

Hospital Economic Impact Report
Talking Points
March 2009

The talking points below are from a statewide perspective on the value of a hospital in the community. You can use these as template for localizing your message.

Key Messages:

General Public/News Conference

- Hospitals provide health care service 24 hours a day, seven days a week, 365 days a years, serving millions of people. This record of service will always be a hospitals most valuable contribution.
- The health sector is an economic mainstay in communities across Wisconsin. Hospitals are among the top 10 employers in 44 of Wisconsin's 72 counties, and among the top five employers in 20 counties.
- Hospitals are also economic engines in their communities. Wisconsin hospitals:
 - a. Employ 112,780 people
 - b. Account for \$22 billion in economic activity
 - c. Employment numbers grew by 40.6 percent or more than 35,000 jobs between 1990 and 2007
- Hospitals provide stable employment in most economic conditions, average salaries are 15 percent higher than the average wage for all industries and 25 percent higher than the average service industry worker.
- A strong health care network, in which hospitals play a key role, adds to the attractiveness of a community as a place to live, locate a business or retire.
- Hospitals offer high quality jobs and consistent job growth

Will be reached by:

- Statewide news conference and news release
- Regional news releases developed by economic development organizations with assistance from WHA and UW-Ext. with local hospital follow-up
- Editorial board meetings with local hospitals and the regional economic development director
- Articles in hospital employee and community newsletters
- Press generated from UW-Extension activities

Key Messages:

Business Community

- Hospitals are essential to local and statewide economic development. They attract companies that wish to relocate in an area that has access to a wide range of high quality health services.
- Through the multiplier effect, hospitals are responsible for creating jobs and business opportunities in their communities.

Will be reached by:

- Statewide news conference and news release, along with regional news release
- Placement of story in WMC publications
- Regional economic development directors contact
- Presentations by econ. dev. directors or hospitals at civic gatherings
- Hospital presentations to their board and community advisory groups

END