EDITOR’S NOTE:

Dear Readers,

In our continuing effort to provide the best possible content in the timeliest manner, we are retiring the Trending Topics newsletter that ran every other month. Instead, we will be increasing the frequency of Trustee Insights to a monthly schedule. We sincerely appreciate your readership and look forward to continuing the delivery of new, dynamic resources to support the important work you do with your hospitals and health systems. As always, we welcome your feedback.

Sincerely,

Sue Ellen Wagner

POPULATION HEALTH

Building Hospital-Community Partnerships
By Erica M. Osborne and Cindy Fineran
Health care governing boards must consider how partnering can better address the social needs of community members.

STRATEGIC PLANNING

CEO Selection in a COVID-19 World
By Kim Russel
Though hospital and health system boards have always evaluated many factors when selecting a new executive leader, the coronavirus experience calls for considering other important elements.

COVID-19

Perspective: Wearing a Mask Is Not a Political Statement … It Saves Lives
By Rick Pollack
AHA President and CEO Rick Pollack urges Americans to take three simple actions to stop the spread of COVID-19 and to heed the advice of public health officials during the pandemic.

RESOURCES

Americans View Hospitals Favorably and Support Additional Financial Aid
Results from new public opinion polling show that Americans overwhelmingly support hospitals and recognize the need for further aid as front-line health care providers work to defeat COVID-19.

STRATEGIC PLANNING

Revisiting Strategy Due to COVID-19
By Pamela R. Knecht
Working together, hospital and health system boards and executive teams should examine the pandemic’s implications for their organizations, to set strategic direction and better serve patients and communities.