

Texas hospital leaders are taking action on behalf of their industry like never before. Together, united as an industry, hospital CEOs are working collectively to counter negative – and incorrect – assertions about the industry and highlight the lifesaving work of their facilities.

THA offers the following guidance to ensure hospital CEOs can “check the box” on the critical steps needed to improve overall perception and move hospitals – and their patients – forward with meaningful engagement.



## QUARTER ONE (deadline: March 31)

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### Attend a THA Meeting

Throughout the year, THA hosts several online and in-person meetings that give member hospital executives the opportunity to network with other industry leaders. Keep an eye on THA’s event calendar [here](#) for a full list of upcoming events. If you are a member of a board, council or committee, ensure that you attend all related meetings.

### Personally Follow THA Social Channels

Having a large following of engaged users helps improve THA’s online reach. Make sure you’re following THA on whichever platforms you’re most active on. You can follow THA on **LinkedIn, X (formerly Twitter), Facebook** and **Instagram**.

### Ensure Hospital Follows THA Social Channels

Once you’ve followed THA from your personal accounts, ensure that your hospital’s Communications team follows THA from your hospital’s social media accounts. THA makes a concerted effort to tag hospitals across all social media platforms when mentioned in a piece of content. Encourage your communications team to amplify those posts.

### Register to Attend Conference

Every year, THA convenes member hospital leaders at its annual conference. During a session year, the conference is in Austin and rotates amongst Texas’ prominent cities in the interim session year. With 200+ member attendees each year, THA’s conference is a great opportunity to network with colleagues in the industry and gain health care policy insights as they unfold.

THA will host its 2024 conference at the Hyatt Regency Dallas from Feb. 15-16. [Register here](#).



### Give to HOSPAC

Joining other Texas hospital leaders in giving to HOSPAC is the best way to elect hospital-friendly lawmakers who help hospitals and the patients they serve. HOSPAC is THA's bipartisan political action committee that represents the interests of all Texas hospitals. Giving to HOSPAC could not be easier. Visit [www.hospac.org](http://www.hospac.org), enter the HOSPAC password and click the red "Contribute" button. Choose a dollar amount and click "Donate Now." If you encounter any issues or need password assistance for this page, contact Wendy Thomas, director, public policy & HOSPAC, at [wthomas@tha.org](mailto:wthomas@tha.org).



### Reply to/Amplify THA Social Posts

After following THA's social media accounts, take some time each month to either comment or share a THA post. This is especially valuable on LinkedIn and Twitter. Doing so helps maximize the post reach and performance, meaning more people like you will see THA's content. Contact Amy Rios, senior director of marketing, at [arios@tha.org](mailto:arios@tha.org) if you have questions or need assistance.



### Instruct Hospital Comms Team to Amplify

Occasionally, a request might come from THA's communications team to amplify an advocacy-related piece of social media content. Ensure your hospital's communications point of contact receives these requests by joining our THA communications mailing list. Email Julia Mann, communications manager, at [jmann@tha.org](mailto:jmann@tha.org) to get added to this list.

## QUARTER TWO (deadline: June 30)

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### Join a Local Chamber, Business or Interest Group

Hospitals that are folded into their local business community are more likely to deepen relationships and garner local support for hospital initiatives. Statewide groups like the **Texas Association of Business** are great avenues for ensuring hospital voices are heard in the business community. Additionally, local chambers and business groups advocate for their members and provide opportunities for networking, special events and industry education. The U.S. Chamber of Commerce offers a **Texas directory** of local chambers, and a listing of accredited chambers is available **here**. Joining other groups – such as local business groups focused on health care, **Rotary Clubs** and **Kiwanis** – is an excellent way for hospitals to deepen community engagement.



### Ensure Hospital Follows Local Groups

If you follow them, they'll follow you. Ensure that your hospital's communications team follows local organizations, such as chambers and Rotary Clubs, from your hospital's social media accounts. Showing hospital support – digitally – is an easy and effective way to begin

building those connections. Tagging and partnering on content takes that relationship even further. Encourage your communications team to amplify local posts that carry health-related sentiments or other messaging appropriate for the hospital to highlight.

### **Add Local Groups to Newsletter D-Lists**

Many Texas hospitals routinely distribute electronic newsletters or news releases highlighting hospital successes and innovations. Much of that content may be suitable for external audiences. An easy way to broaden the distribution of this good news is to ensure local organizations, such as chambers and business groups on health care, regularly hear from their local hospitals. Encourage your newsletter staff to include local businesses, news media, business groups and chambers on your external newsletter distribution lists.

### **Submit an Opinion Piece on Positive Impact**

From delivering babies to employing personnel, hospitals are vital to the economic and social health of their communities. Often, this impact is not obvious to the community – and sometimes it is underappreciated. Local newspapers routinely accept opinion pieces, letters to the editor and personal perspective essays from local leaders and businesses. Every hospital has its own economic and human impact story to tell. Every hospital has poignant news and perspectives that can be shared with the community to build trust and credibility. The key to having an opinion piece placed is following the guidance provided on the news outlet's website, which can typically be found under the Opinion tab on most outlets' websites. Guidance often touches on word count, structure, timing, pitches and submission forms. Here are two guidance examples, from the **Washington Post** and the **Austin American-Statesman**, specific to their publications. Note that most major publications will not accept opinion pieces that have been submitted or placed elsewhere.

### **Submit a Good News Story to Local Media or THA's The Scope**

Similar to opinion pieces, hospitals can pitch or submit good news to local media – TV, newspapers, local radio and other digital outlets. Once published, good news can be digitally amplified (shared on social media) by hospitals to further enhance positivity and credibility between hospitals and their local communities. The simplest way to pitch a story to local media is to send a compelling, clear email with several facts and a description of why the story is compelling to readers/viewers. Several public relations companies offer excellent tips on how to do this; **MuckRack** and **Meltwater** are two great resources. Additionally, THA's digital news source, **The Scope**, pushes out Texas hospital industry news and often accepts story ideas and submissions in coordination with THA's communications team. Email ideas for The Scope content to Julia Mann, communications manager, at [jmann@tha.org](mailto:jmann@tha.org). For assistance with news media, contact Carrie Williams, chief communications officer, at [cwilliams@tha.org](mailto:cwilliams@tha.org).



## Recommend Your Executive Team Donates to HOSPAC

Along with making your own donation to HOSPAC, you can pay it forward for THA by spreading the word to your executive team on HOSPAC's role in championing hospital-friendly candidates for elected roles. Encourage your team members to join you in becoming a tangible part of HOSPAC's advocacy, and direct them to [www.hospac.org](http://www.hospac.org) to join and/or donate. For assistance or more information about how to engage your leadership in HOSPAC, contact Wendy Thomas, director, public policy & HOSPAC, at [wthomas@tha.org](mailto:wthomas@tha.org).



## Consider Nominations for THA Awards

There's nothing like peer recognition, a sturdy award and time in the limelight on stage at THA's annual conference. THA's **awards program** recognizes Texas hospital programs and people who make outstanding contributions to health care in Texas. During quarter two, hospital CEOs are encouraged to evaluate the eligibility and nomination information for each award, and consider staff members and/or initiatives that would be worthy of nomination. THA typically begins accepting nominations for the following awards in late summer:

- **Bill Aston Award for Quality**
- **Excellence in Community Service Award**
- **Legends Award**
- **Pioneer Award**
- **Earl M. Collier Award for Distinguished Health Care Administration**

For an overview of all THA awards, visit [www.tha.org/awards](http://www.tha.org/awards). For assistance or more information, contact THA's Sharon Beasley at [sbeasley@tha.org](mailto:sbeasley@tha.org).



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## CORE MESSAGING

THA is continually refreshing and tackling key issues and points related to its core messaging through its **White Papers & Reports clearinghouse** and its digital news and thought leadership source, **The Scope**.



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