

# **PatientRightsAdvocate.org Presents UW Health University Hospital with Price Transparency Champion Award**

*Hospital honored for posting all actual prices and putting patients first*

Today, [PatientRightsAdvocate.org](http://PatientRightsAdvocate.org) (PRA) announced that UW Health University Hospital in Madison, WI, will receive PRA's new *Price Transparency Champion Award*, which recognizes hospitals and hospital systems in the United States 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 UW Health on this distinction and applaud them for being a true champion for Madison's patients and healthcare consumers," said PRA Founder and Chairman Cynthia Fisher. "By fully complying with the [federal transparency rules](#), 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 University 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 University Hospital for having the integrity to post all their prices and for setting an example for all other hospitals in America to follow."

"At UW Health, remarkable health care goes beyond the excellent medical care our patients receive," said UW Health CEO Dr. Alan Kaplan. "It is about the experience our patients and their families have throughout their care journey, including their experience with our facilities, staff, communications and the cost of care. We put a lot of hard work and effort into making our patients' experience great on every level because we believe it is vital to the health and wellness of our community."

To celebrate and honor University Hospital's outstanding price transparency, PRA will also be placing a billboard in Madison with a message of congratulations.

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 49% of hospitals (21 of 43) in Wisconsin.

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 – 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.*