

Talking Points

OHIO HOSPITALS VALUE PROPOSITION AWARENESS CAMPAIGN

OHIO HOSPITALS FOCUS ON PATIENT EDUCATION AND ENGAGEMENT TO MAKE OUR COMMUNITIES HEALTHIER, SAFER AND MORE PRODUCTIVE.

OHA and our member hospitals collaborate to support communities by:

- Providing high-quality and compassionate care
- Improving health outcomes
- Ensuring access to affordable care
- Advancing health education and research
- **Responding to community-specific needs**
- Creating and sustaining jobs

CAMPAIGN BACKGROUND:

The member-driven OHA Board of Trustees approved a [value proposition](#) for Ohio hospitals to communicate the leadership and vital roles hospitals provide in the communities they serve across our state. OHA is committed to provide a toolkits for members that can be adapted and used in their local community to share each of these important value statements in an ongoing [Value Proposition Campaign](#).

This kit focuses on **Community Specific Needs** and ties to the **2022 Community Benefit Report**.

Please adapt these statewide and national facts to highlight your hospital or health system's local impact and hiring needs.

ABOUT THE OHIO DATA:

OHA's statewide Community Benefit report data is aggregated from self-reported member hospital surveys, fiscal 2020 Ohio hospital IRS 990 filings and Medicare and Medicaid cost reports covering the same period. All figures reported at hospital-specific cost.

Economic Impact is defined as the sum of the direct, indirect and induced output, or total value of production, of the hospital industry in the state of Ohio. Economic data is from 2020 extrapolated to dollar amounts for 2022. Direct employment data is from the U.S. Bureau of Labor Statistics average of the 12 months (April 2021 through March 2022).

RESPONDING TO COMMUNITY NEEDS -- MESSAGE POINTS -- OHIO:

- Ohio hospitals focus on patient education and engagement to make our communities healthier, safer and more productive. OHA and our member hospitals collaborate to support communities by responding to community-specific needs.
- Ohio hospitals are investing to improve the health outcomes for Ohioans and local communities by advancing wellness and driving economic growth. Hospitals invested \$7.8 billion in net community benefit in 2020 and continue to drive \$91.7 billion in economic impact by employing a quarter million Ohioans and supporting another 272,000 jobs.
- Ohio nonprofit hospitals invested \$4.8 billion in community wellness programs and another \$675 million in charity care in the first year Ohio battled a once-in-a-century pandemic.
- More than a quarter million Ohioans provided care in Ohio's hospitals across more than 30 million patient encounters in 2020 under the most trying circumstances.

HEALING OHIO'S LOCAL ECONOMIES

- Ohio hospitals drive **\$91.7 billion in annual economic impact** by employing a quarter million Ohioans and supporting another 272,000 at companies that provide goods and services to the hospital community.
- And hospitals are still hiring, with **thousands of open positions at a variety of skill levels**.
- OHA's 2022 [Economic Impact Fact Sheet](#) breaks down the economic impact and employment by six regions and rural Ohio.
- Five of Ohio's top 10 employers are health systems.

NATIONAL HOSPITAL EMPLOYMENT TALKING POINTS:

- Hospitals and health systems employ 5.2 million people nationally, according to the Bureau of Labor Statistics.
- The American Hospital Association snapshot [report](#) of America's health care employment factors in the incredible effects of COVID-19, places a strong focus on the need for initiatives reining in burnout risk, organizing cross-disciplinary collaboration and promoting diversity/inclusion to sustain the health care workforce.

COMMUNITY BENEFIT AND TAX EXEMPTIONS – NATIONAL DATA

- Nonprofit hospitals measure Community Benefit using a national standard set by the Catholic Health Association and reported to the IRS on form 990.
- A [report](#) from May by EY shows that for every \$1 invested in nonprofit hospitals and health systems through the **federal tax exemption**, nearly \$9 in benefits are delivered back to communities.

- A [June report](#) from the American Hospital Association found that tax-exempt hospitals provided more than \$110 billion in total benefits to their communities in 2019 alone, the most recent year for which comprehensive data is available.