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Louisiana Hospital Association Releases Web Video Series  
“Louisiana Hospitals, Your Stories” Features People Impacted By Hospitals In Local Communities  

(Baton Rouge) – With Louisiana hospitals having faced $1.4 billion in cuts in the past seven years, the prospect of additional cuts has many people fearful of the impact on Louisiana communities and families. A new, emotional web series by the Louisiana Hospital Association communicates this concern through the stories of ordinary people doing extraordinary things.

“Hospitals are cornerstones of Louisiana communities that impact everyday people in amazing ways,” said Paul Salles, president & CEO of the LHA. “This is about far more than a line item on a budget. This is about people, and we wanted to capture some of their stories.”

So far, the LHA has produced three web videos, and plans to continue the series, “Louisiana Hospitals, Your Stories,” throughout the regular session featuring stories from across the state.

The first three episodes feature a woman who volunteers as a cuddler for premature babies, a respiratory therapist working the night shift, and a mother and her adopted baby with special needs.

“These individuals tell their own stories in their own words to illustrate the critical services that hospitals provide in their communities,” said Salles.

Salles said the series is already having an impact with nearly 100,000 views to date.

“A Little Girl Named Juno” has had an especially emotional impact on viewers as the legislature considers cuts that could directly hinder the ability of parents and guardians to adequately care for people with special needs.

The series can be found on the LHA Facebook page at https://www.facebook.com/LAHospitals.

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About the Louisiana Hospital Association  
Established in 1926, the Louisiana Hospital Association is a non-profit organization representing hospitals and healthcare provider groups across the state. The mission of the LHA is to support its members through advocacy, education and services. For more information, visit the LHA website at www.lhaonline.org, or follow us on Facebook at www.facebook.com/LAHospitals or on Twitter @LAHospitals.

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