



**GEORGIA  
HOSPITAL  
ASSOCIATION**

# annual report

A summary of GHA's impact  
and outcomes as the leading  
advocate for Georgia hospitals

2024



## OUR MISSION

To advance the health of individuals and communities by serving as the leading advocate for all Georgia hospitals and healthcare systems.

## OUR VISION

Georgia, where all achieve their highest potential for health through healthy hospitals, communities, and individuals.

## VALUES AND GUIDING PRINCIPLES

GHA activities are guided by: respect, people, integrity, leadership, diversity, and collaboration.



## CAYLEE NOGGLE

President and CEO

As we look back on 2024, I'm filled with pride and gratitude for what GHA has accomplished this year, including being voted the #1 Trade Association by JAMES Magazine. We've continued our mission of supporting our member hospitals and advocating for policies that help advance health in their communities. This report is a snapshot of our many efforts to enhance the work of our hospitals. Thank you for another year of your support and your commitment to improving the health of all Georgians.

# About Us



*GHA Leadership Team: Chief Financial Officer Carie Summers, Chief Government Relations Officer Anna Adams, President and CEO Caylee Noggle, Chief Health Policy Officer Keri Conley, Chief Strategy and Technology Officer Andy Parsons, and Executive Vice President of Member Services Bill Wylie.*

## About GHA

Founded in 1929, GHA serves more than 150 hospitals in Georgia and promotes the health and welfare of the public by improving hospital care for Georgia's citizens. GHA fulfills its mission to be the leading advocate for Georgia hospitals in several ways. GHA provides information and education on a variety of subjects, including access to healthcare, clinical care updates, effective hospital management, and compliance with high-level accreditation standards. GHA represents its members before the Georgia General Assembly and U.S. Congress, as well as state and federal regulatory agencies, and is an allied member of the American Hospital Association.

## Affiliates

- Georgia Hospital Association Research and Education Foundation (GHAREF)
- Georgia Hospital Health Services (GHHS)
- Health Care Insurance Resources, Inc. (HCIR)
- Georgia Health Care Insurance Company (GHIC)
- Allied Claims Administration, Inc.
- Affiliated Societies (8)



*Gov. Brian P. Kemp spoke to GHA members at the 2024 Annual Summer Meeting.*

# Advocate, Communicate, Educate



GHA hospital members at the 2024 Annual Summer Meeting.

- ✓ During the legislative session, GHA advocated on hospitals' behalf on certificate of need, workforce, nurse staffing, behavioral health, rural health, and more.
- ✓ GHA tracked more than **350** bills and testified at legislative committee meetings **13** times.
- ✓ GHA monitored state and federal regulations and advocated in hospitals' best interests. GHA attended nearly **100** meetings of state agencies this year.
- ✓ GHA successfully advocated for an increase to the Rural Hospital Tax Credit cap, bringing it up to **\$100 million**.
- ✓ Hospitals eligible for the Rural Hospital Tax Credit collected **\$74.2 million** from donations to the credit. This is **\$2.4 million** more than last year, and would not have been possible without GHA's advocacy efforts to increase the cap.

- ✓ GHA provided feedback on proposed regulations at the state and federal levels to ensure hospital interests are protected. GHA submitted **15** comment letters to state and federal agencies and **4** amicus briefs to state and federal courts in support of hospital interests related to healthcare liability reform, workforce, the use of telehealth, patient privacy, and more.
- ✓ GHA continued to work with the state on efforts to enhance the Medicaid Directed Payment Program. In state fiscal year 2024, Georgia's hospitals annually realized approximately **\$1.2 billion** in new federal payments to improve access to care, advance health outcomes and equity, and expand the healthcare workforce.
- ✓ Health Care Insurance Resources, Inc. (HCIR) provided insurance brokerage and consulting to **50** hospitals and other healthcare entities, including **39** hospitals that participate in the GHA Workers' Compensation Self-Insurance Fund.
- ✓ GHA provided education for more than **450** hospital trustees through the Hospital Leadership Training Program.
- ✓ GHA enrolled more than **6,500** participants for **69** webinars covering issues important to members, such as CMS conditions of participation, EMTALA, case management, infection prevention and control, conflict management, and more. GHA added a value of more than **\$20,000** per hospital, or **\$3 million** statewide by offering webinars at no charge to members.
- ✓ The Leadership GHA class of 2024-2025 graduated **21** participants from **17** hospitals and health systems.
- ✓ A total of **2,807** individuals from GHA-member hospitals attended GHA in-person meetings and conferences.
- ✓ The Georgia Hospital Association Research and Education Foundation (GHAREF), the 501(c)(3) arm of GHA, received **\$180,000** to help critical access hospitals (CAH) and small rural hospitals improve quality efforts through the Flex (Medicare Rural Hospital Flexibility) Program. All **30** of GHA's CAHs participate in Flex. GHAREF received **\$373,464** for the Small Rural Hospital Improvement Program (SHIP), with **27** hospitals choosing to participate.
- ✓ GHA Today, the daily newsletter, was distributed to approximately **6,500** members. The publication had more than **605,000** unique opens in 2024 with an average daily unique open rate of approximately **3,700**.
- ✓ An average of more than **500** C-suite members received the Executive Exclusive newsletter weekly. The publication had more than **10,000** unique opens in 2024 with an average weekly unique open rate of approximately **200**.



## 2024 by the Numbers

**\$1.2 BILLION**

Net federal payments to hospitals via the Directed Payment Program

**\$150,266**

GHAPAC funds raised during 2024

**\$571,000**

GHA sponsorship dollars received

**350+**

Bills tracked during the legislative session

**6,500**

Participants in GHA webinars

**714**

Affiliated society members

**69**

Free webinars offered by GHA

**39**

Participants in the GHA Workers' Compensation Self-Insurance Fund

**\$74.2 MILLION**

Collected by hospitals eligible to participate in the Rural Hospital Tax Credit

**\$354,600**

GHAPAC funds distributed during the 2023-24 election cycle

**\$486,600**

Society sponsorship dollars received

**\$3.95 MILLION**

Funds distributed via the Healthcare Preparedness Program Grant

**1.6 MILLION**

GHA Today emails sent to members

**25,000**

Executive Exclusive emails sent to C-suite members

**2,807**

Attendees at in-person meetings

**50**

Participants in Health Care Insurance Resources, Inc. (HCIR)



# Strategic Plan Summary

## Strategic Plan Development :

Feedback from our members, coupled with external research on public perceptions of Georgia hospitals, allowed us to identify five key focus areas. These areas were further developed into our Strategic Health Initiatives, which were formally adopted by the GHA Board of Trustees in July 2024.

Each initiative is supported by dynamic strategies and tactics that will change over time as efforts conclude, membership priorities evolve, or other new issues arise.

## Strategic Health Initiatives

- ✔ **Access to Quality Care**  
Improve availability and affordability of healthcare services for all Georgians.
- ✔ **Behavioral Health**  
Increase access and funding to behavioral health services throughout the state.
- ✔ **Healthcare Liability Reform**  
A multi-year legislative effort to modernize Georgia's tort laws to protect the healthcare community's ability to provide high-quality care to all.
- ✔ **Rural Health**  
Increase financial stability of rural hospitals and enhance access to care for rural communities.
- ✔ **Workforce**  
Increase the number of qualified and job-ready healthcare staff.

# Financial Review

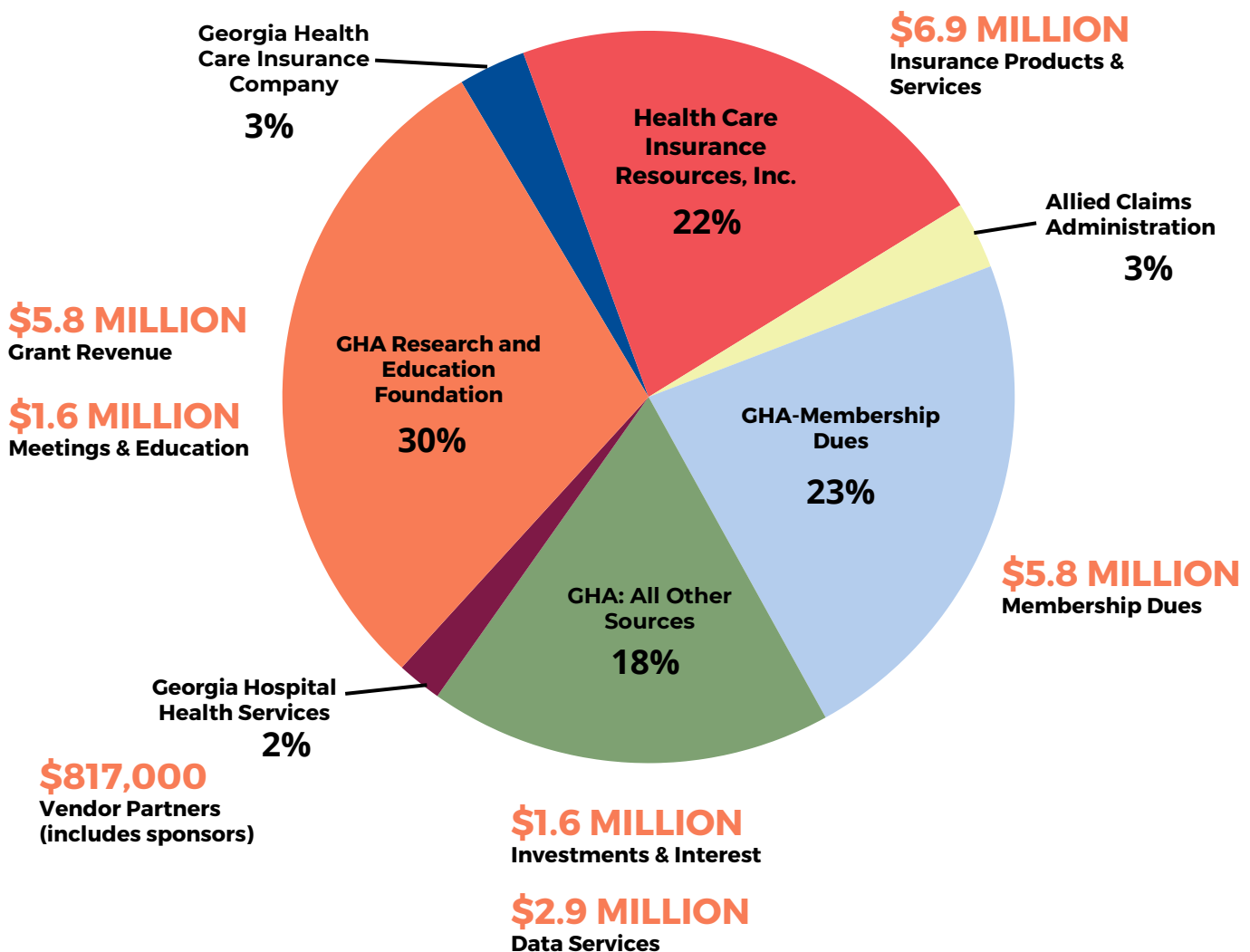
GHA has worked to ensure a certain level of financial transparency between our organization and member hospitals. Additionally, we examined our service lines to deliver value in terms of cost, revenue, structure, and performance. We also examined our sources of revenue and made sure we spent those funds in alignment with our priorities, to be most effective for our hospitals.

We are continually exploring ways to ensure ongoing sustainability with sufficient non-dues revenue to maximize our value to members.

## 2024 Revenue Sources

GHA's goal is to ensure that **less than 30%** of our revenue comes from GHA member dues. In 2024, member dues accounted for **23%** of \$25.4 million in revenue.

### Revenues by Operational Area and Affiliates



Information unaudited and as of Jan. 30, 2025.



# 2024 annual report

380 Interstate North Parkway SE  
Suite 150  
Atlanta, GA 30339  
770-249-4500

[www.gha.org](http://www.gha.org)