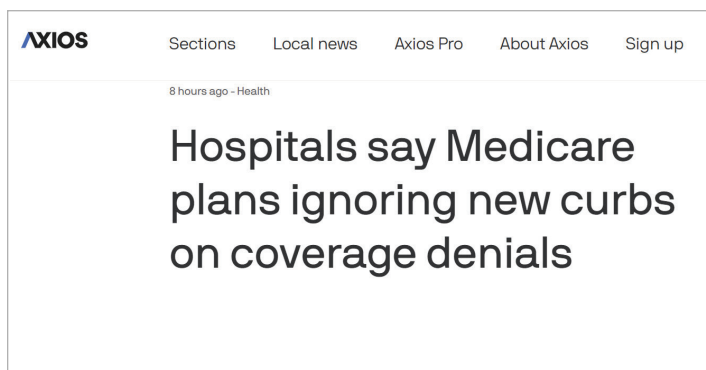


*AHA helped extend relief from pending Medicaid DSH cuts.*



*AHA and hospital leaders briefed Hill staff on why so-called site-neutral proposals would jeopardize access to care.*

We continue to hit back hard against certain commercial health insurance policies that delay, disrupt and deny needed care and increase costs and physician burnout.



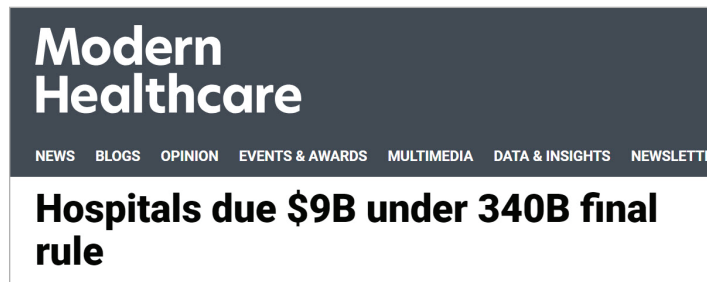
*The AHA urged CMS in November to quickly address Medicare Advantage plan policies that do not fully adhere to requirements.*



*Molly Smith, AHA's GVP, Public Policy, describes health insurers' concerning practices on CBS News.*



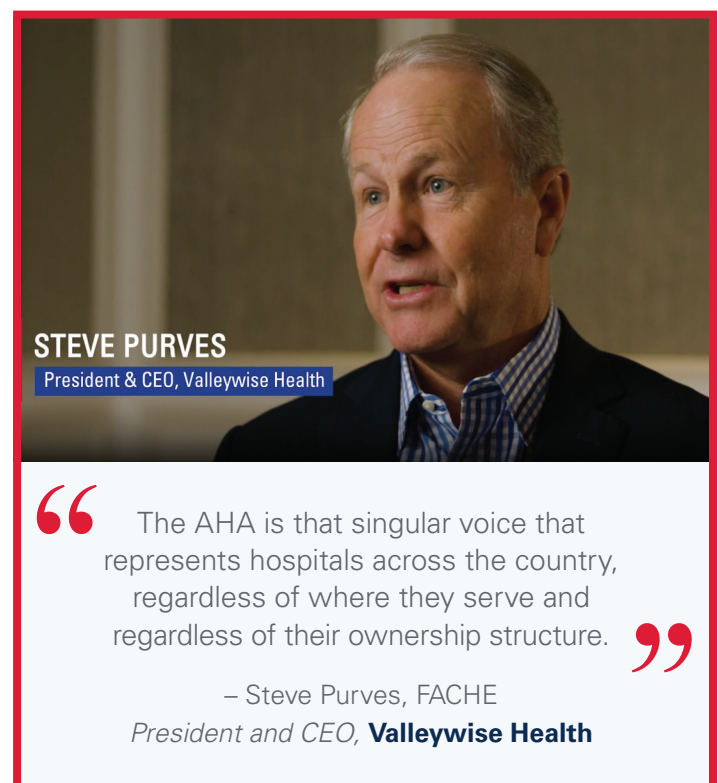
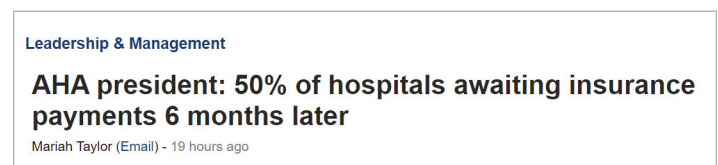
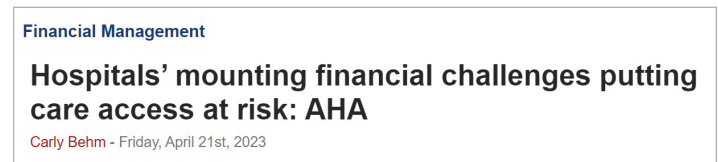
We secured an important victory - worth more than \$10.5 billion for 340B hospitals - after the Supreme Court ruled unanimously in our favor. We've pressed HHS to ensure the remedy is fairly and properly implemented.



We supported rural hospitals by helping enact legislation extending the Medicare-dependent hospital and enhanced low-volume hospital programs through Sept. 30, 2024. We also extended add-on payments for ambulance services that will run through Dec. 31, 2024.



We told the story of members' financial strain in the national trade and business media.



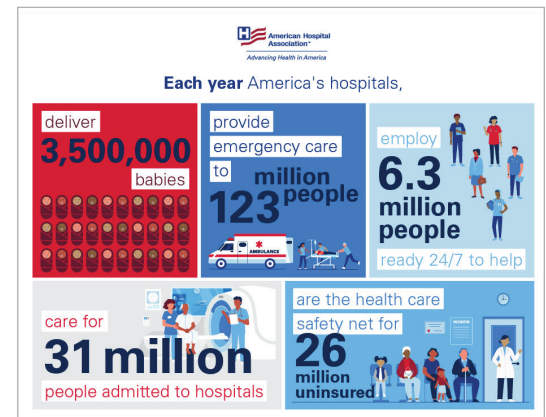
# Strengthening our Field

## WE ARE PROVIDING A NATIONAL VOICE AND RESOURCES TO TELL OUR STORY.

The AHA is continuing its comprehensive initiative to tell the hospital story by pushing out positive stories and setting the record straight on the biased criticism from adversaries who seek to undermine public trust in our field so they can advance their own agendas.



Targeted advertising tells the hospital story to policymakers. Customizable social media graphics are shared with members to help tell the hospital story.



We're telling your story to Congress. AHA Senior Vice President of Public Policy Analysis and Development Ashley Thompson testified at the Committee on Energy and Commerce Subcommittee on Health.



## Setting the Record Straight

March 24, 2023

### Out of Touch with Reality: AHA Pushes Back on Editorial in The Washington Post Calling for Medicare Cuts to Hospitals and Health Systems

See AHA's statement, as well as additional details on why the proposals are divorced from reality and bad policy because they would jeopardize access to care for patients and communities

The editorial board of The Washington Post has published an [opinion piece](#) calling for payment cuts to hospitals and health systems as part of efforts to stabilize the Medicare program. The editorial calls for adopting so-called site-neutral payment policies, decreasing federal payments to teaching hospitals and reducing coverage of bad debt to 25%. It also recommends other proposals on containing costs for Medicare Advantage and raising a tax on the investment income of people who earn more than \$400,000 a year. The hospital-focused proposals have surfaced in the past and routinely are included in the Congressional Budget Office's annual option list for reducing the deficit in all government programs.

As part of our efforts to set the record straight, see the following statement, which also links to a [document](#) (that is included below) containing additional details refuting the specific policy proposals focused on hospitals that are outlined in the editorial and resources that you can use to push back against these flawed arguments.

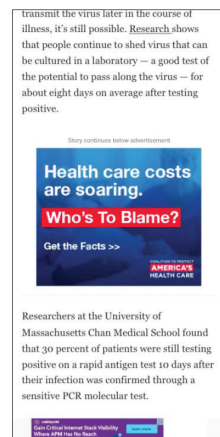
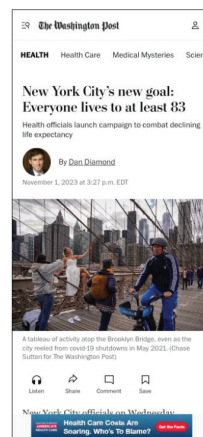
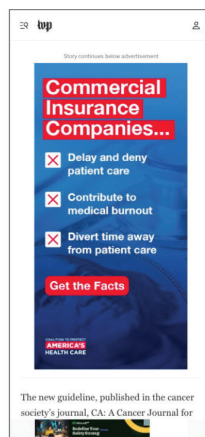


# Expanding the Coalition to Protect America's Health Care

**WATCH FOR ENHANCED EFFORTS FROM THE COALITION THROUGHOUT 2024.**

We are supporting a ramped-up, multimedia effort by the Coalition to Protect America's Health Care, of which we are a founding member, to address funding issues and the reputation of the field.

As motivated adversaries with deep pockets seek to influence the conversation around health care to advance their own interests, the Coalition is pushing back with the launch of a number of campaigns on key issues, including proposed so-called site-neutral payment reductions and corporate commercial insurers' actions to delay and deny care.



*Targeted, hard-hitting advertising sets the record straight on the forces that are impacting Americans' health coverage.*

# Sharing Strategies & Thought Leadership

**AHA'S NATIONAL MEETINGS PROVIDED VALUABLE OPPORTUNITIES FOR MEMBERS TO CONNECT AND COLLABORATE THROUGHOUT THE YEAR.**

AHA's national conferences convened members to share ideas and best practices, to celebrate achievements, hear from congressional leaders and industry experts, and connect with one another.



*Sen. Mark Warner, D-Va., spoke about the importance of making cybersecurity a top priority.*



*Sen. Maggie Hassan, D-N.H., talked about the continued need to put patients first.*



*Sen. Todd Young, R-Ind., discussed the need to support health care workers.*



*Isabel Wilkerson, author of The New York Times bestseller "Caste: The Origins of Our Discontents" and National Book Critics Circle Award Winner "The Warmth of Other Suns," gave the opening keynote at the Accelerating Health Equity Conference. Wilkerson brought the complexities of the past to life through her passionate telling of her research and work on the history of racism.*



*FBI Director Christopher Wray detailed how the U.S. health care system has become a valuable target for cyberattacks, and how hospitals can team up with the FBI to defend against and prevent such attacks.*



*Shereef Elnahal, M.D., Veterans Affairs Under Secretary for Health, discussed how the VA health care system shares many challenges with its non-federal counterparts.*





At the AHA Rural Health Care Leadership Conference Christina Campos, CEO, Guadalupe County Hospital, moderated a discussion with Adam Apolinar, CEO, Uvalde Memorial Hospital and Eric Epley, executive director and CEO Southwest Texas Regional Advisory Council for Trauma, on the lessons from the emergency response efforts following the 2022 mass violence incident at Robb Elementary School in Uvalde, Texas.



Rep. Adrian Smith, R-Neb., made the case for enhanced flexibilities for providers in order to improve patient care.



AHA's Senior Vice President Joy Lewis (left) led a panel discussion on the lessons learned from the AHA's Health Equity Roadmap at the Leadership Summit in July.



Speaker Emerita Nancy Pelosi received the 2023 AHA Award of Honor at the Annual Membership Meeting for her efforts to advance health care.



Former first lady of California Maria Shriver spoke at the AHA Annual Meeting about Alzheimer's disease and what it's like when it affects a family member.



Sen. Roger Marshall, M.D., R-Kan, spoke about the value of the rural emergency hospital model.



**NICO TEJEDA**

Group President, Western Group - Tenet Healthcare

“ I began with the AHA as an administrative resident. It was during that time that I found mentors and champions who have been a critical part of my career and personal journey for the last 20 years. You cannot replicate it. There's nothing else like it. ”

– Nicholas (Nico) R. Tejada, MHSA, FACHE  
Group President, Western Group  
**Tenet Healthcare**

# Sustaining and securing our future

## HEALTH EQUITY

More than 1,000 hospitals and health systems have signed up to participate in AHA's framework to support efforts to become more equitable organizations and to dismantle structural barriers to health.

### The Health Equity Roadmap

A national initiative to drive improvement in health care outcomes, health equity, diversity and inclusion.



“We know that caring for each person who walks through our doors is our daily sacred mission. And we know that we have room for improvement as we work to eliminate disparities in health care outcomes.”

– AHA Chair John Haupt  
President and CEO, Grady Health System

## CYBERSECURITY

The AHA remains committed to helping hospitals and health systems defend against cyberattacks that threaten patient care and compromise patient safety.

AHA's National Advisor for Cybersecurity and Risk John Riggi, a former FBI executive with decades of experience on the front lines of cyber issues, leads these efforts. We collaborate with federal partners on this issue, and have established an FBI advisory council made up of senior leaders from the AHA and member hospitals to address this issue.

We also have a full suite of tools and resources for members, including AHA-vetted cybersecurity services provided by outside consultants that have a proven track record of working with organizations to develop the defenses needed to protect patients and communities.



American Hospital Association™

Preferred Cybersecurity Service





## PATIENT SAFETY

The AHA has launched a national initiative to boldly reaffirm hospital and health system leadership and commitment to patient safety. Safety sprints, engagement cohorts and other opportunities begin for AHA members in 2024.

## BEHAVIORAL HEALTH

We are making great strides with federal agencies on regulations, and with Congress.

We were pleased with the Senate Finance Committee's unanimous approval of the Better Mental Health Care, Lower-Cost Drugs, and Extenders Act, bipartisan legislation that includes AHA-supported provisions to improve access to behavioral health care and delay Medicaid disproportionate share hospital reductions.

## NATIONAL RURAL HEALTH RECOGNITION

All year long we work with Congress and the Administration to enact policies to support rural hospitals, and to solidify a public policy environment that will protect access to care, advance innovation, and invest new resources in rural communities.

Every November the AHA shines a light on the rural hospitals and health systems working tirelessly to provide local access to care for the 61 million Americans who live in rural areas.

## WORKFORCE

We are tackling the workforce challenge on multiple fronts, including:

- Helping to enact legislation that will provide an additional 200 Medicare-funded graduate medical education residency positions beginning in 2026.
- Producing comprehensive resources to address members' workforce challenges, including a recent addition to the Strengthening the Workforce series, a set of strategies regarding hiring veterans, professional governance models and academic-practice partnerships.
- Continuing to advocate for legislation to give health care workers the same legal protections against assault and intimidation that flight crews and airport workers have under federal law.
- Developing leaders and empowering them to bring about real and lasting change through our Next Generation Leaders Fellowship, which pairs rising hospital leaders with mentors to work on an issue at their organization.



AHA Next Gen Fellows 2023 cohort gathered at the Leadership Summit to share their work.



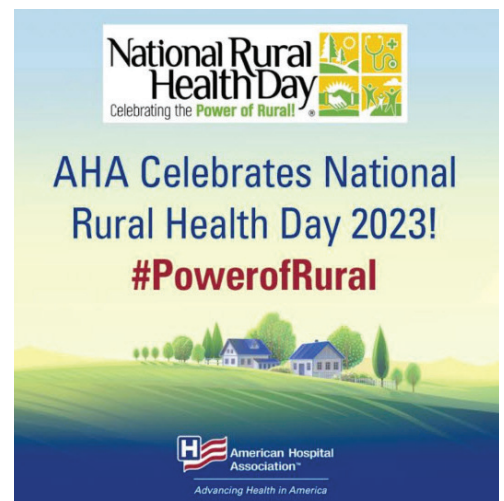
Robyn Begley, AHA senior vice president of workforce and chief nursing officer, **addressed workforce issues** at a House Committee on Veterans' Affairs Subcommittees on Health and Oversight and Investigations joint oversight hearing.



Reps. Madeleine Dean, D-Pa., and Larry Bucshon, M.D., R-Ind., discuss their co-sponsorship of the Safety from Violence for Healthcare Employees Act, which would make assaulting a health care worker a federal crime, similar to federal protections for airline workers.



Chris DiRienzo, MD, AHA SVP, Chief Physician Executive, describes the goals of the Patient Safety Initiative to decrease patient harms, increase health equity and improve public trust.

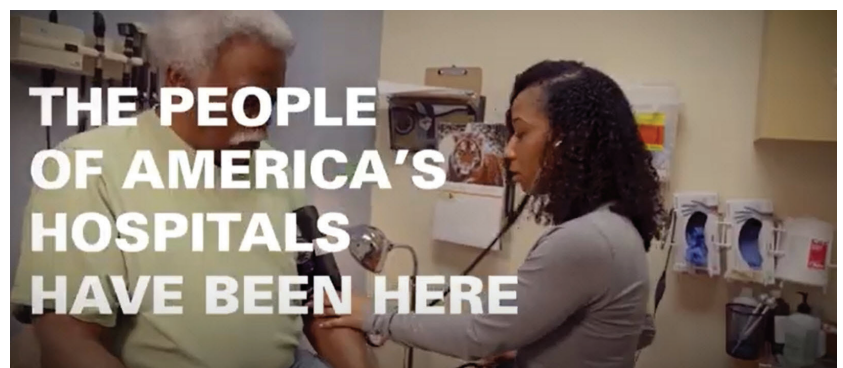


# Saying Thanks

We took time throughout the year to salute those who show up every day in our hospitals and health systems, always there, ready to care.



We supported the PBS July Fourth concert, *A Capitol Fourth*, to thank the nation's hospitals and caregivers for service to America.



A national public service announcement thanking America's hospitals, health systems and workers for their commitment aired during the PBS special and throughout the year.

The AHA continued its partnership with Musicians on Call, a nonprofit organization that brings live and recorded music to the bedsides of patients, families and caregivers. We worked with the group on a virtual concert in November for patients and caregivers in Veterans Affairs facilities across the country featuring performances and words of gratitude from Darius Rucker and other artists.



# 2024 Save the Dates



The conference convenes senior executives, physician leaders, trustees and nurse executives from rural hospitals and health systems to share insights and strategies to transform rural health care delivery and business practices.



*Michelle Hood, EVP, COO, AHA*



AHA members have the opportunity to meet face to face with elected officials and key policymakers at this 3-day event in April.



*Stacey Hughes, EVP, Government Relations and Public Policy*



The Accelerating Health Equity Conference brings together thought leaders, front-line workers and health care pioneers to advance the discussion on dismantling structural barriers and achieving equitable outcomes for all.



*Ivor Hor, MD, MPH, Director of Health Equity & Product Inclusion at Google*

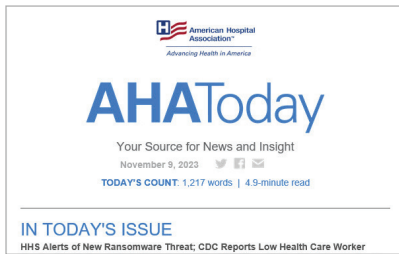


Health care leaders, innovators, entrepreneurs and others gather to explore opportunities to leverage data and insights to address the field's most pressing challenges.



Rounding out these events are a variety of conferences led by the **American Organization for Nursing Leadership (AONL)** and **AHA's professional membership groups**, designed to advance operational excellence within your organization.

# Keeping you Informed



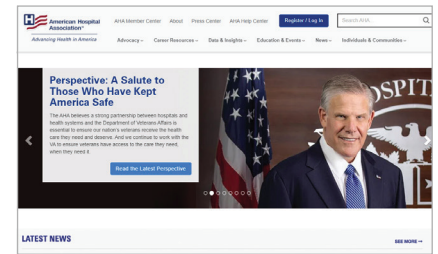
## AHA Today

Our flagship e-newsletter brings you the news, insights and resources you need 6 days a week, directly to your inbox. [www.aha.org/news](http://www.aha.org/news)



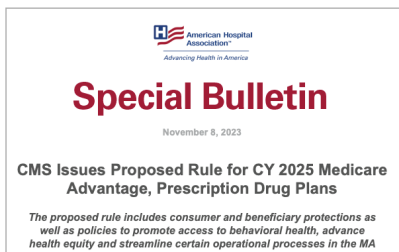
## AHA Events & Education

Every Wednesday we share upcoming webinars, calls, events and conferences. Subscribers to AHA Today receive this email.



## AHA.org

Our website provides you with a customizable dashboard to stay on top of the topics that matter most to you. Need help logging in? Email [ahahelp@aha.org](mailto:ahahelp@aha.org) to set up an account and password.



## Special Bulletins, Alerts and Advisories

AHA Special Bulletins get you the key takeaways on breaking news, while Alerts let you know when we need you to weigh in with your federal lawmakers or regulatory agencies.

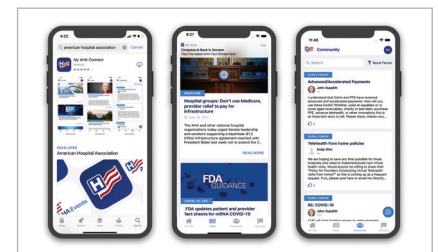
AHA Advisories provide in-depth summaries of regulations, legislation, litigation or other issues affecting the field. Visit [www.aha.org/action](http://www.aha.org/action).



## Podcasts and Videos

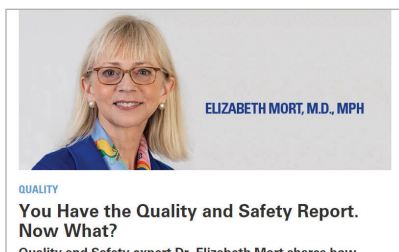
Our Advancing Health podcast channel features conversations with hospital and health system leaders on a variety of issues that affect patients and communities. Visit [www.aha.org/advancing-health-podcast](http://www.aha.org/advancing-health-podcast) to listen.

Video series, including Leadership Dialogues with AHA's Board Chair, spotlight leaders in the field talking about cutting-edge topics. Watch the Leadership Dialogues [www.aha.org/leadership-rounds](http://www.aha.org/leadership-rounds).



## My AHA Connect

Exclusively for AHA members, this mobile app lets you access the latest updates on health care policy, contact your congressional legislators, and more. Visit the Apple App Store or Google Play store and search for "American Hospital Association."



## Trustee Insights

This monthly, multimedia package provides resources and education specifically for this audience, on both governance topics and the forces driving the nation's health care system. To subscribe, visit [trustees.aha.org](http://trustees.aha.org).



## Market Scan

Brought to you by the AHA for Center for Health Innovation, this weekly e-newsletter delivers the latest intelligence on health care disruption and health system transformation. [www.aha.org/center](http://www.aha.org/center)