

# New Hampshire Hospital Association



**COMMUNICATIONS TOOLKIT  
2020 COMMUNITY BENEFIT REPORT**

---

# NHHA COMMUNICATIONS TOOLKIT

---

## OVERVIEW

Every day, New Hampshire hospitals and health systems go above and beyond their mission of delivering high quality, affordable healthcare to their patients. This communications toolkit is designed to help our member hospitals highlight the collective story of how New Hampshire hospitals contribute to the overall health of the state, and to take action to ensure that community and state leaders understand and appreciate the local impact of hospitals beyond caring for the injured and sick. Your hospital's participation in this communications initiative will improve the visibility of the unique community health impact programs throughout the state and serve to greatly enhance statewide advocacy on behalf of New Hampshire hospitals.

**This communications toolkit is for use with the recently released 2020 Statewide Community Benefit Report, as well as the 2021 NH Hospital Fact Sheet.**

This toolkit provides a variety of communication pieces to help your hospital promote its community benefits and economic impact. The following tools are included:

- **Press Release** – to be updated with your hospital's community benefits information and distributed to your local media contacts
- **Talking Points** – to help your team communicate about community benefits to your employees, medical staff, community and board of trustees
- **Sample Website Copy** – to be posted on your hospital's website
- **Sample Social Media Posts** – to be used on your hospital's social media pages
- **Community Benefit Profile** – to be populated with your hospital's specific numbers

The toolkit also includes one PowerPoint file:

- **Customizable presentation** – to be used for your board of trustees, medical staff, employees, legislative stakeholders and community

Should you have any questions on the toolkit or its contents, please contact Vanessa Stafford in Communications at [vstafford@nhha.org](mailto:vstafford@nhha.org).

# Sample Press Release

---

[HOSPITAL LOGO]

Media Contacts:  
[NAME]  
[TITLE, ORGANIZATION]  
[CONTACT INFO]

## [HOSPITAL NAME] Provides [More Than/Nearly] [TOTAL \$] in Community Benefits to Improve Health of [TOWN/REGION]

[LOCATION] – [DATE] – In 2018, [HOSPITAL NAME] provided [more than/nearly] [COMMUNITY BENEFITS \$ TOTAL] in community benefits, programs and services provided by the hospital voluntarily to improve the overall health of our community, according to the 2020 Statewide Community Benefit Report recently released by the Foundation for Healthy Communities. This includes financial assistance provided, unreimbursed costs of patient care, free or low-cost immunizations, charitable contributions, family support services, health education and community building activities.

“At [HOSPITAL NAME], we take great pride in our role as a community health leader – but that includes much more than the routine care that we provide to all of our patients within our hospital,” said [HOSPITAL CEO NAME], [TITLE]. “Serving our community means helping those who need it most by addressing the unique health needs of our community and to ensure that we are moving toward enhanced access to care and better health outcomes.”

Highlights from the **2020 Statewide Community Benefits Report**, published by the Foundation for Healthier Communities (FHC) and its affiliated organization, the New Hampshire Hospital Association (NHHA), showed that [HOSPITAL NAME] provided:

- [More than/nearly] [\$ IN TOTAL COMMUNITY BENEFIT] to improve the health of its community
- [More than/nearly] [\$ IN FINANCIAL ASSISTANCE TO ACCESS CARE TOTAL] in unreimbursed Medicaid, financial assistance (charity care) and other costs of other government health programs
- [More than/nearly] [TOTAL OTHER COMMUNITY BENEFITS] in voluntary community benefits, including community health improvement services, health screenings, education, free clinics and discounted services

The statewide community benefits report is published annually by the FHC and NHHA to demonstrate the impact of New Hampshire hospitals and health systems beyond the traditional hospital care setting. The 2020 report represents data collected fiscal year 2018 data from 24 New Hampshire hospitals as they reported to the IRS to quantify hospital contributions, such as unreimbursed costs, uncompensated care and other free, discounted and unique programs that are critical to the health of New Hampshire communities.

“New Hampshire hospitals and health systems are committed to their communities and to improving the health of New Hampshire residents and deliver care beyond the walls of the traditional health care setting,” said NHHA President, Steve Ahnen. “This report truly demonstrates the value that our hospitals bring to their communities, not just in the hospital but through activities that address the unique health care needs across of their community.”

<more>

# Sample Press Release cont.

---

[PROVIDE EXAMPLE OF HOSPITAL COMMUNITY BENEFITS PROGRAM]

Community benefits programs are designed to provide increased access to care and address population health inequalities for vulnerable patients. In order to be considered a community benefit, a program or service must respond to an identified community need and meet at least one of these criteria: improves access, enhances health, advanced medical or health knowledge or relieves or reduces the burden of government. By providing preventive health services and programs, New Hampshire hospitals and health systems are helping to reduce the need for more costly emergency treatment and acute care while also improving the health and well-being of entire populations.

## **About [HOSPITAL]**

[HOSPITAL BOILERPLATE]

## **About the New Hampshire Hospital Association**

Collaborating with member hospitals since 1934, the New Hampshire Hospital Association is the leading voice for hospitals and health systems throughout the state, and provides leadership through advocacy, education and information in support of its member hospitals and health care delivery systems in delivering high quality health care to the patients and communities they serve.

###

# Key Messages / Talking Points

---

New Hampshire hospitals and health systems provide essential benefits that improve the overall health and wellbeing of their communities. Hospitals are driving change by expanding care beyond the walls of the traditional healthcare setting to play a broader role in managing the health needs of patients and communities.

The most recent statewide community benefits report released by the New Hampshire Hospital Association and the Foundation for Healthy Communities, representing fiscal year 2018 data from 24 New Hampshire hospitals, demonstrates the following hospital contributions:

## Community Benefit:

- Through their uncompensated care, health education, and community programs and services, New Hampshire hospitals invested more than **\$490 million** in community benefits in 2018 to improve the health and well-being of their communities.
- [HOSPITAL NAME] invested [**\$ TOTAL**] in community benefits in 2018 through its voluntary programs and services aimed at improving the health and well-being of [TOWN/COMMUNITY]
- [HOSPITAL NAME] provided [**\$ TOTAL**] in financial assistance in 2018, which includes unreimbursed Medicaid costs, the cost of care provided at a free or reduced rate for those who are unable to pay and costs of other government health programs. Statewide, New Hampshire hospitals combined provided more than **\$298 million** in financial assistance to access care in 2018.
- [HOSPITAL NAME] provided [**\$ TOTAL**] in other community benefits programs in 2018, such as [EXAMPLES OF COMMUNITY BENEFITS SERVICES]. Combined, New Hampshire hospitals serve their patients every year through community benefits such as free or low-cost immunizations, charitable contributions, family support services, health education and community building activities provided voluntarily at a cost of **nearly \$193 million**.
- New Hampshire hospitals experienced a loss of **\$582.1 million** in 2018 as a result of Medicare and Medicaid reimbursement shortfalls, or government reimbursements that are less than the actual cost of providing the care.
- [HOSPITAL NAME] had [**\$ OF TOTAL UNCOMPENSATED CARE**] in uncompensated care costs; a reduction in charity care and bad debt for hospitals means these funds can be reallocated to other important community programs and services.
- Community benefits include health services for vulnerable or underserved people; financial or in-kind support of public health programs, such as management of chronic diseases like asthma and diabetes; donations of funds, property, or other resources that contribute to a community priority, such as obesity, substance abuse, or health care services for the homeless; health care cost containment activities, like free health education programs that can help people manage their conditions without the need for more costly services; and health screening and prevention services among others.

# Key Messages / Talking Points

---

## Social/Public Health Impact:

- As the healthcare delivery system changes to a model that focuses on population health, New Hampshire hospitals are expanding their community benefit strategies to address the social determinants of health to better meet the needs of their patients.
- New Hampshire hospitals work collaboratively with a variety of partners to assess the health of their community, identify the most pressing health needs, and develop community benefit implementation plans to address those needs.

## Protecting Quality Patient Care:

- Carrying out the promise of the Blue and White H to deliver health, healing and hope, New Hampshire hospitals are dedicated to caring for their communities and ensuring access to quality, compassionate care.
- Since 2016, New Hampshire hospitals have **avoided 2,535 patient harm events** and achieved over **\$21.7 million in healthcare savings** under the *Partnership for Patients Initiative*.
- [HOSPITAL NAME] participates in the **NH Health Care quality & Safety Commission**, which is a critical resource for hospitals statewide that promotes accountability, cultures of safety and the sharing of best practices and prevent strategies.

## Economic Impact:

- Hospitals are major drivers of economic activity; providing jobs, contributing to charitable causes and reducing overall community health costs.
- [More than/nearly] [**TOTAL # EMPLOYEES**] are employed by [HOSPITAL NAME] of the more than **73,000** people employed by New Hampshire hospitals statewide.
- Hospitals play an integral role in the state's economy, generating more than **\$5.6 billion** in total salaries and benefits that directly impact local business and community development.
- In 2018, [HOSPITAL NAME] gave [**\$ DONATION TOTAL**] through charitable and in-kind donations in support of community programs and services.
- In many communities, especially in New Hampshire's rural areas, hospitals and health systems are the largest employers, providing stability and economic benefits for their communities.
- New Hampshire hospitals play a vital role in the state's healthcare budget. As a result of the financial contributions our hospitals make, NH residents have access to healthcare services and expanded health insurance options which makes for a healthier New Hampshire.
- In 2020, New Hampshire hospitals paid **\$265.7 million** in provider taxes to the state, leveraging another **\$265.7 million** in federal matching funds for a total contribution of **\$531.4 million** to the state's healthcare budget [POST PROTECTING ACCESS TO CARE SLIDE]
- Since its inception in 1991, NH hospitals have paid **\$4.41 billion** in provider taxes through the Medicaid Enhancement Tax (MET) program.

# Sample Web Copy

---

## Community Benefits

[HOSPITAL NAME] is committed to improving the health of the [TOWN/REGION] community and its residents. The hospital provides a number of services outside of the traditional hospital setting, called community benefits, in order to improve the health of the community we serve.

Community benefit programs are investments hospitals make within their community that are designed to provide increased access to care and address population health inequalities for vulnerable patients. [HOSPITAL NAME] provides a variety of services, including: [LIST OF COMMUNITY BENEFIT EXAMPLES, SUCH AS IMMUNIZATIONS, NONBILLED AND REDUCED-FEE CLINICS, IN-HOME SERVICES AND FAMILY SUPPORT SERVICES].

Statewide, New Hampshire hospitals provided more than \$490 million in community benefits in 2018, including more than \$298 million in financial assistance to access care, \$324.6 million in unreimbursed Medicaid costs, \$38.8 million in charity care, and \$192.4 million in other community benefits. For more statewide impact, visit [www.nhha.org](http://www.nhha.org).

Learn more about [HOSPITAL NAME]'s community benefits impact here:

[POST COMMUNITY BENEFIT PROFILE]

# Sample Social Media Posts

---

## Facebook

- New Hampshire hospitals and health systems annually provide more than \$496.7 million in community programs and services to improve the health of their patients. [HOSPITAL NAME] has been involved in helping our community by [ACTIVITIES]. Let's build a stronger, healthier community together!
- Did you know we provide [EXAMPLE OF COMMUNITY BENEFITS SERVICES] as part of our community investment program to help keep [TOWN/REGION] healthy and strong? Learn more at [WEBSITE].
- [HOSPITAL NAME] is committed to the health of our community! That's why we provided [more than/nearly] [\$ TOTAL] in community investments in 2018! [POST INFOGRAPHIC – COMMUNITY BENEFIT SECTION]
- [HOSPITAL NAME] is a vital component of our state's economy, laying a role in local business and community development by providing [TOTAL # OF PEOPLE EMPLOYED] in jobs, generating [TOTAL \$ IN SALARIES, WAGES & BENEFITS] in economic activity for the state [POST INFOGRAPHIC – ECONOMIC IMPACT SECTION SECTION]
- Quality health care contributes to healthier communities, increased productivity among the local workforce and business development [POST QAULITY SECTION INFOGRAPHIC - QUALITY SECTION ]
- Rural hospitals are essential to providing access to care in New Hampshire communities and contribute significantly to their communities' economic vitality [GRAPHIC]

## Twitter

- How are we improving the health of our patients and community? Visit [WEBSITE] to learn more.
- We provided [more than/nearly] [\$ TOTAL] in community benefits services in 2018. Learn more: [GRAPHIC].
- Did you know that we provide [LIST 1-2 COMM BENEFITS SERVICES]? It's just part of our commitment to our community.
- We employ [# OF TOTAL EMPLOYEES] contributing [\$ TOTAL SALARIES, WAGES & BENEFITS] in salaries & benefits for our employees and community [JOBS SECTION, INFOGRAPHIC]
- How do we improve community health and economic development in [TOWN/CITY]? Visit [WEBSITE] to learn more. [POST INFOGRAPHIC]
- Quality, affordable health care + economic impact = healthier communities [POST INFOGRAPHIC]

## Hashtags

#BlueandWhiteH

#PreparedtoCare

#CommunityInvestment

#CommunityBenefit

#CommunityImpact

#NHEconomy

#EconomicImpact

#EconomicEngine

#HealthyNH

#HealthierNewHampshire

#HealthY[COUNTY]

#PowerofRural

#NHRuralHealth

#MyHospital

#NHHospitals



# Social Media Graphics

**H**

IN 2018, NH NON-PROFIT COMMUNITY HOSPITALS PROVIDED **OVER \$490 MILLION DOLLARS** IN COMMUNITY BENEFITS.

Across the State, hospitals are leading efforts to create healthier communities in New Hampshire.

IN 2018, NH NON-PROFIT COMMUNITY HOSPITALS PROVIDED **OVER \$496 MILLION DOLLARS** IN COMMUNITY BENEFITS.

THE TOP 5 **PRIORITY COMMUNITY NEEDS** REPORTED BY NH NON-PROFIT HOSPITALS IN 2019:

Substance Use	78%
Mental Health	57%
Availability of Behavioral Health Care	52%
Access to Care: Financial Barriers	48%
Access to Care: General	43%

**H**

TO THEIR COMMUNITIES, THE BLUE AND WHITE H PROMISES **HEALTH, HEALING AND HOPE** WHEN IT'S NEEDED MOST, AND NEW HAMPSHIRE HOSPITALS REMAIN COMMITTED TO CARING FOR THEIR COMMUNITIES AND ENSURING ACCESS TO QUALITY, COMPASSIONATE CARE.

TOTAL VALUE OF COMMUNITY BENEFITS REPORTED FOR 2018: **\$490,828,598**

61%	39%
\$298,384,017	\$192,444,581
FINANCIAL ASSISTANCE TO ACCESS CARE	OTHER COMMUNITY BENEFITS

IN 2018, NH NON-PROFIT COMMUNITY HOSPITALS PROVIDED **OVER \$490 MILLION DOLLARS** IN COMMUNITY BENEFITS.

With a focus on total population health, hospitals are expanding their community benefit strategies and aligning their charitable activities with broader community health initiatives that address the social determinants of health.

## Sample Posts

- ➔ Across the state, **#NHHospitals** and health systems are there for their communities all day, every day as places of health, healing and hope. **#BlueandWhiteH #PatientsFirst**
- ➔ Through their uncompensated care, health education and programs, **#NHHospitals** provided more than \$490.8 million in community investments to improve the health and well-being of their communities. **#CommunityAnchors #HealthyNH**
- ➔ Of the \$490.8 million in **#CommunityBenefits** provided statewide, **#NHHospitals** provided more than \$298 million in financial assistance to access care **#PatientsFirst #BlueandWhiteH**
- ➔ **#NHHospitals** play a vital role in the health of our communities and in the state's healthcare budget. **#HealthierNH #EconomicEngines**

# Social Media Graphics

IN 2018, NH NON-PROFIT  
COMMUNITY HOSPITALS PROVIDED  
**OVER \$490 MILLION DOLLARS**  
IN COMMUNITY BENEFITS.

In early 2020 COVID-19 arrived in New Hampshire and immediately impacted our member hospitals and health systems and reminded the public just how essential hospitals and health systems are to their communities.

Despite the challenges presented by the pandemic, hospitals remain dedicated to investing in the health of their communities. New Hampshire hospitals serve as a safety net for the uninsured and underinsured, caring for every patient that walks through their doors, regardless of their ability to pay.



**\$115.2 MILLION**

HOSPITALS REPORTED  
\$115,164,035 IN SUBSIDIZED  
HEALTH SERVICES



**\$298,384,017**  
FINANCIAL ASSISTANCE  
TO ACCESS CARE.

**INCLUDES:**


\$257,478,642 > UNREIMBURSED MEDICAID  
\$39,853,592 > FINANCIAL ASSISTANCE AT COST  
\$1,051,783 > COSTS OF OTHER GOVERNMENT  
HEALTH PROGRAMS



**\$192,444,581**  
OTHER COMMUNITY BENEFITS

**INCLUDES:**

- > COMMUNITY HEALTH IMPROVEMENT SERVICES
- > HEALTH PROFESSIONS EDUCATION
- > SUBSIDIZED HEALTH SERVICES
- > RESEARCH
- > CASH AND IN-KIND CONTRIBUTIONS



**\$324.6 MILLION**

UNREIMBURSED MEDICARE COSTS TOTALED  
\$324,574,545 IN 2018 DUE TO TOTAL MEDICARE  
COSTS OF \$1,803,662,672 WHILE TOTAL MEDICARE  
REVENUES WERE ONLY \$1,479,088,127.



**\$257.5 MILLION**  
UNREIMBURSED MEDICAID  
COSTS TOTALED  
\$257,478,642 IN 2018.

# Community Benefit Infographic

## Community *Benefit* Overview

### OVERVIEW OF HOSPITAL CHARITABLE ACTIVITIES

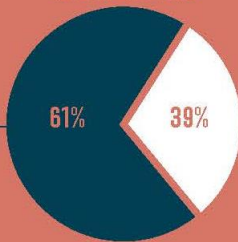


IN 2018, NH NON-PROFIT COMMUNITY HOSPITALS PROVIDED **OVER \$490 MILLION DOLLARS** IN COMMUNITY BENEFITS.

**\$298,384,017**

FINANCIAL ASSISTANCE TO ACCESS CARE

INCLUDES:  
 \$257,478,642 > UNREIMBURSED MEDICAID  
 \$38,863,582 > FINANCIAL ASSISTANCE AT COST  
 \$1,051,789 > COSTS OF OTHER GOVERNMENT HEALTH PROGRAMS



**\$192,444,581**

OTHER COMMUNITY BENEFITS

INCLUDES:  
 > COMMUNITY HEALTH IMPROVEMENT SERVICES  
 > HEALTH PROFESSIONS EDUCATION  
 > SUBSIDIZED HEALTH SERVICES  
 > RESEARCH  
 > CASH AND IN-KIND CONTRIBUTIONS



**\$115.2 MILLION**

HOSPITALS REPORTED \$115,164,035 IN SUBSIDIZED HEALTH SERVICES.



**\$257.5 MILLION**

UNREIMBURSED MEDICAID COSTS TOTALED \$257,478,642 IN 2018.



**↑14%**

TOTAL OTHER COMMUNITY BENEFITS INCREASED BY 14% OR \$24,091,119 FROM 2017-2018.



**\$324.6 MILLION**

UNREIMBURSED MEDICARE COSTS TOTALED \$324,574,545 IN 2018 DUE TO TOTAL MEDICARE COSTS OF \$1,803,662,872 WHILE TOTAL MEDICARE REVENUES WERE ONLY \$1479,088,127



ACROSS THE STATE, HOSPITALS ARE LEADING EFFORTS TO CREATE HEALTHIER COMMUNITIES IN NH.

With a focus on total population health, hospitals are expanding their community benefit strategies and aligning their charitable activities with broader community health initiatives that address the social determinants of health.

THE TOP 5 **PRIORITY COMMUNITY NEEDS** REPORTED BY NEW HAMPSHIRE NON-PROFIT HOSPITALS IN 2018:

Substance Use **78%**

Mental Health **57%**

Availability of Behavioral Health Care **52%**

Access to Care: Financial Barriers **48%**

Access to Care: General **43%**



To their communities, the Blue and White H promises health, healing and hope when it's needed most, and New Hampshire hospitals remain committed to caring for their communities and ensuring access to quality, compassionate care.

New Hampshire Hospital Association



Foundation for Healthy Communities

125 Airport Road, Concord, NH 03301 t 603-225-0900 f 603-225-4346  
 www.healthynh.org ■ www.nhha.org