A Union of Professionals

Asante Talking Points

Asante’s anti-union leadership

- Tom Gessel, Asante CEO



- Jon Cooper, Asante Rogue Regional Medical Center CEO



Sources: https://rv-times.com/2023/06/28/asante-to-welcome-new-president-and-ceo-in-september/, https://news.bloomberglaw.com/daily-labor-report/hospital-illegally-withheld-pay-from-nurses-nlrb-judge-says, https://www.linkedin.com/in/jon-cooper-9b73856/, https://pnhp.org/news/silencing-nurses-endangers-patients-care/, https://www.nytimes.com/2009/04/21/business/21labor.html

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The people who hired them

- Asante's board of trustees is a mix of financial interests, local business leaders and those with longstanding relationships with Asante

Patricia Wintemute
Board Chair
Retired Financial Analyst

Tom Walker
Vice Chair
CEO, Adroit Construction

Steve Roe
Treasurer
General Manager,
Roe Motors

Casey Shillam, RN
Secretary
Provost,
Southern Oregon University

Susan Binette
Retired RN

Miroslav Bobek, MD
Physician and Surgeon,
Southern Oregon Neurosurgery

Carol Christlieb
Retired RN & Professor Emeritus,
OHSU School of Nursing at SOU

Nicole Cowley, DO
Physician, Internal Medicine,
Asante Physician Partners

Stephen Gambee
President,
Sellwood Ventures, LLC

Tom Gessel
President and CEO,
Asante

Joan McBee
Professor Emeritus,
Southern Oregon University

Royal Standley
President and CEO,
Oregon Pacific Financial Advisors, Inc.

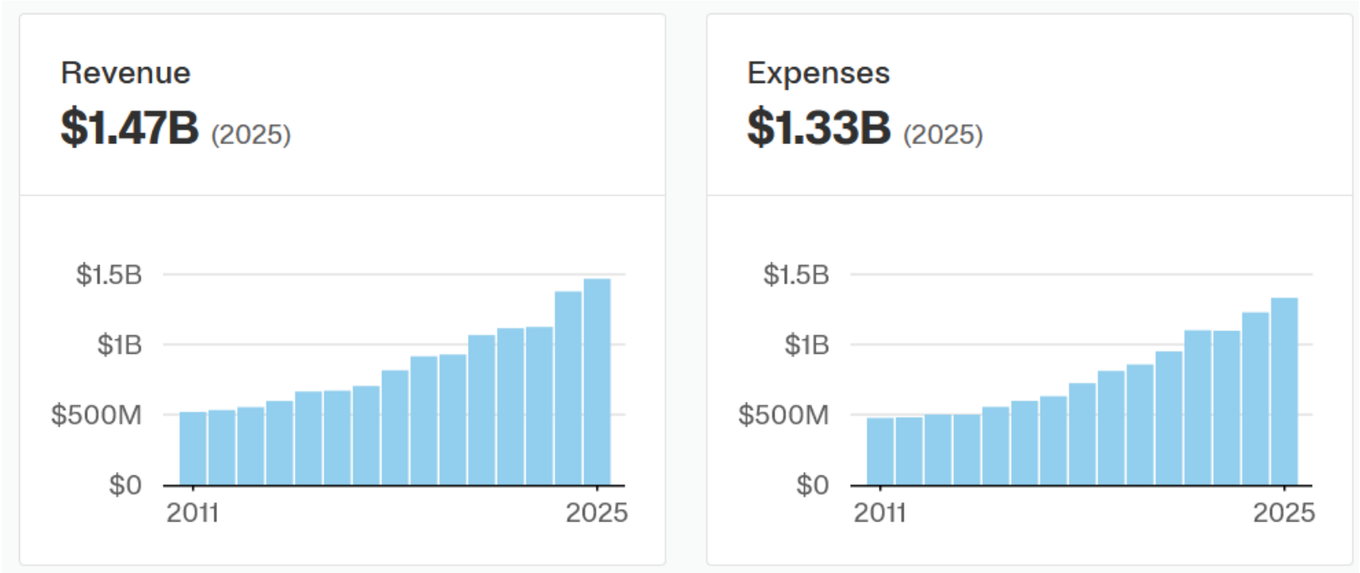
Sources: https://www.asante.org/about-us/board-of-directors/

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Asante’s financial picture (is probably better than they claim)

- Despite Asante’s claims of poverty as justifications for layoffs, Asante was the most profitable hospital system in OR from 2013 to 2023 with a profit margin of over 7%

- Asante brought in $1.4 billion in revenue for the fiscal year that ended in August 2025 and brought in $135 million in profit, a 9% operating surplus



Profit margin is the representation of how much money, in percentage, an organization keeps as profit when factoring in its net income and expenses

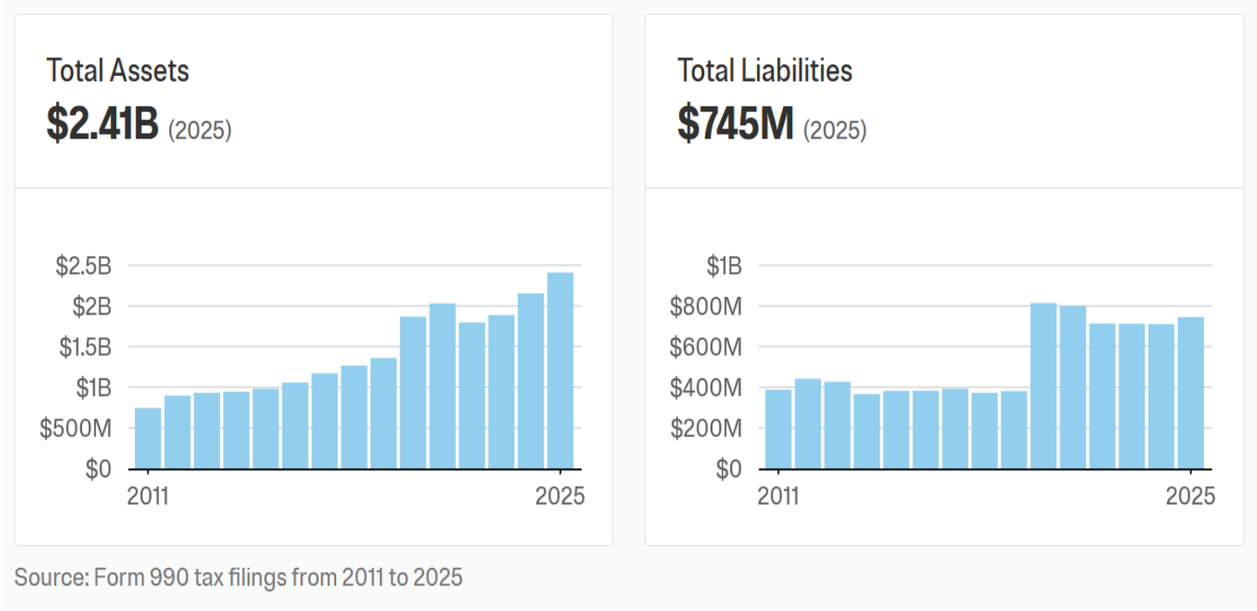
Operating Surplus measures the amount of money an organization brings in minus certain expenses and measures, like money in a bank after everyday expenses but before long-term bills like rent

Sources: https://familycare.health/hospitalreport/, https://www.fitchratings.com/research/us-public-finance/fitch-revises-outlook-on-asante-health-or-to-stable-affirms-a-ratings-16-12-2024 , https://projects.propublica.org/nonprofits/organizations/930223960

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Asante’s financial picture (is probably better than they claim)

- In 2024, Asante maintained 240 days cash on hand, which was higher than the national median for healthcare systems



Days cash on hand tracks the number of days an organization could continue to operate with assuming all incoming money would suddenly stop while their expenses remained the same.

Sources: https://projects.propublica.org/nonprofits/organizations/930223960, https://www.beckershospitalreview.com/finance/days-of-cash-on-hand-at-20-health-systems/

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Asante’s financial picture (is probably better than they claim)

- Asante’s latest unaudited quarterly financial statements from the second quarter of 2026 show that the hospital has continued to remain profitable in its most recent period

- Total assets for the hospital increased by 8% while liabilities decreased by 10.2% when compared to the same quarter in the previous year

- Additionally, Asante brought in record revenue for the quarter at $1.139 billion with a profit of over $60 million when factoring in expenses

Assets represent all the physical holdings an organization might have along with things like cash, the value of licenses and trademarks and other resources which can be given a value

Liabilities are the debts and other obligations or financial responsibilities an organization might have

Sources: https://emma.msrb.org/P22078192-P21579106-P22040049.pdf

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Asante’s financial picture (is probably better than they claim)

- Additionally, Asante brought in record revenue for the quarter at $1.139 billion with a profit of over $60 million when factoring in expenses

Quarterly financial results give the most up-to-date information, but can be an incomplete picture as it can only account for 1/4th of the financial year

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Asante is charging more for the same services

- Asante Rogue Regional Medical Center has the 5th lowest cost to charge ratio in the state of Oregon, with Ashland not far behind

Cost to charge ratios are a measure of what Centers for Medicare & Medicaid Services (CMS) determines the cost of medical procedures for Medicare patients should be divided by how much the individual hospital then charges CMS for these procedures, meaning that the lower the decimal is from 1.000, the more the hospital charges in markups.

Hospital name (CAH = critical access hospital)	**Adjusted cost-to-charge ratio effective 4/1/26**	**Notes**	**Adjusted cost-to-charge ratio 4/1/25 – 3/31/26**	**Notes**	**Adjusted cost-to-charge ratio 4/1/24 – 3/31/25**	**Notes**	**Adjusted cost-to-charge ratio 4/1/23 – 3/31/24**	**Notes**
Adventist Health Columbia Gorge ***Formerly Mid-Columbia Medical Center***	1.000	1	0.572		1.000	1	1.000	1
Adventist Medical Center, Portland *Adventist Health System/West	0.295		0.304		0.312		0.267	
Asante Ashland Community Hospital	0.365		1.000	1	1.000	1	0.379	
Asante Rogue Regional Medical Center Hospital	0.318		0.316		0.349		0.315	
Asante Three Rivers Medical Center	1.000	1	1.000	1	1.000	1	1.000	1

Sources: https://wcd.oregon.gov/Bulletins/bul_290.pdf

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While charging more, Asante has let its CMS scores drop

Value-Based Purchasing Program

Federal Fiscal Year	Total Performance Score	National Percentile	Payment Adjustment
2026	35.42	70.00%	0.44%
2025	33.75	83.00%	1.02%
2024	33.00	85.00%	1.13%
2023	*N/A	*	*0.00%
2022	*N/A	*	*0.00%
2021	46.00	86.00%	0.95%
2020	56.17	92.00%	1.15%
2019	45.83	77.00%	0.61%
2018	37.83	56.00%	0.19%
2017	32.25	45.00%	-0.02%
2016	32.61	28.00%	-0.17%
2015	42.75	58.00%	0.15%
2014	53.84	73.00%	0.16%
2013	55.43	51.00%	0.02%

The latest year saw performance scores drop

Compared to the highs had Asante previously

* No Total Performance Scores (TPS) or payment adjustment due to COVID-19.

Sources: https://www.ahd.com/quality.php?hcfa_id=b1da18cfaed71b9518b66276aae805e9&ek=b570f62f4f4b4ea4ae0e3b44173c3962 (subscription required), https://www.kezi.com/news/regional/asante-warns-of-a-projected-50m-shortfall-leading-to-300-job-cuts/article_17a661c9-54e7-56d8-b4f1-25d1c4a3aef9.html

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While charging more, Asante has let its CMS scores drop

The Centers for Medicare & Medicaid Services (CMS)'s hospital value-based purchasing program seen in the previous chart is used to adjust payments from CMS for Medicare payouts thus incentivizing better performing hospitals, which given 75% of Asante's Patients use Medicare or Medicaid, means a lot.

This means that a drop in the hospital's total performance score leads to a drop in how much the hospital gets paid for patients covered by Medicare. While Asante is still seeing a positive payment adjustment in its CMS payments, the decrease in scores ultimately leads to less money coming into Asante, placing a direct connection between performance and income

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Oregon requires hospitals to spend certain amounts on community benefit programs

- The state of Oregon has since 2019, set minimum floors for hospitals to spend on services such as charity care, uncompensated Medicaid treatments and community health programs, which it calls community benefit spending.

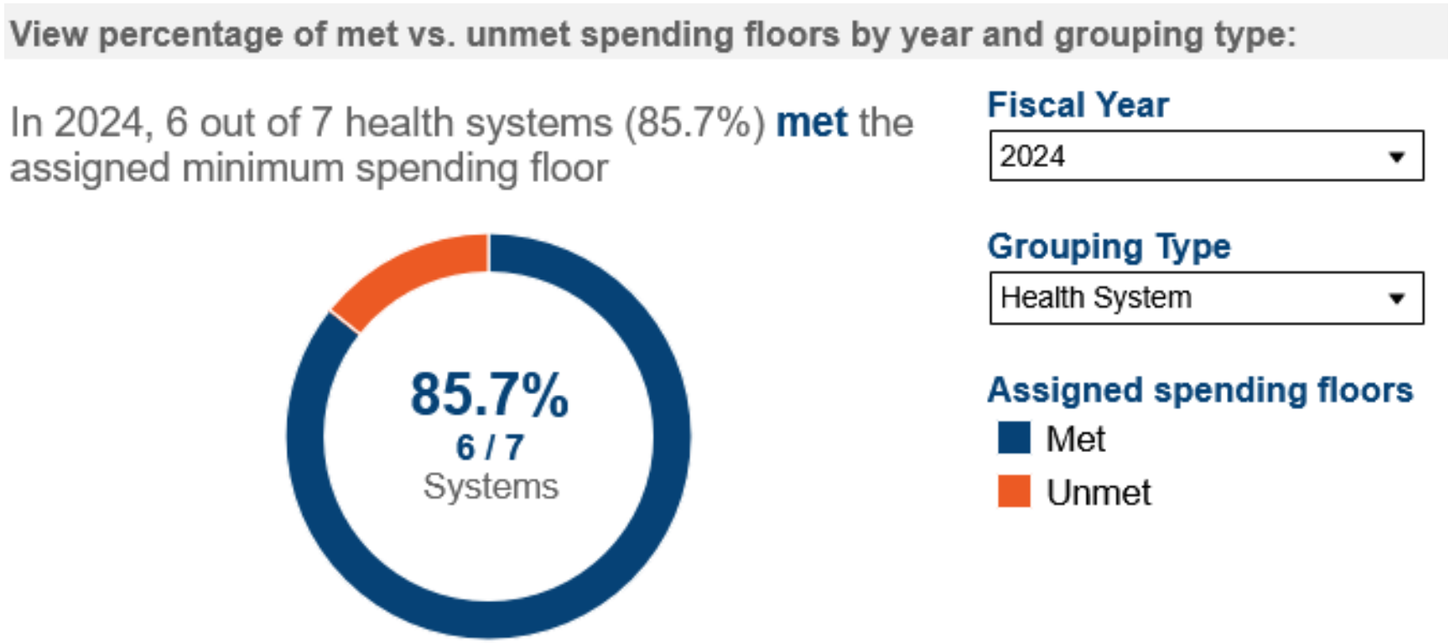
- These floors are determined based upon how much revenue a hospital makes

Sources: https://www.oregon.gov/oha/hpa/analytics/pages/hospital-community-benefit-db.aspx, https://www.thelundreport.org/content/most-oregon-hospitals-exceed-state-charitable-spending-targets-increasing-number-fall-short, https://www.oregon.gov/oha/HPA/HP/Pages/061-Asante-SCSO.aspx, https://rv-times.com/2026/05/08/medford-surgery-center-to-close-after-three-decades/ , https://impact.asante.org/oregon-cbr/

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Asante’s decreased Community Benefit spending

- After spending over $161 million in community benefits in 2022, Asante spent $70 million less in 2024, missing the state mandated spending floor.
- This meant Asante had the largest shortfall from its community benefit spending floor of any hospital system in the state, both by percentage and total dollar amounts
- Asante was the only health system to miss its spending floor that year



Sources: https://www.oregon.gov/oha/hpa/analytics/pages/hospital-community-benefit-db.aspx, https://www.thelundreport.org/content/most-oregon-hospitals-exceed-state-charitable-spending-targets-increasing-number-fall-short, https://www.oregon.gov/oha/HPA/HP/Pages/061-Asante-SCSO.aspx, https://rv-times.com/2026/05/08/medford-surgery-center-to-close-after-three-decades/ , https://impact.asante.org/oregon-cbr/

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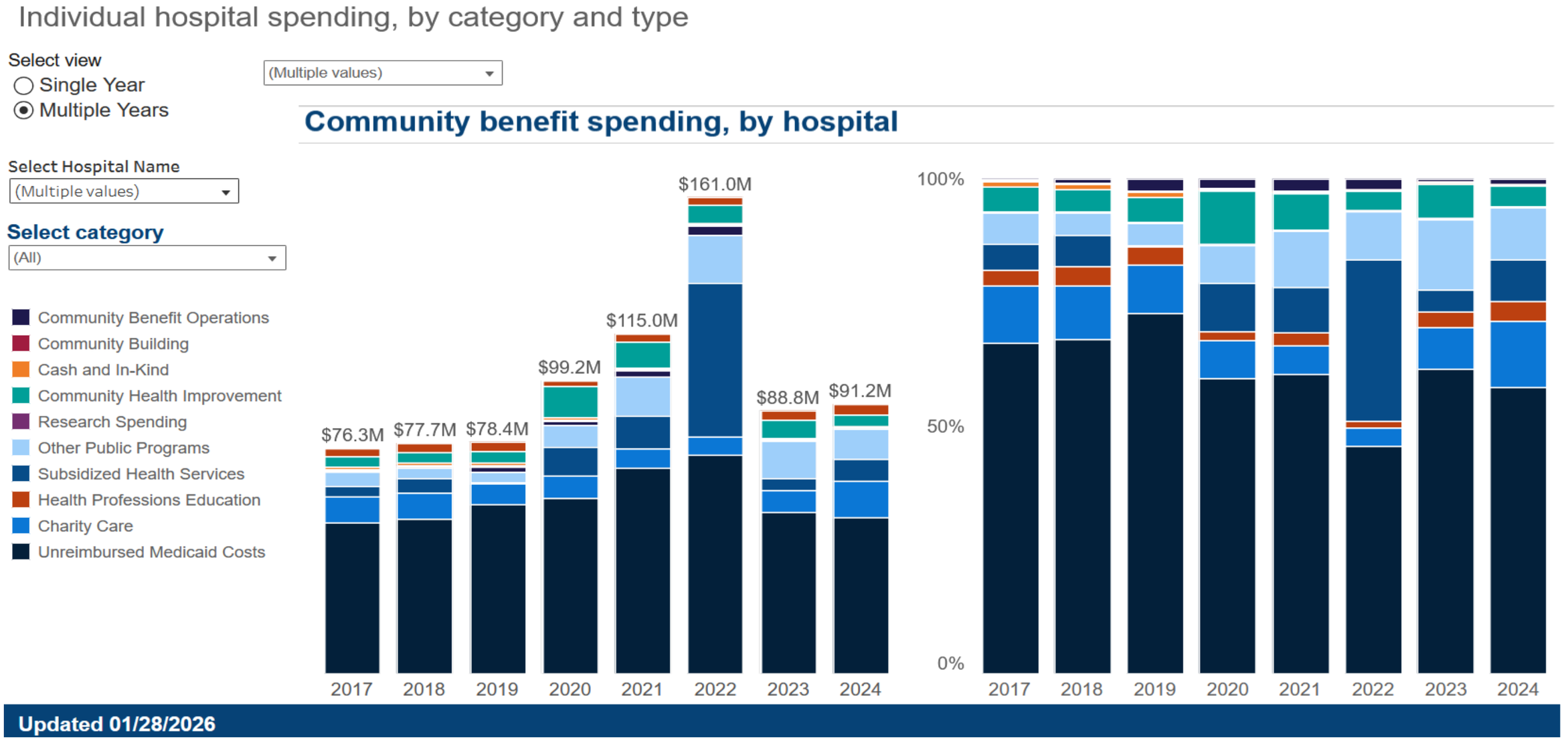
Asante's decreased Community Benefit spending

- Following Asante missing out on it spending floor in 2024, OHA sent a letter asking for an explanation as part of a review of Asante's acquisition of a surgery center.
- Asante refused to provide information on why its community benefit spending had dropped so precipitously, claiming that it believed that the question was "not required to satisfy the criteria and standards of review" of the surgery center acquisition.
- Asante then filed for an emergency exemption from OHA's review procedures, claiming that the OHA's demands would be too costly and time-consuming. Asante ultimately withdrew its application and closed the surgery center.

Sources: https://www.oregon.gov/oha/hpa/analytics/pages/hospital-community-benefit-db.aspx, https://www.thelundreport.org/content/most-oregon-hospitals-exceed-state-charitable-spending-targets-increasing-number-fall-short, https://www.oregon.gov/oha/HPA/HP/Pages/061-Asante-SCSO.aspx, https://rv-times.com/2026/05/08/medford-surgery-center-to-close-after-three-decades/ , https://impact.asante.org/oregon-cbr/

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Asante’s Community spending drop charted

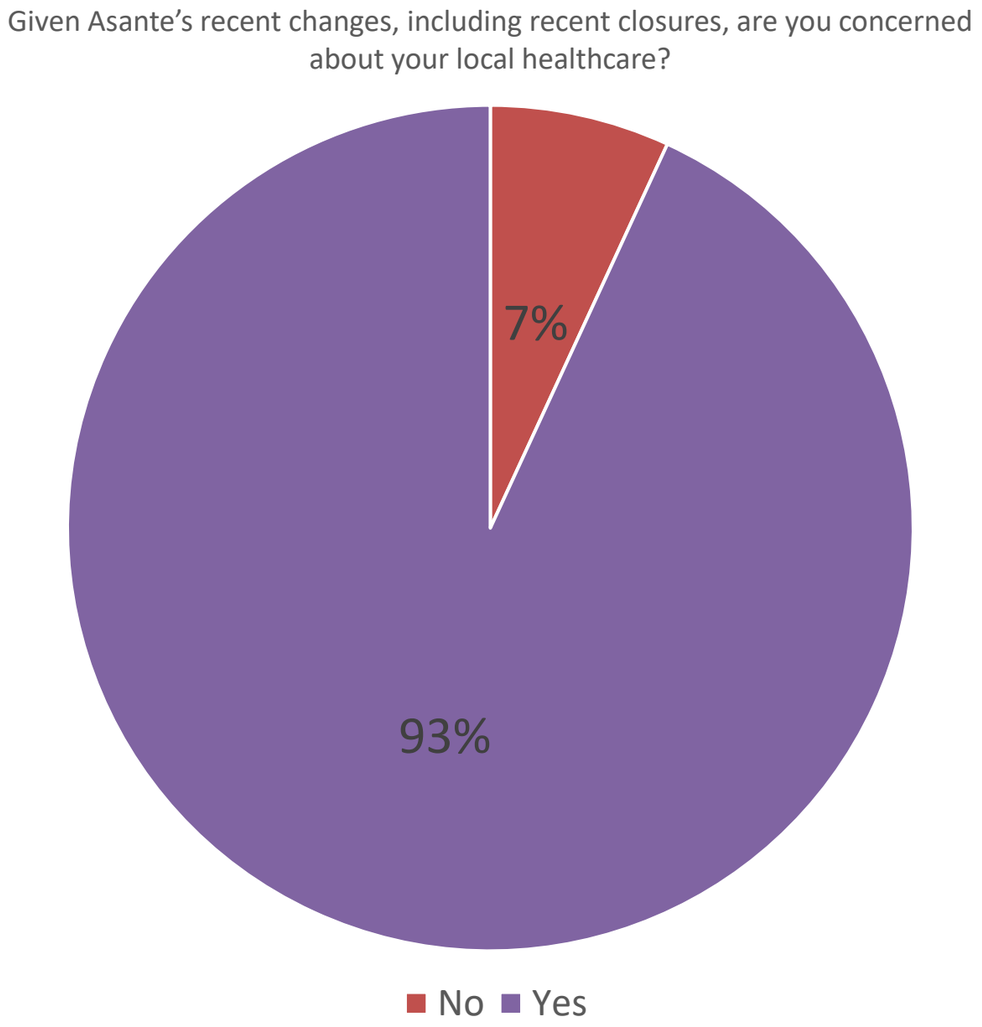


Sources: https://www.oregon.gov/oha/hpa/analytics/pages/hospital-community-benefit-db.aspx

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Asante patients are concerned

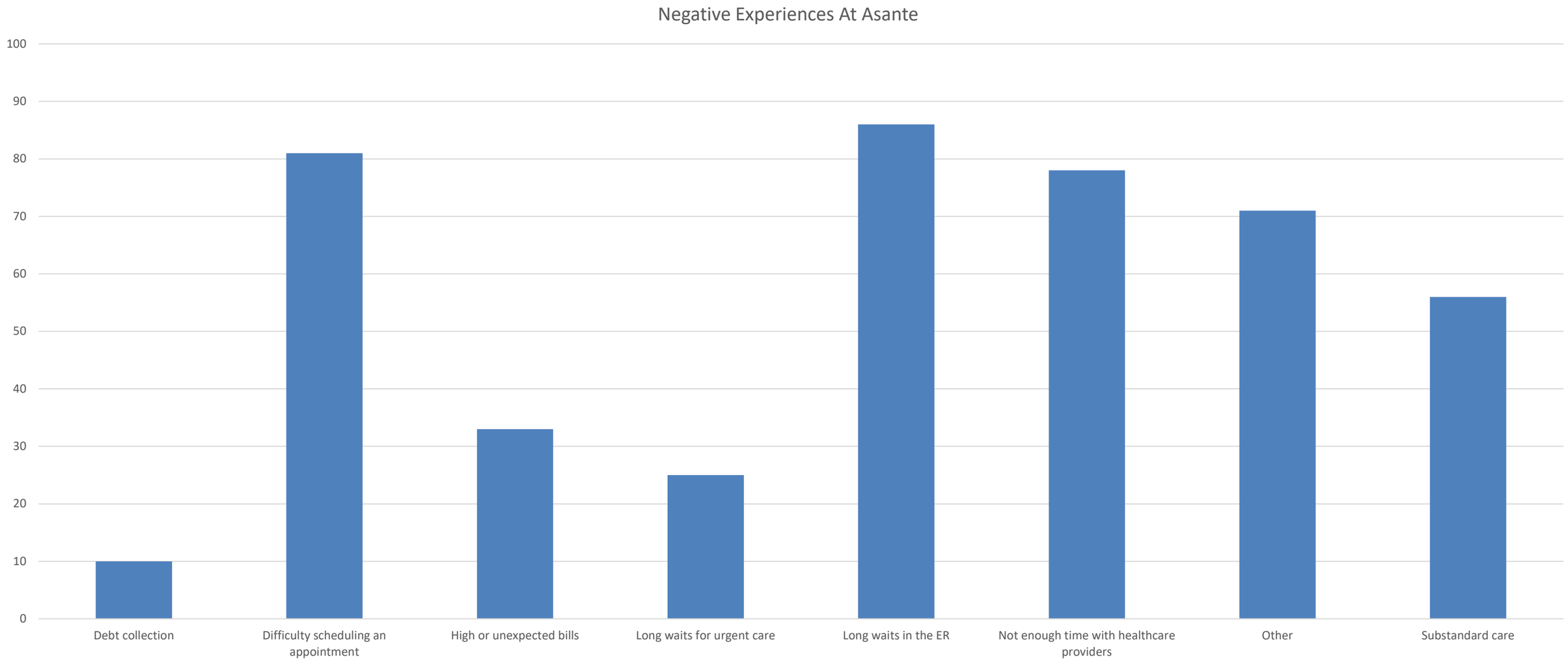
- A survey was conducted looking at Asante patients as well as other members of the community.
- The overwhelming majority of respondents claimed that they were worried about Asante's actions impacting their healthcare



Sources: Asante Patient Survey data

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Patient areas of concern



Sources: Asante Patient Survey data

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Meanwhile Asante is spending its money on…

Debt collection cases handled by a third-party operator which account for 1 out of every 10 medical debt collection cases in the state

Over $1.1 million to four different “labor relations consultants” seeking to disrupt union acitivites

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Asante’s medical debt collection

- Asante has been the named creditor (the one who collects) for 1 out of every 10 medical debt cases in the state of Oregon. This is more than double the 2nd place hospital system, St. Charles

- Asante utilizes a third-party provider called General Credit Service, Inc., which is based in Medford and has faced 28 complaints to the Oregon Department of Justice

Sources: https://dollarfor.org/wp-content/uploads/2023/07/PointlessDebt-_OregonReport_DollarFor.pdf, https://justice.oregon.gov/consumerssearch/, https://www.consumerfinance.gov/data-research/consumer-complaints/search/?company=General%20Credit%20Service%20Inc.&dateRange=All&date_received_max=2026-05-11&date_received_min=2011-12-01&page=1&searchField=all&searchText=General%20Credit%20Service&size=25&sort=created_date_desc&state=OR&tab=List

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Asante’s debt collection on individuals who could potentially qualify for financial aid

- Reporting done by Dollar For showed medical debt collection cases that were filed by General Credit Service on behalf of Asante that targeted patients below the threshold for financial assistance in the state

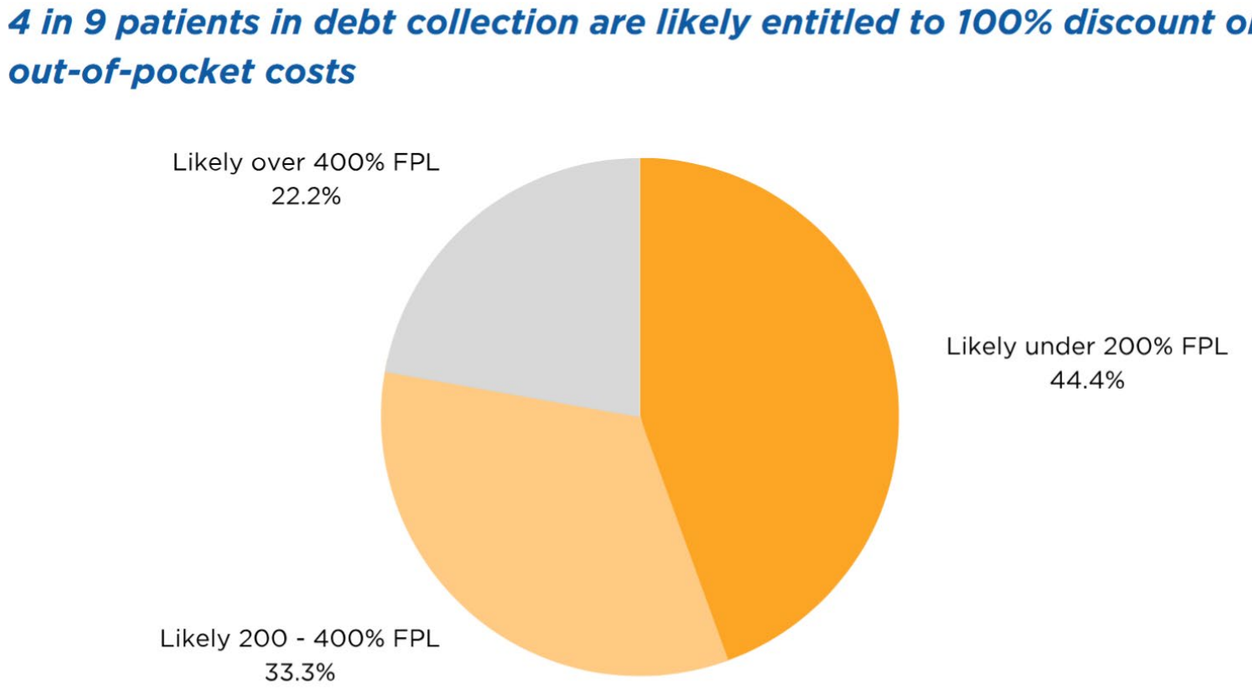


Figure 4: Estimated defendant FPL in St. Charles garnishment cases Q1 2022

Sources: https://dollarfor.org/wp-content/uploads/2023/07/PointlessDebt-_OregonReport_DollarFor.pdf, https://rv-times.com/2023/07/19/asante-poorly-screens-patients-for-charity-care-sues-large-numbers-for-medical-debt-advocacy-group-says/

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Asante’s unionbusting spending

- In August 2024, Asante disclosed its use of a singular “labor relations consultant” (unionbuster) to the Department of Labor
- Asante claimed in its filing to have only spent $160,962 in a cash payment made in 2023 to Government Resources Consultants of America

9.b. Name and address of person with whom or through whom a separate agreement was made or to whom payments were made.	9.d. Name and address of firm or labor organization with whom employed or affiliated.
Name: Raymond Rosenbach **P.O. Box., Bldg., Room No., if any:** **Street:** 75 Commerce Dr **City:** Grayslake **State:** IL **ZIP Code + 4:** 60030	**Organization:** Government Resources Consultants of America, I **P.O. Box., Bldg., Room No., if any:** **Street:** 75 Commerce Dr **City:** Grayslake **State:** IL **ZIP Code + 4:** 60030

10.a. Date of the promise, agreement, or arrangement pursuant to which payments or expenditures were agreed to or made.	10.b. The promise, agreement, or arrangement was:
02/02/2023	[X] Oral [ ] Written* [ ] Both (*Written agreements entered into during the fiscal year must be attached.)

11.a. Date of each payment or expenditure (mm/dd/yyyy).	11.b. Amount of each payment or expenditure	11.c. Kind of each payment or expenditure (Specify whether payment or loan, and whether in cash or property)
07/07/2023	$160,962	cash

Sources: https://olmsapps.dol.gov/query/orgReport.do?rptId=896623&rptForm=LM10Form

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Asante’s unionbusting spending

- However, filings filed by the anti-union firms themselves showed that Asante spent over $1.1 million in 2023 to four different labor relations consultants

- Since its 2024 filing, Asante has not filed any further disclosures to the Department of Labor despite its continued unionbusting activities

Sources: https://olmsapps.dol.gov/query/orgReport.do?rptId=896623&rptForm=LM10Form, https://olmsapps.dol.gov/query/orgReport.do?rptId=884841&rptForm=LM21Form, https://olmsapps.dol.gov/query/orgReport.do?rptId=888043&rptForm=LM21Form, https://olmsapps.dol.gov/query/orgReport.do?rptId=890062&rptForm=LM21Form, https://olmsapps.dol.gov/query/orgReport.do?rptId=899417&rptForm=LM21Form

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Asante’s accumulating staffing penalties

$1,564,250

Penalties issued against Rogue Regional Medical Center for OHA’s misinterpretation of the staffing law; e.g. the nurse staffing committee refusing to approve a staffing plan that complies with mandated nursing ratios.

$44,250

Penalties issued against Rogue Regional Medical Center for *actual* isolated variance from legislated staffing ratios.

Sources: https://impact.asante.org/

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