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FOR IMMEDIATE RELEASE

LI Hospital Association Recognized for Educational Efforts by International Organization

Web-based public information campaign explains the ABCs of health care reform in reader-friendly terms

(Hauppauge, NY . . . January 16, 2013) Educating the public, lawmakers, businesses, and the media about the Affordable Care Act (ACA), the March 2010 federal reform law that is overhauling the American health care delivery system, is a priority of the Nassau-Suffolk Hospital Council (NSHC). The association's work in this effort was recently commended with a 2012 Gold Level MarCom Award, presented by the Association of Marketing and Communications Professionals. The NSHC, which represents Long Island's hospitals, was recognized for its "ABCs of Health Care Reform and You" public information campaign.

The ABC campaign, launched in January 2012, continues as a collaborative effort among the senior public affairs directors at each of NSHC's 24 member hospitals and NSHC's communications department. The web-based initiative examines **Access, Benefits, Costs** of the law as these elements apply to different population segments, as well as to businesses. Offered in reader-friendly terms, the resource is updated regularly as parts of the law are enacted.

The MarCom Awards is an international competition that recognizes outstanding creative achievement by marketing and communications professionals. More than 6,000 entries were received.

"The ACA represents an historic change in the way health care is delivered and reimbursed," said Kevin Dahill, president/CEO of the NSHC. "There are components in the law that will affect just about everyone. While hospitals' main function is to help and heal the sick and injured, our institutions also realize they have an obligation to help communities understand policies that ultimately will impact them."

Go to www.nshc.org to access the ABCs of Health Care Reform and You campaign information. Click on the ABC icon to access definitive information and for related links to helpful public and private websites, reports, and other educational tools.

**ABC's of
Health Care Reform
and You**

Brought to you by the hospitals on Long Island

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