



Update: President signs permanent fix to sustainable growth rate into law, keeps hospitals strong.

COALITION TO PROTECT
AMERICA'S
HEALTH CARE

WHY PROTECT HEALTH CARE? WHAT WE'RE DOING TAKE ACTION HOSPITAL HEROES



24 hours a day, 7 days a week, 365 days a year,
America's hospitals are there for us.

They provide incredible care to millions of people.



26.6 MILLION
surgeries performed



3.7 MILLION
babies born



133.6 MILLION
E.R. patients treated

No matter the cost.



In 2013, hospitals provided
\$46.6 BILLION
in uncompensated care



Hospitals face a
\$51 BILLION
combined Medicare/Medicaid
payment shortfall

Designing for Action

Landing page for advocacy campaign

When Congress proceeded with a debate on a permanent fix to the sustainable growth rate, the Coalition launched a massive campaign advocating against a deal that would slash federal funding for hospitals. The integrated digital campaign included a new landing page rooted in urgency and balancing hard-hitting stats with the realities of the cost of providing high-quality, 24/7 care.