



# LOWN INSTITUTE HOSPITALS INDEX

Award Kit:  
A guide for top performing hospitals



Because America needs socially responsible healthcare.

[WWW.LOWNHOSPITALSINDEX.ORG](http://WWW.LOWNHOSPITALSINDEX.ORG)

# ABOUT THE LOWN INSTITUTE

The Lown Institute is an independent think tank advocating bold ideas for a just and caring system for health. We envision a healthcare system focused on what's best for people, like hospitals caring for those most in need, patients living without fear of financial distress, and health professionals finding joy in their roles.

## THE LOWN HOSPITALS INDEX

The Lown Institute Hospitals Index is the first ranking to evaluate hospitals on their social responsibility, including metrics of health equity and value of care alongside traditional outcomes measures. The Lown Index takes into account the full breadth of what hospitals do as care providers, employers, and community partners and seeks to shine a light on those hospitals that provide exceptional, high-value patient care to everyone in their communities.

Lown data scientists report on never-before-used metrics like Racial Inclusivity, Pay Equity, Avoiding Overuse, and Community Benefit. Fifty-four unique metrics contribute to each hospital or health system's Social Responsibility grade.

## HOW ARE THE RANKINGS DETERMINED?

Lown Index grades are independent rankings and hospitals do not apply to be listed. Lown Index recognizes leaders in the movement for socially responsible healthcare and calls out areas where there is work to be done.

Millions of publicly-accessible data records contribute to Lown's annual analysis and includes:

- 2,700 acute care U.S. hospitals
- 800 critical access U.S. hospitals
- Grading of more than 300 health systems
- All U.S. states are represented.
- 53 unique metrics form a comprehensive Social Responsibility score.

Contact our hospital support team at [index@lowninstitute.org](mailto:index@lowninstitute.org) or 508-960-0493, ext. 364.

# MEDIA COVERAGE

The Lown Index earns coverage all year long in trade, business, regional, and national publications. Tier one outlets like the New York Times and U.S. News rely on the Lown Institute for high quality, groundbreaking data.



**Hospitals have long been judged on quality of care. These new rankings grade their commitment to community, too.**

The New York Times

AXIOS

The Washington Post

The NEW ENGLAND  
JOURNAL of MEDICINE

STAT

HealthAffairs

The Boston Globe

Modern  
Healthcare

The Atlanta  
Journal-Constitution

HOUSTON★CHRONICLE

CR Consumer  
Reports

Chicago Tribune

## STAKEHOLDERS RELY ON OUR DATA

- Journalists
- Hospital administrators
- Clinicians
- DEI officers
- Community Benefit leaders
- State and local governments
- Marketing and PR teams
- Development managers
- Policymakers
- Insurance entities

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# LICENSE A LOGO BADGE FOR THE FOLLOWING METRICS

METRIC	EARNING AN “A” GRADE SHOWS:
SOCIAL RESPONSIBILITY	Overall performance across Equity, Value, and Outcomes.
HEALTH EQUITY	Commitment to equity, inclusion, and community health.
VALUE OF CARE	Success in cost efficiency and avoiding unnecessary care.
PATIENT OUTCOMES	Success related to patients’ health and care experiences.
COMMUNITY BENEFIT	Success at investing in efforts that directly and meaningfully benefit community health.
PATIENT SAFETY	Avoidance of preventable patient safety errors as calculated by CMS patient safety indicators.
INCLUSIVITY	Success at ensuring all community members get the care they need regardless of race, education, or income.
RACIAL INCLUSIVITY	Service to patients of color from the immediate community that goes beyond what is expected.
PAY EQUITY	CEO pay that is a reasonable in relation to that of staff.
AVOIDING OVERUSE	Avoidance of tests/procedures with little or no clinical benefit.
COST EFFICIENCY	Strong clinical outcomes in relation to cost of care.
CLINICAL OUTCOMES	Strong performance in patient mortality and readmission.
PATIENT SATISFACTION	Positive hospital experiences as reported by patients.
FAIR SHARE SPENDING	Hospital gave back to their community in amounts that exceed their tax exemptions.

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# STAND OUT WITH TOP GRADES

## ENHANCE YOUR PUBLIC REPUTATION

Patients, community leaders, and other stakeholders want to know their hospital is a recognized leader when it comes to outcomes, equity, and value.

## BUILD PRIDE AMONG STAFF

Top grades are a testament to the skills and dedication of your healthcare teams and deserve to be celebrated. This can benefit staff retention and attract new talent looking for a hospital that walks the talk when it comes to mission and values.

## IMPRESS YOUR DONORS

A Lown badge demonstrates impact and provides evidence to donors that you are following through on your promises, helping you maintain relationships with existing donors and attract new ones.

## INCREASE PATIENT TRUST & CONFIDENCE

Patients look for indicators of quality when choosing healthcare providers. A badge can instill trust and confidence in potential patients by providing a clear signal that the hospital is committed to delivering superior healthcare outcomes.

## LEVERAGE YOUR COMPETITIVE ADVANTAGE

Are you the best hospital in your state? Are you the only hospital in your area with an “A” grade in Community Benefit, Health Equity, or one of our many other metrics? License a badge to show off your hospital's superior performance.



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## TESTIMONIALS

**“Eskanazi Health** was recently named **Indiana’s top hospital for community benefit and health equity** @thelowninstitute”

“The health care research non-profit @thelowninstitute ranked **Denver Health** as the **10th most racially responsible hospital in the nation!** The stellar ranking is based on our “A” grades in health equity, value, and outcomes.”

“Congratulations to **NYC health + Hospitals/Harlem** for being recognized as the **#7 Most Racially Inclusive Hospitals in America** by the @LownInstitute Hospitals Index for Social Responsibility.”

**“Duke Regional Hospital** has been named the **2nd most socially responsible hospital in the U.S.** by think tank @lowninstitute. This rating takes into account patient outcomes as well as value of care.”

“We are proud to announce that **St. Joseph Berea** has been recognized as **one of the most socially responsible hospitals nationwide** by @thelowninstitute. Thank you to our dedicated team for making this recognition possible.”

**“CHA** has been ranked the **number one hospital in Massachusetts for health equity** with an “A” grade by @thelowninstitute. #healthequity  
Is at the heart of our organizational mission and this recognition validates that we are making a difference.”

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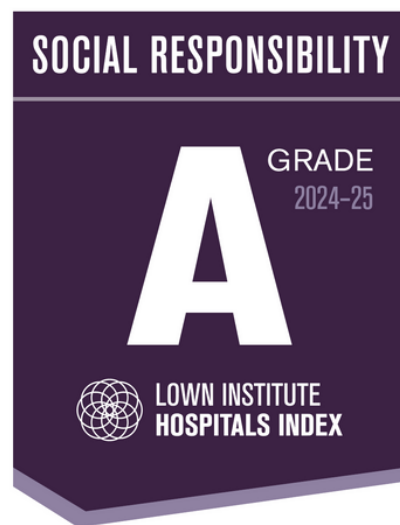
## BADGE LICENSING

**Print-ready, vectorized badges** can be purchased as long-lasting visual representations of a hospital's or health system's top performance on the Lown Institute rankings. Top 5 and "A" grade badges are offered across all metrics and are licensed for unlimited use online and in print.

**Badge assets may be shared through:**

- Social media
- Hospital website
- Internal signage
- Email signatures
- Executive bios
- Billboards
- Hospital reports
- Digital screens
- Recruitment advertising
- Directory listings

Social media templates are included with badge licensing and press release templates are available at no cost to help hospitals easily share top grades. Contact [index@lowninstitute.org](mailto:index@lowninstitute.org) for assistance.



## DATA LICENSING

Hospital and system level data is available for purchase and can be customized to your specifications. Complete a Data Access Application on Lown's website or contact [index@lowninstitute.com](mailto:index@lowninstitute.com) for more information.

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# LOGO BADGE EXAMPLES



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## STAY CONNECTED



**Hospitals on Purpose** is a monthly newsletter for Socially Responsible hospitals and the communities they serve. Subscribe for early access to Lown rankings and speaker events, as well a need-to-know news affecting the hospitals sector.

[www.LownHospitalsIndex.org/subscribe](http://www.LownHospitalsIndex.org/subscribe)



**The Lown Weekly** comes out each Tuesday and provides original analysis and curated news on issues related to socially responsible healthcare, like medical overuse, accountability, health equity, and human connection.

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## HOSPITAL INQUIRIES

For help understanding and sharing your hospital's performance on the Index, including questions about our badge licensing program, contact our manager of hospital support at (508)960-0493, ext. 364. or [index@lowninstitute.org](mailto:index@lowninstitute.org).