

## Rick Pollack, President/CEO of the American Hospital Association, to be Keynote Speaker at 2024 Advocacy Day

WHA is pleased to announce Rick Pollack, president and CEO of the American Hospital Association (AHA), as the keynote speaker for 2024 Advocacy Day. WHA's annual Advocacy Day will be held on Wednesday, March 20 at the Monona Terrace in Madison. There is no cost to attend Advocacy Day, but [pre-registration is required](#).

AHA is the nation's largest hospital and health care system membership organization with nearly 5,000 member hospitals, health care systems, networks and other providers of care. Serving as the AHA's top leader since 2015, Pollack is widely recognized for his strong, effective advocacy and leadership on behalf of our nation's hospitals, the patients and communities they serve, and the health care professionals those organizations support.

Read Pollack's full biography [here](#).

"WHA looks forward to welcoming AHA's Rick Pollack back to Madison for Advocacy Day this year – his first time back since 2016," said WHA President and CEO Eric Borgerding. "Rick has led AHA through numerous advocacy efforts throughout his tenure. His vast knowledge and perspective are sure to be insightful for our attendees," he continued.



*Rick Pollack*

In addition, the day's agenda will feature a great lineup of speakers, including the popular legislative panel discussion, followed by a luncheon keynote address from Governor Tony Evers (invited). The highlight of Advocacy Day is always the hundreds of attendees who take what they've learned during the day and then meet with their legislators in the state capitol in the afternoon. Advocacy Day is one of the greatest opportunities hospital employees, trustees and volunteers have to make an important, visible impact in the state capitol.

There is no cost to attend Advocacy Day, but pre-registration is required. For more information and to register, click [here](#).

### [Advocacy Day Resources](#)

[Agenda](#)

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WATCH: [Advocacy Day Video Highlights](#)

Questions? Contact WHA's Kari Hofer at 608-274-1820 or [khofer@wha.org](mailto:khofer@wha.org).

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