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LI Hospital Association Recognized for Educational Efforts by Industry Peers

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

(Hauppauge, NY . . . March 6, 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 recognized by the Association of Association Educators, also known as A2E, a subgroup of the American Hospital Association. At its national conference in January, the A2E presented its 2012 Outstanding Association Achievement Award to the Hospital Council for its web-based public information campaign – the ABCs of Health Care Reform and You. About 100 association educators belong to the A2E. Submissions for the award are peer reviewed and voted upon by this national group.

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. Presented in reader-friendly terms, the resource is updated regularly as parts of the law are enacted. It is referenced frequently by elected leaders for constituent education, as well as by the media and the public.

"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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