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COALITION TO PROTECT AMERICA’S HEALTH CARE LAUNCHES HOSPITAL HEROES PROGRAM

Washington, D.C. – July 30, 2014 – The Coalition to Protect America’s Health Care today launched Hospital Heroes, a program that showcases hospital caregivers and many others, such as administrative staff and nurses, physicians and other allied health professionals, and maintenance and security personnel who go above and beyond in their work to help patients and communities.

Hospital Heroes is a continuation of the Coalition’s digital outreach effort, which includes social media, to educate the public about the pressures facing hospitals and encourage them to contact Congress on hospitals’ behalf.

Since 2000, the Coalition has advocated to Congress the need to protect patients’ access to health care, initially through traditional broadcast and print advertising. In 2013, the Coalition created a new generation of hospital advocates by building a digital community capable of advocating on behalf of hospitals and patient care in order to raise awareness of the serious problems created by continued cuts to hospital funding. This online community has grown to more than 750,000 across email and social media platforms.

To view the Hospital Heroes website go to www.protecthealthcare.org/hospital-heroes.

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 threats to hospital financing and how these threats affect patients and their families.

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