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CHW LAUNCHES MAJOR ADVERTISING CAMPAIGN AIMED AT ACHIEVING HEALTH CARE REFORM IN THE U.S.

*CHW Urges Elected Officials and Health Care Industry Leaders to Deliver Meaningful Reform;
Ads Highlight CHW's Focus on Innovation and Cost Control as Part of the Solution
for a Health Care System in Crisis*

San Francisco, CA – June 15, 2009 – Catholic Healthcare West (CHW) today launched a major advertising campaign aimed at driving the United States towards an unprecedented and comprehensive reform of the nation's health care system. The ad campaign highlights CHW's commitment to improving health care through innovation and focuses on how those innovations can help lower costs. The campaign includes a series of video messages from CHW President/CEO Lloyd Dean that urges America's leaders to pass health care reform legislation this year.

"In the past, special interests helped defeat reform in this country. Everyone knows that it is easy to stop reform. We're active in this debate because we want a more just health system," said Dean. "At CHW, we are serious about our commitment to health care reform and we have developed innovative ways to expand access, improve quality, and control health care costs."

"The total cost of health care has become prohibitive and is a problem that must be solved. Let's face it," said Dean, "the status quo in our health care system is not sustainable. We need a fundamental overhaul, and the people of CHW are committed to changing our system for the better."

CHW launched the campaign in tandem with a new website: www.chwHEALTH.org/reform, which focuses on real life solutions the organization is implementing every day.

The series of issues ads, created by the San Francisco advertising firm EC1, will appear in the print and online versions of the *Washington Post*, the *Washington Times*, *The Hill*, *Roll Call*, and the *Wall Street Journal*, as well as on key websites including *CNN*, the *New York Times*, *Roll Call*, the *Drudge Report*, and *Politico*.

CHW is a national leader in advocating for health care reform. In 2007 and 2008 CHW launched its first series of advertisements advocating for health care reform in California. The organization also convened leaders in business, academia, health care, labor, religion, and research for a think-tank style, invitation-only discussion designed to generate new ideas for reforming the U.S. health

care system. The *Healthcare Leadership Summit* was moderated by Leon Panetta, who was then the director of the Leon & Sylvia Panetta Institute for Public Policy.

And in March 2009 CHW released the findings from its annual *Health Security Index™*, based on a nationwide survey of more than 1,150 adults. The survey found that despite the ailing economy, more people in the U.S. are worried about rising health care costs (67%) than are worried about losing their jobs (37%). The survey also found that for the first time, a majority of U.S. adults (51%) believe the nation's health care system is getting worse.

CHW has long supported that health care be available for all in need. 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, and improved quality and accountability.

“For years we’ve said that the consequences of our inability to provide universal health care in this country would be severe,” said Dean. “Now we are seeing those consequences each day all across the country. The time for reform is now and we are going to do everything we can to help our nation’s leaders get this done.”

About Catholic Healthcare West

Catholic Healthcare West (CHW) is the eighth largest hospital system in the nation and the largest not-for-profit hospital provider in California. Founded in 1986, the CHW network of more than 10,000 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 health care services with special attention to the poor and underserved. In 2008, CHW provided \$967 million in charity care, community benefits, and unreimbursed patient care. For more information, please visit our website at www.chwHEALTH.org.