

COMMUNICATING PUBLIC AFFAIRS ISSUES TO YOUR EMPLOYEES

Sachs
MEDIA

HCA 
Healthcare®



PRESENTED BY:

EMILY MCCARTHY

Senior Account Executive
Sachs Media

ELISABETH CHUPLIS

Director, Public Affairs
HCA Healthcare

SAGHS MEDIA

High-Impact Communications for *High-Stakes* Challenges

1996
Founded

40+
Employees

250+
Awards



Reach

Extensive experience with federal, multi-state, and local advocacy campaigns, with scale powered by...

The Worldcom PR Group®

Localized knowledge and expertise of 85 international agency partners with 130 offices and 2,000+ practitioners

Local Consultant Network

Trusted relationships with dozens of preferred consultants for boots-on-the-ground support



Recognition

PR News
2026 Agency Elite Top 120

O'Dwyer's PR News
Ranked #1 Public Affairs PR Firm in Southeast & Top-5 Nationwide, 2023

Florida Trend
2024 Best Companies to Work For

HCA HEALTHCARE

Nashville-based HCA Healthcare is **one of the nation's leading providers of healthcare services** comprising 190 hospitals and approximately 2,500 ambulatory sites of care, including surgery centers, freestanding ERs, urgent care centers, and physician clinics, **in 19 states**. With its founding in 1968, HCA Healthcare created a new model for hospital care in the United States, using combined resources to strengthen hospitals, deliver patient-focused care and improve the practice of medicine.

190+
Hospitals

2,500+
Total sites of care

300K+
Colleagues

47K+
Physicians

97K+
Nurses

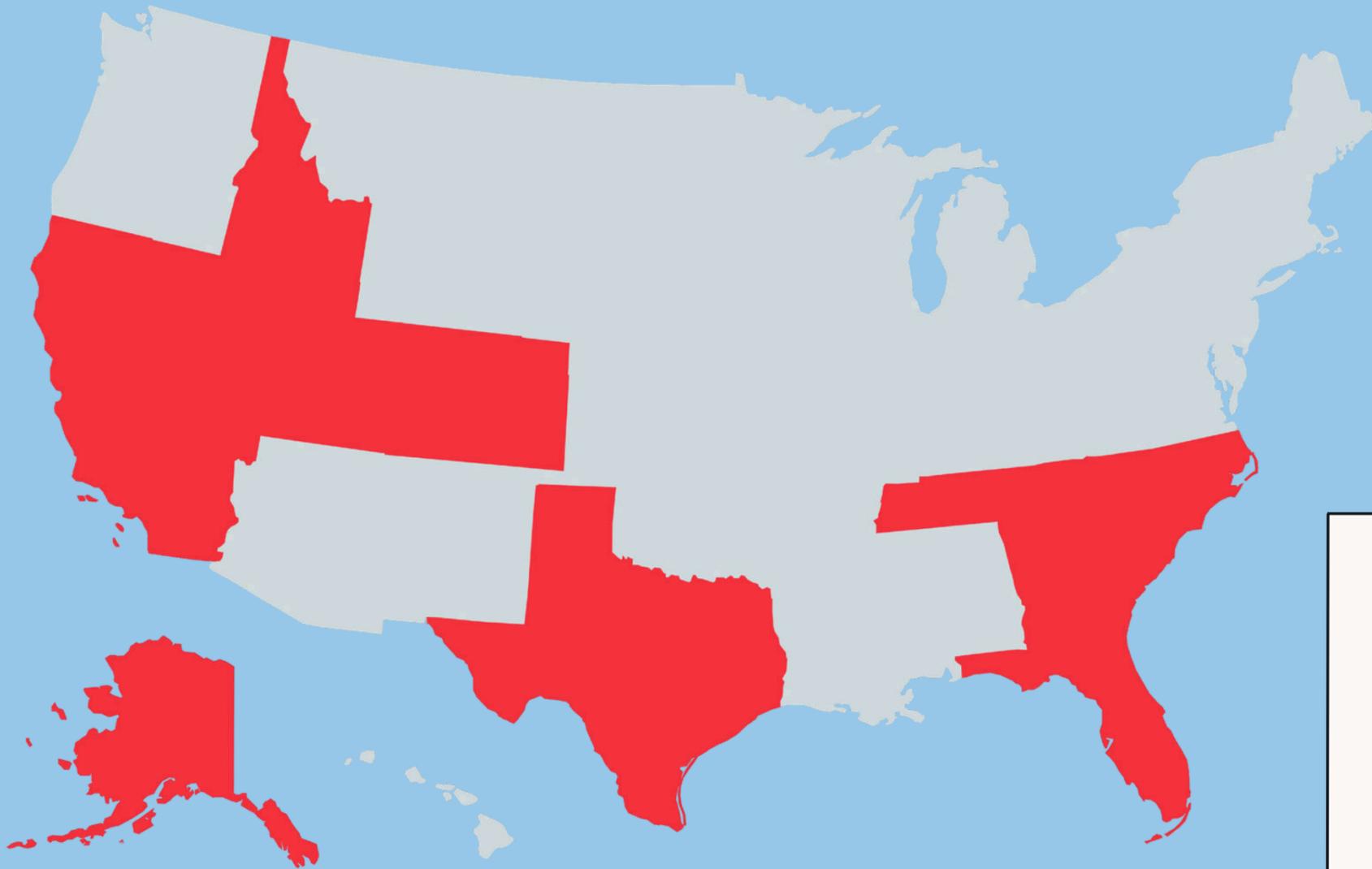
As of CY 2024

Above all else, we are committed to the care and improvement of human life.



OUR PARTNERSHIP

Partners since
2014



**Good
Government
Group**

300K+

Good Government
Group members

12+

Active GGG
programs across
the country
plus federal

OUR PLATFORMS

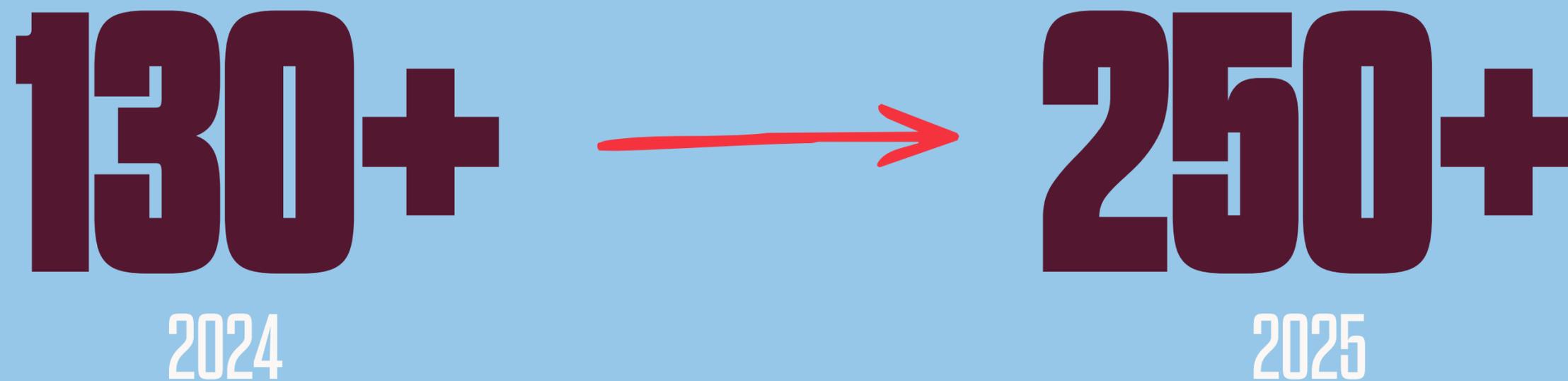
Democracy Direct



Primary employee
advocacy/
call-to-action tool



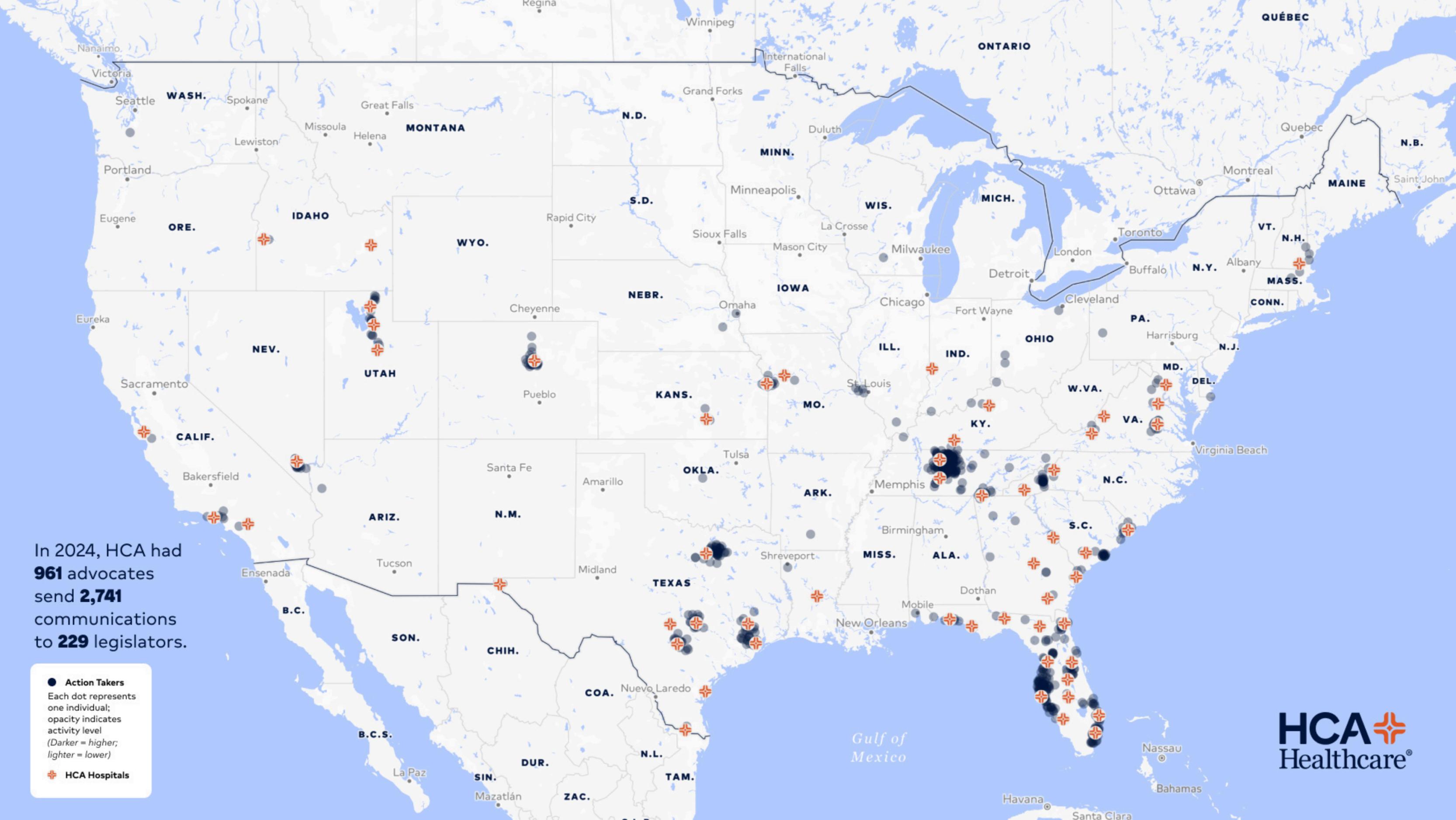
Primary internal
communications



Our emails to employees about public affairs issues **increased dramatically from 2024 to 2025** in response to a major federal call-to-action, resulting in **more employees contacting their legislators.**

In 2024, HCA had **961** advocates send **2,741** communications to **229** legislators.

- **Action Takers**
Each dot represents one individual; opacity indicates activity level (Darker = higher; lighter = lower)
- ✚ **HCA Hospitals**



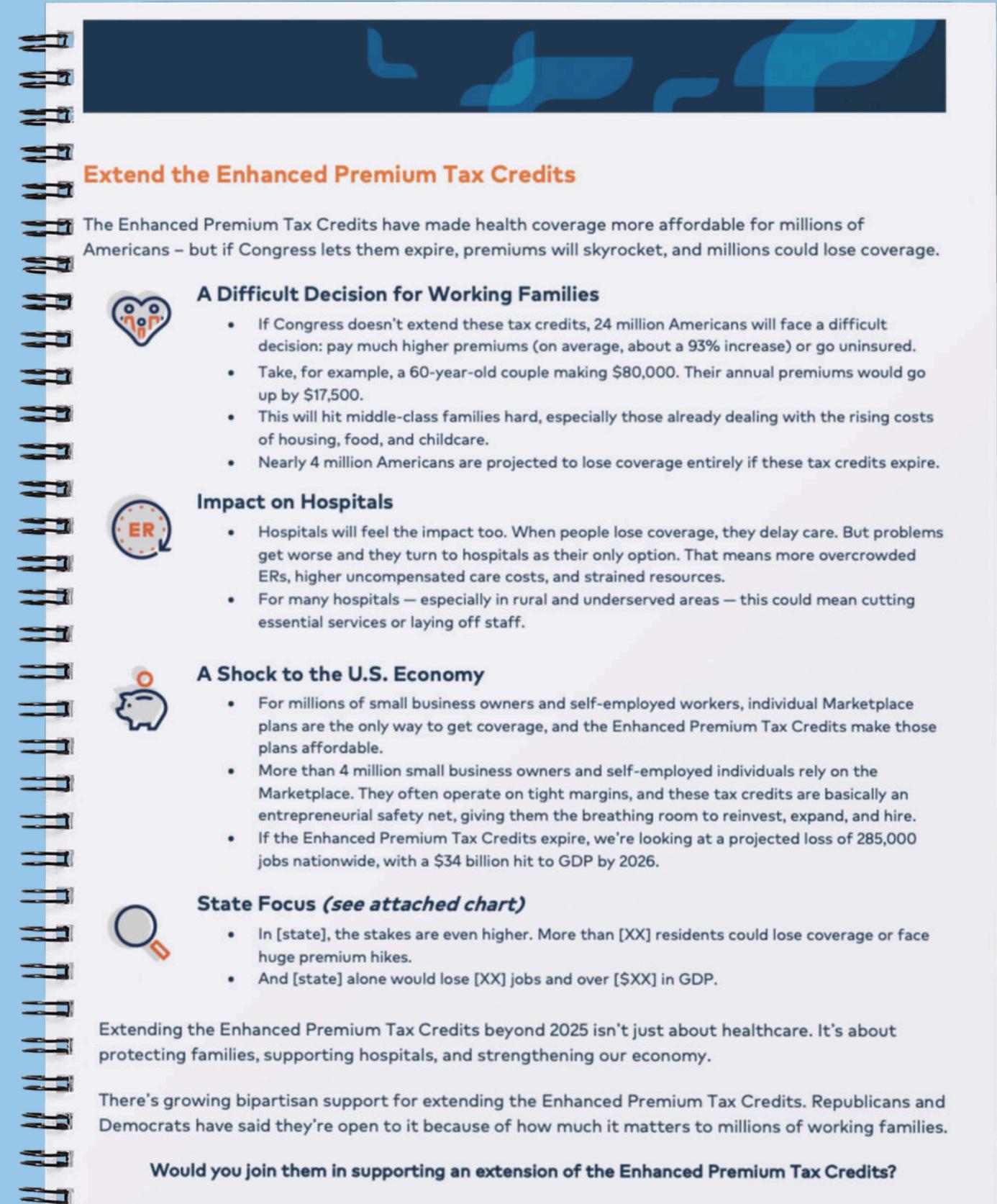
STRATEGY SHIFT

We went from communicating *to* employees
to communicating *with* employees.

THE WORK HAPPENS BEFORE THE EMAIL

- Identify who needs to know internally (leaders, managers, influencers)
- Draft talking points and internal emails for them
- Decide who should send the message (generic inbox vs. real person vs. direct leader)
- Plan how to reinforce: newsletters, intranet, huddles, TV screens, meetings, slides

Treat internal comms like a campaign, not a one-off blast.



Extend the Enhanced Premium Tax Credits

The Enhanced Premium Tax Credits have made health coverage more affordable for millions of Americans – but if Congress lets them expire, premiums will skyrocket, and millions could lose coverage.

A Difficult Decision for Working Families

- If Congress doesn't extend these tax credits, 24 million Americans will face a difficult decision: pay much higher premiums (on average, about a 93% increase) or go uninsured.
- Take, for example, a 60-year-old couple making \$80,000. Their annual premiums would go up by \$17,500.
- This will hit middle-class families hard, especially those already dealing with the rising costs of housing, food, and childcare.
- Nearly 4 million Americans are projected to lose coverage entirely if these tax credits expire.

Impact on Hospitals

- Hospitals will feel the impact too. When people lose coverage, they delay care. But problems get worse and they turn to hospitals as their only option. That means more overcrowded ERs, higher uncompensated care costs, and strained resources.
- For many hospitals – especially in rural and underserved areas – this could mean cutting essential services or laying off staff.

A Shock to the U.S. Economy

- For millions of small business owners and self-employed workers, individual Marketplace plans are the only way to get coverage, and the Enhanced Premium Tax Credits make those plans affordable.
- More than 4 million small business owners and self-employed individuals rely on the Marketplace. They often operate on tight margins, and these tax credits are basically an entrepreneurial safety net, giving them the breathing room to reinvest, expand, and hire.
- If the Enhanced Premium Tax Credits expire, we're looking at a projected loss of 285,000 jobs nationwide, with a \$34 billion hit to GDP by 2026.

State Focus (*see attached chart*)

- In [state], the stakes are even higher. More than [XX] residents could lose coverage or face huge premium hikes.
- And [state] alone would lose [XX] jobs and over [\$XX] in GDP.

Extending the Enhanced Premium Tax Credits beyond 2025 isn't just about healthcare. It's about protecting families, supporting hospitals, and strengthening our economy.

There's growing bipartisan support for extending the Enhanced Premium Tax Credits. Republicans and Democrats have said they're open to it because of how much it matters to millions of working families.

Would you join them in supporting an extension of the Enhanced Premium Tax Credits?

DON'T JUST INFORM YOUR NETWORK, MOBILIZE IT

- **Communications Collaborative**

- ~100+ communicators across hospitals/departments
- Meet every other month; share updates and best practices
- WebEx group for real-time asks

- **How we used it:**

- Asked them to carry your water in their own channels
- Provided ready-to-use language and assets

Mobilize your network.



SURROUND-SOUND MESSAGING

Channels we use:

- Direct emails from leaders/managers
- Department and enterprise newsletters
- Intranet posts
- TV screens and internal signage
- Guest speaking in other teams' meetings
- GR managers speaking on this issue every opportunity they could

The message showed up where employees already were, *not just in their inbox.*

HCA Healthcare Colleagues,

Thank you. If you're receiving this, you and more than 13,000 of our HCA Healthcare colleagues took the time to send over 50,000 letters to your Members of Congress urging them to extend the [Enhanced Premium Tax Credits \(EPTCs\)](#). Before most people even knew what these credits were, you were already advocating for the 24 million Americans whose healthcare coverage depends on them.

What makes this truly remarkable is that, despite having access to employer-based coverage, you chose to act for others. Our patients, friends, families, and communities. Your advocacy reflects the very best of who we are: people **committed to the care and improvement of human life**, in every sense of those words.

While Congress remains gridlocked, [families across the nation are opening rate notices](#) and facing impossible choices about how to afford their health coverage. **The most impactful thing we can do in this moment is to share the impact on American families. If you know someone who is facing a steep increase and is willing to tell their story, please reply to this email — we would be honored to help amplify it.**

Regardless of what happens next in Washington, please know how profoundly proud we are to work alongside people who show up for others. Thank you for your leadership, your compassion, and your voice.

With sincere gratitude,

HCA Healthcare Government Relations



[This ad from Keep American's Covered](#) directly addresses the increased premiums that patients are now seeing as they begin to shop for coverage next year and calls on Congress to fix this crisis.

MESSAGING DOS AND DON'TS

Do:

- Keep it simple, short, and plain-language
- Acknowledge when issues may be sensitive or personal to employees
- Frame conversations around mission and patient impact
- Encourage respectful dialogue and questions

Don't:

- Assume employees already understand the issue
- Overwhelm employees with policy detail
- Use fear-mongering or crisis-only language
- Use heavy jargon and acronyms
- Treat internal communication as a one-time announcement

LET THEM TALK BACK

When you open the door to feedback, employees will tell you *what matters to them*.

“Thank you for helping fight this fight ... These tax credits are not just numbers on a page; they represent dignity, security, and peace of mind for people like my mother who are doing their best to survive and stay healthy. I respectfully ask you to support legislation that preserves and strengthens these enhanced premium tax credits. Families like mine depend on them, and **your leadership can make a profound difference in our lives. Thank you for your time and your service.”**

“This is a fantastic response letter! Thank you for giving us the opportunity to assist and making it so easy.”

“Thank you for coordinating this. I especially appreciated that you customized the links to my senators and representative in Nevada. It made it extra easy... We all need to be engaged and let our representatives hear our voices.”

“I have submitted this and also encouraged our teams at the hospital to do the same. Thanks much!”

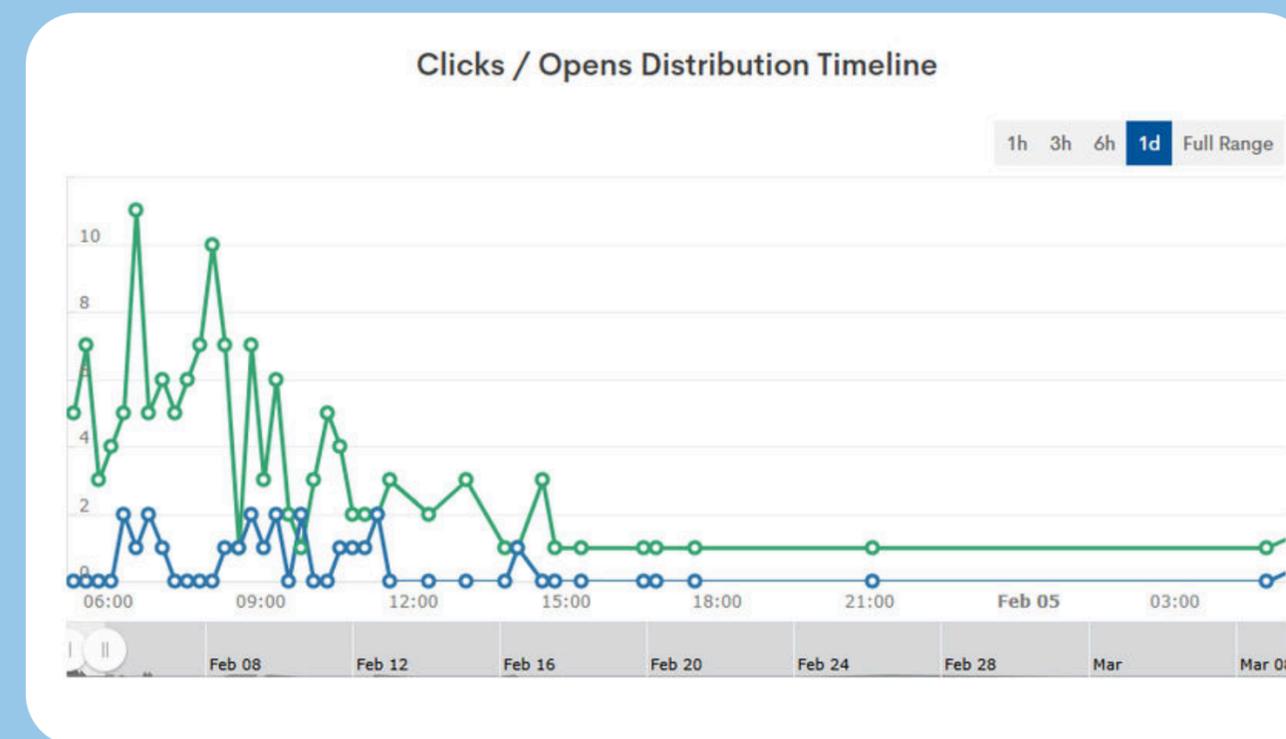
“I work in the healthcare industry and understand the impact... I care for the Western North Carolina community and want to help in any way I can.”

“Done. Thanks for making this so easy for us!”

EXPERIMENT, MEASURE & ADJUST

Things we tried and learned:

- Depending on the audience, 6 a.m. sends performed better than expected
- Thank-you emails made people feel seen and appreciated
- Election recap email was not appreciated → we changed course
- Phone call asks in some regions (Midwest) converted surprisingly well
- Emerging Issue Alert → CTA



Staffbase: When hospital leaders were opening emails by day/time of the week (Feb. 8-28)

If it fails, don't quit. *Change the tactic.*

TAKEAWAYS FOR ANY ORGANIZATION

1 Map your existing channels and communicators.

2 Decide who should be the face of each message.

3 Provide ready-made language for leaders and other departments.

4 Use at least 3 channels per important call to action.

5 Invite employee feedback and actually read it.

6 Run small experiments (timing, sender, format) and adjust.

Questions?

Sachs
MEDIA

850.222.1996 | SACHSMEDIA.COM

HCA 
Healthcare®