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## **NEW METRO AD CAMPAIGN URGES CONGRESS TO PROTECT PATIENTS AND OPPOSE ADDITIONAL CUTS TO HOSPITAL SERVICES**

**Washington, D.C.** – February 28, 2014 –Starting on March 1, the Coalition to Protect America’s Health Care will run a month-long ad campaign at the Capitol South and Union Station Metro stations to urge Congress not to cut billions of dollars from hospital services to pay for a physician payment fix.

All hospitals support a long-overdue physician payment fix, better known as “doc fix.” However, cutting billions of dollars from hospital services to pay for this fix demonstrates irresponsible policymaking, and will result in job losses for nurses, longer waits for emergency care, as well as diminished patient access to care and new treatments.

“As fiscal pressures increase for hospitals, Congress must be reminded about the enormous change and challenges hospitals are facing. The new ads remind Congress that there is never a right time to cut funding for patient care,” said Jim Skogsbergh, Coalition chairman and president and CEO of Advocate Health Care.

The “Stop Hospital Cuts” ad campaign will convey this message, with a strong presence in both Capitol Hill-centered metro stations for the entire month of March. Since 2000, the Coalition has used traditional broadcast and print advertising to highlight its message of protecting patient care to Congress. Media advocacy expanded to digital media in 2013, and the Coalition will also utilize digital ad space and sponsorships during this month-long endeavor.

Last year, the Coalition built a digital community capable of advocating on behalf of hospitals and patient care to raise awareness of the serious problems created by continued cuts to hospital funding. The Coalition has expanded its efforts to create a new generation of hospital advocates. This online community has grown to more than 400,000 across email and social media platforms.

To view the ads, visit <http://protecthealthcare.org/pages/newsroom>

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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 issues affecting hospitals' financial situation and what this means for patients and their families.

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