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NEW AD CAMPAIGN URGES CONGRESS TO PROTECT HOSPITAL CARE PATIENTS RELY UPON

Washington D.C. – October 26, 2011 –The Coalition to Protect America’s Health Care today launched a national advertising campaign to urge Congress not to cut Medicare funding for hospital care.

The ads feature an adult daughter and her ailing, real-life father in a care setting depicting their daily, ongoing need for vital health care services. In the ads, the daughter offers a personal and poignant appeal to Congress to prevent additional federal cuts to Medicare funding for hospital care. The ads also remind Congress that potential cuts could lead to fewer nurses at the bedside, longer waits for patients in emergency departments and less access to the newest treatments.

The multi-week ad campaign will feature television, on-line and print spots.
To view the ads, visit www.protecthealthcare.org

The Coalition to Protect America’s Health Care was created in 2000. It is a broad-based group of hospitals, businesses and national, state and local hospital associations dedicated to educating the public about issues affecting hospitals’ financial situation and what this means for patients and their families.

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The Coalition is a unique organization of hospitals, national, state, regional and metropolitan associations united with the business community behind one goal: to create television, radio and print advertising that seeks to protect and preserve the financial viability of America’s hospitals. The Coalition is a tax-exempt organization with an independent and diverse board representing all sectors of membership.