



# LOUISIANA HOSPITAL ASSOCIATION

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## **Louisiana Hospital Association Disseminates Powerful Hospital Message to Generate Public Awareness**

*LHA, hospitals, voters ask Gov. Jindal to stop cutting non-state, community hospitals and protect healthcare services*

Baton Rouge, February 3, 2010 – In an effort to generate public awareness, the Louisiana Hospital Association (LHA) disseminated a video message to community hospitals, their employees and other stakeholders requesting that they share the video with family, friends and co-workers to create awareness about the critical situation that non-state, community hospitals are facing as the state continues to cut their Medicaid funding.

The state has cut Medicaid service payments to non-state, community hospitals by over \$140 million since February 2009. For many hospital services, that is a drastic 15 percent rate cut, which puts service payment rates to non-state, community hospitals at early '90s levels.

“These cuts force hospitals to make tough financial decisions that negatively impact critical, life-saving healthcare services and hospital employees,” said John Matessino, LHA president and CEO. “Gov. Jindal will be announcing the Executive Budget on Feb. 12, and hospitals are preparing for even deeper cuts to the Medicaid program that will further devastate them and their patients.”

As the first step in a public awareness campaign to restore hospital funding and eliminate devastating cuts to the Medicaid program, the LHA created a powerful video message intended to generate phone calls and emails to Gov. Jindal. Since Friday, the LHA video message has been emailed and distributed via social networking channels, including YouTube, Facebook and Twitter, by community hospitals, their employees, healthcare stakeholders and community members that are concerned about the future of their hospital services.

The LHA urges everyone to call Gov. Jindal's office at (225) 342-7015 or constituent services at (225) 342-0991, and email him at [Bobby.Jindal@la.gov](mailto:Bobby.Jindal@la.gov). Ask him to “stop cutting community hospitals, restore their funding, and protect healthcare workers in Louisiana so that they can continue to provide quality healthcare to their communities.” The LHA encourages everyone to watch the video at [www.youtube.com/watch?v=uFsNDIoxPmA](http://www.youtube.com/watch?v=uFsNDIoxPmA) and “pass it on.”

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