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New Catholic Healthcare West Ad Campaign Urges America to Put the ‘Care’ Back in Health Care

Nation’s eighth largest hospital system launches thought-provoking campaign to engage more Americans in the dialogue on health care reform, rising medical costs, and the environment

San Francisco, CA – April 7, 2008 – Catholic Healthcare West (CHW) today launched a new advertising campaign aimed at provoking a robust public discussion of health care reform, medical costs and the environment.

“Whether it’s ensuring health care is available to all, or finding ways to lower costs while maintaining quality, CHW believes that we have a responsibility, as leaders in our field, to re-examine how health care resources are distributed,” said Lloyd H. Dean, CHW’s president/chief executive officer. “In short, we believe every American has a right to quality, compassionate care.”

The series of full-page ads, created by the San Francisco advertising firm Engine Company 1, will appear in the western editions of *The New York Times* and *The Wall Street Journal*, through May 2008. To view the first ad, please visit www.chwHEALTH.org. The campaign uses visual images to link the concepts of the human body with issues directly related to health care.

CHW has launched the campaign in tandem with a new health care blog, <http://blog.chwHEALTH.org>. Designed to capture multiple viewpoints and insights, CHW believes that no organization or individual alone has the answer to the current health care crisis. Rather, it will take many voices from many fields to find the right solution.

“Access to health care is a fundamental human right,” Dean, said. “All of us must work together and support our state and national leaders as they drive the debate for change nationwide.”

CHW has long supported that healthcare be available for all Americans. In 1992, the Board of Directors took an official position in support of universal access. And in 2003, the organization established four principles for reform – universal access, stable financing, improved quality and improved accountability.

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In 2004, CHW implemented one of the most generous financial assistance policies in the nation, offering free and discounted care to uninsured families earning up to 500 percent of the federal poverty level (\$106,000 in 2008 for a family of four).

In 2007, CHW launched its first series of advertisements advocating for healthcare reform in California. The organization also convened two-dozen leaders in business, academia, healthcare, labor, religion, and research for a think-tank style, invitation-only discussion designed to generate new ideas for reforming the U.S. healthcare system. The Healthcare Leadership Summit was moderated by Leon Panetta, former White House Chief of Staff to President Bill Clinton.

And in March 2008 CHW released the findings from its second *Health Security Index*, based on a nationwide survey of more than 1,150 adults. The survey found the gap in health security is widening between low- and high-income Americans and between those covered by health insurance and those who are uninsured.

In other survey findings, affordability is the number one concern for Americans worried about their health security. Nearly half (46%) of adults surveyed believe the health care system is getting worse and seven out of 10 (69%) say the time has come for universal health care in America. For the full data on other information about the Health Security Index, please visit www.healthsecurityindex.org.

“If we don’t immediately address the flaws in the health care system, the consequences will intensify because the need for health care services continues to grow,” said Dean. “As a society, I know we can do better.”

About Healthcare West

Catholic Healthcare West (CHW) is the eighth largest hospital system in the nation and the largest not-for-profit health hospital provider in California. Founded in 1986, the CHW network of more than 9,500 physicians and approximately 53,000 employees serves a population spanning 22 million people at 41 hospitals across California, Arizona and Nevada. CHW is committed to delivering compassionate, high-quality, affordable healthcare services with special attention to the poor and underserved. In 2007, CHW provided \$922 million in charity care, community benefits, and unreimbursed patient care. For more information, please visit our website at www.chwHEALTH.org.

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