

**This year, the IRS will compel your hospital to expose its inner workings.  
Are you ready to tell the story behind the complex issues and relationships?**

Beginning this year, new IRS rules have created unprecedented access to the internal workings of your hospital organization, thanks to significant changes in your annual Form 990 filing.

Because of perceived abuses in non-profit status by some of the nation's largest healthcare providers, your facility is now under more intense IRS scrutiny and must provide more information about senior employee salaries, benefits, relationships with board members and related party transactions involving outside suppliers, real estate and other key business needs of your hospital organization. **For the first time, the narrative portion of the form is as important as the numbers.**

**Ensuring you control your hospital's Story**

Without proper explanation, it will be easy for hospital critics, community health advocates, the news media, and others to take your new Form 990 filing and misrepresent —intentionally or unintentionally — the complex issues and relationships that have enabled your hospital organization to become a community asset over decades of exemplary service.

Don't let this happen to you. WordWrite can help your senior leadership and board communicate the complex issues and relationships that support your hospital organization in the community through a strategic communications plan that provides the appropriate amount of information delivered in intervals that allow all stakeholders to process and easily understand the information. We can help you explain key employee compensation and how it's determined; and put interested person and business transactions in proper context, all the while keeping in mind the public's perception of a non-profit and how that will be affected when these sensitive issues are publicly disclosed.

Form 990 compliance has always been an intensive and fundamental regulatory process. Now, it has become a communication exercise as well, one that you must tackle proactively if you are to effectively manage the sensitive new information that will be available to your stakeholders.

## **Telling a compelling story that comes to life**

Unfortunately, nearly all industry, IRS and professional association guidance on the new Form 990 compliance requirements focuses on how to value and present numeric facts. Explaining the inner workings of your hospital organization, including the pay of senior leaders, board member business interactions with the institution, and other complex issues, requires a narrative presentation — a story that supports your institution's mission.

That's where WordWrite can help. As corporate storytellers with deep experience in non-profit healthcare, we can help you tell your story in a way that satisfies the community as well as the IRS. Let us help you meet the new IRS challenge to tell your story as well as you have historically reported the numbers that support it.

WordWrite's StoryCraft 990 is the perfect support for your IRS not-for-profit filing. We help uncover and highlight your institution's tangible, authentic story in a way that drives home the many benefits you provide to your local communities.

With StoryCraft 990, you go a step further by providing a clear and compelling narrative story that brings to life your statistical performance and proactively addresses issues such as board relationships, related party transactions and other unavoidable aspects of doing business that might otherwise be misconstrued in the new Form 990 process.

## **Here's How It Works**

Starting from the data that drives your 990 filing, WordWrite partners with executive and communications leaders in your institution to develop your story into an authentic, lucid and integrated "narrative" that effectively shares your community benefit mission.

This is your story, developed specifically from the history and current services of your institution. It reflects the dynamics of the communities you serve and the intricacies of operating a health system in today's environment and focuses on a wide range of issues such as your institution's economic impact, clinical access and community vibrancy. Then, WordWrite delivers a comprehensive plan that specifies when, where and how you communicate this important story, in the appropriate schedules of the form, including Schedule H, and more importantly, beyond.

WordWrite's StoryCraft 990 is a strategic, comprehensive approach to meeting the significant demands of the new Form 990 reporting process. Through a collaborative, well-conceived effort, your institution can develop a proactive communications plan that heightens community appreciation of your facility and helps stakeholders understand the intricacies and the pressures of operating a hospital in the 21<sup>st</sup> century.

Best of all, WordWrite can perform as much or as little of the story distribution tasks as you like, and of course, we are always available to counsel you and your staff.