

PatientRightsAdvocate.org Presents Robert Wood Johnson University Hospital with Price Transparency Champion Award

Hospital honored for posting all actual prices and putting patients first

Today, PatientRightsAdvocate.org (PRA) announced that Robert Wood Johnson University Hospital (RWJUH), an RWJBarnabas Health facility in New Brunswick, NJ, will receive PRA's new *Price Transparency Champion Award*, which recognizes U.S. hospitals and hospital systems that are demonstrating an extraordinary commitment to full price transparency to empower patients to compare prices and lower their costs. See the full release [here](#).

"I congratulate Robert Wood Johnson University Hospital on this distinction and applaud them for being a true champion for New Jersey's patients and healthcare consumers," said PRA Founder and Chairman Cynthia Fisher. "By fully complying with [the federal transparency rules](#), Robert Wood Johnson University Hospital is leading the way and doing its part to support every patient's right to accurate, upfront prices. We are at the beginning of the great reveal of all pricing data online. When every U.S. hospital matches this hospital's transparency, patients and care purchasers will be empowered to compare prices and plans, lower their costs, and protect themselves from overcharges. PRA is proud to salute RWJUH for having the integrity to post all their prices and for setting an example for all other hospitals in America to follow."

"RWJUH, through its deep partnership with Rutgers, The State University of New Jersey, is committed to serving our communities as a resource for health and well-being," said Jim Alexander, Chief Financial Officer at Robert Wood Johnson University Hospital. "Our obligation to adhere to federal law, as well as to provide as much information as possible to empower our patients and their caregivers to understand the cost of health care, and the resources available to manage those costs, are fundamental to our academic health mission. We are honored to be recognized by PRA."

The introduction of the Price Transparency Champion Award comes after last month's release of PRA's [fifth Semi-Annual Hospital Price Transparency Compliance Report](#), which revealed that only 36% of U.S. hospitals reviewed are in full compliance with the federal Hospital Price Transparency Rule, including only 41% of hospitals (12 of 29) in New Jersey.

Each hospital receiving PRA's Price Transparency Champion Award has distinguished itself in terms of exemplary transparency compliance, in some cases showing a record of significant improvement, and demonstrating a steadfast commitment to putting patients over profits.

A total of ten hospitals and five hospital systems nationwide were awarded PRA's inaugural Price Transparency Champion Award. They are:

- Baton Rouge General - Mid City – Baton Rouge, LA
- Grandview Medical Center – Birmingham, AL
- Mercy Hospital Downtown Bakersfield – Bakersfield, CA
- MetroHealth Medical Center – Cleveland, OH
- Pullman Regional Hospital – Pullman, WA

- Ridgeview Medical Center – Waconia, MN
- Robert Wood Johnson University Hospital – New Brunswick, NJ
- Rush University Medical Center – Chicago, IL
- Saint Tammany Parish Hospital – Covington, LA
- UW Health University Hospital – Madison, WI
- Kaiser Permanente – Oakland, CA
- Community Health Systems – Franklin, TN
- Universal Health Services – King of Prussia, PA
- CommonSpirit Health – Chicago, IL
- LifePoint Health – Brentwood, TN

About PRA

PatientRightsAdvocate.org (PRA) is a leading national healthcare price transparency organization dedicated to ushering in systemwide transparency through advocacy, testimony, media, legal research, and grassroots campaigns. PRA believes that the availability and visibility of actual, upfront healthcare prices will greatly lower costs for patients and employers through a functional, competitive healthcare marketplace.

[Click here](#) to view PRA's "[Patient Voices](#)" ad campaign.

About Robert Wood Johnson University Hospital

Robert Wood Johnson University Hospital (RWJUH) in New Brunswick, an RWJBarnabas Health Facility, is a 640-bed hospital that is New Jersey's largest academic medical center through its deep partnership with Rutgers Robert Wood Johnson Medical School. RWJUH is the flagship Cancer Hospital of Rutgers Cancer Institute of New Jersey, and other Centers of Excellence include cardiovascular care from minimally invasive heart surgery to transplantation, cancer care, stroke care, neuroscience, orthopedics, bariatric surgery and women's and children's health services including The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital (www.bmsch.org). A Level 1 Trauma Center and the first designated Pediatric Trauma Center in the state, RWJUH's New Brunswick campus serves as a national resource in its ground-breaking approaches to emergency preparedness. Learn more at www.rwjbh.org/newbrunswick.