



## **PUBLIC RELATIONS COMMITTEE**

**Wednesday, September 28, 2022**

**9:30 am – 11:00 am (ET)**

**Motif Room- Conrad Hotel**

Phone Number: 888-585-9008

Meeting ID: 371-835-339

### **I. WELCOME, ROLL CALL AND ANTITRUST STATEMENT**

**TAB 1 (page 5)**

### **II. CEO REPORT**

### **III. WINNING MESSAGES FOR HOSPITALS**

- a. Presenter: Tom Rodriguez, Locust Street Strategies

### **IV. PUBLIC AFFAIRS UPDATE**

**TAB 2 (pages 6-8)**

- a. The Real Story Campaign
- b. Coalitions
  - i. Partnership for America's Health Care Future
  - ii. Coalition to Protect America's Health Care
- c. Playbook Update and Development
- d. FAH Podcast: Hospitals In Focus
- e. Upcoming Events
  - i. Rural Hospital Week
- f. Social Media Workgroup

### **V. ADVOCACY ISSUES IN 2023**

**Tyra Palmer, Interim Chair**

Vice President, Marketing and Government Relations  
Ardent Health Services  
One Burton Hills Boulevard  
Nashville, TN 37215  
615-296-3146  
tpalmer@ardenthealth.com

**Aileen Bennett**

Director, Communications  
LifePoint Health  
330 Seven Springs Way  
Brentwood, TN 37027  
615-920-7668  
Aileen.Bennett@lpnt.net

**Lesley Bogdanow**

Vice President, Corporate & Financial  
Communications  
Tenet Healthcare Corporation  
14201 Dallas Parkway  
Dallas, TX 75254  
lesley.bogdanow@tenethealth.com

**Roselle Charlier**

VP, Public Relations and Corporate Communications  
Universal Health Services, Inc.  
367 South Gulph Road  
King of Prussia, PA 19406  
615-382-4790  
Roselle.Charlier@uhsinc.com

**Jeff Cohen**

Senior Vice President, Government Relations  
HCA Healthcare  
1 Park Plaza, 1-4 West  
Nashville, TN 37203  
615-344-2092  
jeff.cohen@hcahealthcare.com

**Jane Crawford**

Director, Public Relations  
Universal Health Services, Inc.  
610-382-4830  
Jane.crawford@ushinc.com

**David Critchlow**

Senior Vice President, Government Relations  
LifePoint Health  
330 Seven Springs Way  
Brentwood, TN 37027  
615-920-7676  
david.critchlow@lpnt.net

**Corey Davison**

Vice President, Government Relations  
Tenet Healthcare Corporation  
14201 Dallas Parkway  
Dallas, TX 75254  
469-893-2293  
corey.davison@tenethealth.com

**Susan Feeney**

Vice President, Communications & Public Policy  
ScionHealth  
202-607-0315  
Susan.Feeney@ScionHealth.com

**Tomi Galin**

EVP, Corporate Communications and Marketing  
Community Health Systems  
4000 Meridian Boulevard  
Franklin, TN 0  
615-628-6607  
tomi\_galin@chs.net

**Justin Gibbs**

Assistant Vice President  
LifePoint Health  
330 Seven Springs Way  
Brentwood, TN 37027  
615-920-7357  
justin.gibbs@LPNT.net

**Chuck Girard**

Vice President, Government Relations  
HCA Healthcare  
One Park Plaza, Bldg. 1-2E  
Nashville, TN 37203  
615-344-4659  
charles.girard@hcahealthcare.com

**Rebecca Kirkham**

VP of Communications  
Ardent Health Services  
Rebecca.Kirkham@ardenthealth.com

**Elizabeth Nikels**

Vice President of Communications & PR  
Prime Healthcare Services  
3480 E Guasti Road  
Ontario, CA 91761  
909-235-4305  
ENikels@primehealthcare.com

**Brock Phillips**

Director, Federal Affairs  
Tenet Healthcare Corporation  
1455 Pennsylvania Ave NW, Suite 400  
Washington, DC 20004  
202-465-0727  
brock.phillips@tenethealth.com

**Rebecca Pitt**

VP, Communications and Public Relations  
Community Health Systems  
4000 Meridian Boulevard  
Franklin, TN 0  
615-465-2750  
rebecca\_pitt@chs.net

**Deb Reiner**

SVP, Marketing, Communications and CRM  
HCA Healthcare  
2501 Park Plaza  
Nashville, TN 37203  
615-344-2115  
deb.reiner@hcahealthcare.com

**Emily Serck**

Vice President, Communications  
LifePoint Health  
330 Seven Springs Way  
Brentwood, TN 37027  
615-920-7730  
emily.serck@lpnt.net

**Johny Smith**

Vice President, Marketing Services  
Encompass Health  
Johnny.Smith@encompasshealth.com

**Warren Tardy**

Government Relations Consultant  
HCA Healthcare  
warren.tardy@hcahealthcare.com

**Kara Townsend**

Director, Policy  
HCA Healthcare  
One Park Plaza, Bldg. 1-2E  
Nashville, TN 37203  
615-344-4942  
kara.townsend@hcahealthcare.com

**Casey Winger**

National Director of Marketing & Communications  
Encompass Health  
casey.winger@encompasshealth.com

**Melissa Wong**

Coordinator, Government Relations  
Tenet Healthcare Corporation  
14201 Dallas Parkway  
Dallas, TX 75254  
469-893-6650  
melissa3.wong@tenethealth.com

**FAH STAFF:****Sarah Aillon**

Director, Digital Media and Communication  
Federation of American Hospitals  
750 9th St NW  
Washington, DC 20001  
202-624-1514  
Saillon@fah.org

**FAH STAFF:****Sean Brown**

Vice President, Public Affairs and Digital Strategy  
Federation of American Hospitals  
750 9th St NW  
Washington, DC 20001  
202-624-1527  
sbrown@fah.org

**FAH STAFF:****John Funderburk**

Senior Vice President, External Affairs  
Federation of American Hospitals  
750 9th St NW  
Washington, DC 20001  
202-624-1526  
jfunderburk@fah.org

**Antitrust Statement  
Federation of American Hospitals**

To Be Recited By Chairman

I would like to remind everyone that the Federation, its representatives, and its members, are committed to the continued existence of competitive health care delivery systems and markets, and ongoing compliance with all applicable federal and state antitrust laws.

As such, you are reminded that the Federation will not permit at this meeting, or in any other of its forums, any discussion or remarks that suggest or invite anti-competitive conduct among its member hospitals and/or health care systems.

**Public Affairs Update**  
**FAH Key Initiatives, Communications & Advocacy**

**2022 FAH Key Initiatives**

- **The Real Story Campaign**
  - In May, the Federation launched the Board-approved hospital positioning campaign in Washington, D.C. called [\*The Real Story\*](#). The Beltway ad campaign ran through July and will re-launch in early 2023.
  - FAH conducted polling with Phil Morris, Locust Street Group, to test market penetration with “Beltway Elites” and found that 42% of Beltway opinion influencers reported seeing *The Real Story* advertising and content during the two-month time frame of the campaign.
  - The campaign used real-world stories, provided by FAH members, to target members of Congress and their staff, Biden Administration officials, media, and other “Beltway elites” who drive perception and policymaking in health care.
  - The campaign ads garnered nearly 2 million impressions across social and traditional media outlets and **will re-launch in the Beltway during the first quarter of 2023** to educate the 118<sup>th</sup> Congress with a policy focus on Medicare Advantage Abuse, Workforce, and Price Transparency.
  - FAH member provided stories will highlight diverse patients and providers through targeted paid digital and social media.
- **Partnership for America’s Health Care Future**
  - Federal Campaign
    - Partnership continues to be the leading, research based, organization credibly pushing back on the public option and Medicare expansion.
    - Partnership focused on Beltway audiences with messaging, through traditional and social media, that a public option is unnecessary, and instead the focus should be to build on our current health care system (ACA improvements).
  - Key positioning
    - Partnership released its [Voters Vital poll](#) which showed “lowering costs” continues to be voters’ top health care priority.
    - Partnership is monitoring congressional campaigns as they engage in health care debates.
    - Throughout the primaries, competitive races were not about Medicare for All or the public option (thanks to the work the Partnership has done over the last 4+ years).

- State Campaigns
  - State legislative sessions have concluded for the year and Partnership Action (the state arm of the Partnership) had significant success with no public-option legislation passed in 2022.
  - Partnership Action has been active in nine states with the most engagement happening in Connecticut, Maine, Colorado, and Nevada.
- The 2022 election results will determine the focus of the Partnership in Congress and key states.
- **Coalition to Protect America's Healthcare**
  - The hospital-supporting affinity group that serves as the primary advocacy vehicle for the Coalition continued to expand and engage Congress on critical issues.
  - With nearly 2.7M supporters, the Coalition has delivered more than 20,000 messages to Congress asking them to stop/reverse cuts to Medicare so far in 2022. This builds on our robust advocacy efforts in 2021 that **resulted in 79,000 messages to Congress**.
  - This year, the Coalition added the Workforce issue to its audience messaging, informing the community about staffing shortages and the need for strong policies to help hospitals.
  - In April 2022 the Coalition's [launched a TV/Digital ad campaign](#) urging Congress to provide resources to hospitals and health systems and reverse Medicare cuts during the public health emergency.
  - Coalition has begun to educate and mobilize affinity group on the PAYGO issue and will ramp up engagement with digital ads, as well as possible TV ads, in the lead up to the lame duck Congress post-election.

## **Communications & Advocacy**

- **Playbook Campaigns**
  - FAH continues to utilize the resources and messaging from our Playbook in the day-to-day narrative engagement on digital media.
  - Messaging Playbook was updated in 2022 to reflect workforce staffing shortages, attacks from outside groups on pricing/transparency, and continuing COVID-19 PHE.
  - The Playbook continues to provide a counter to negative hospital narratives on issues like consolidation, pricing, and transparency.
- **Hospitals In Focus with Chip Kahn (HIF) – FAH Podcast Series**
  - As part of the “Playbook,” the “Hospitals In Focus” FAH podcast has had more than more than 12,000 page views over 12 episodes and is frequently ranked highly on Apple’s podcast government chart.
  - The podcast series has been used to support our advocacy on important issues like the growing workforce shortage, responding to COVID-19 and the effects on hospitals of the Supreme Court overturning Roe v. Wade. Additionally, our successful “Making the Rounds,” segment puts a human face on our industry by interviewing frontline caregivers who tell their stories in their own words.

- The podcast was another successful layer of The Real Story campaign – acting as a longform outlet for FAH to feature our main stories.
- Podcast continues to be an effective communication tool with episodes providing content that drive engagement across our social media channels.
- **Making the Rounds Mini-Series**
  - The mini-series is composed of short episodes, about 5-7 minutes long, that focus on the everyday heroes making an impact in their hospital and community. The series continues to explore not only the many jobs in the hospital that impact patient care but what inspires these workers to continue providing high-quality care.
  - These episodes continuously rank as our most downloaded. We will continue to look to FAH members for stories we can share in this format.
- **FAH Online & Media Outreach**
  - “Playbook” and it’s messaging continue to grow and adapt to the issues facing our industry. Through additional research and message testing, it remains a guide for all our outward facing advocacy efforts. The playbook is vital to our interactions on social media and with reporters. Interviews with Chip led to impactful coverage in Washington Post, NY Times, Axios, Politico, Modern Healthcare and more. Chip has also engaged more than a dozen “virtual coffees” with health care reporters where he explains issues from an FAH perspective on background. This has resulted in positive stories in Axios, Modern Healthcare, Politico and the Wall Street Journal.
  - FAH’s social media presence continues to grow on Twitter, Facebook, LinkedIn, and Instagram. Facebook continues to be the forum where positive FAH stories perform best. Twitter maintains a policy focused angle. LinkedIn focuses on stakeholder engagement.
  - Notably, the PR Team continues to engage in both paid and organic follower campaigns for Chip Kahn and FAH Twitter accounts, increasing influence in health care policy conversations. Since January 2022, Chip Kahn’s Twitter following has grown by 4,953 followers to more than 12,000, and FAH’s Twitter following increased by 1,578. Engagement and impressions on both Twitter accounts remain high; the FAH account has garnered 57,270 impressions this year, while Chip’s account accumulated 130,317.
  - FAH continues to capitalize and expand health-related national observances, engaging with industry created events, such as Hospital Week, Rural Hospital Week, and the American Hospital Association’s United Against the Flu campaign. For Hospital Week, FAH pulled stories from member company social media channels that highlighted and celebrated compassionate stories of health care workers and service animals working in hospitals. As a result of FAH’s “Five Faces of Care” & “Five Snouts of Care” campaigns, posts across all media channels garnered more than 818,000 impressions, indicating a quality, engaged, and interested audience in our content. The team intends to continue the momentum into Rural Hospital Week, scheduled for November 2022.