Over $150 million invested in securing healthcare for New Yorkers

- Expanding Access to Care
- Keeping Healthcare Affordable
- Protecting Federal and State Funding for Healthcare
- Safeguarding Public Health
- Mobilizing Healthcare Voices in the Community

Healthcare Education Project: Bringing healthcare providers, consumers and caregivers together into a single, powerful voice.

“When it comes to the delivery of quality care, caregivers, hospitals and consumers all play an integral role. Standing together in this partnership to protect healthcare creates a powerful force that wins dynamic results for our patients and for the hardworking women and men who consistently provide dedicated, exceptional care.”

George Gabriel, President
1199SEIU
United Healthcare Workers East

“Our partnership with 1199SEIU has changed the face of healthcare in New York and across the nation.”

Ken Raske, President
Greater New York Hospital Association

The Healthcare Education Project
20 years of leading the fight for quality healthcare

A groundbreaking partnership between healthcare providers and caregivers.

An Unparalleled Record of Protecting and Expanding Access to Quality Healthcare

The Healthcare Education Project (HEP) is a unique labor-management collaboration between the 450,000 caregivers of 1199SEIU United Healthcare Workers East and the Greater New York Hospital Association. HEP’s mission is to protect and expand access to quality, affordable healthcare for all New Yorkers through education and advocacy.

“...standing together in this partnership to protect healthcare creates a powerful force...”

— Ken Raske, President

“...our partnership with 1199SEIU has changed the face of healthcare in New York...”

— George Gabriel, President

1199SEIU is the largest healthcare union in the world, representing over 450,000 caregivers employed in hospitals, nursing homes, home care, clinics and social services agencies in New York, Massachusetts, Maryland, the District of Columbia and Florida.

GNYHA is a trade association representing more than 250 not-for-profit hospitals and continuing care facilities, both voluntary and public, in the metropolitan area and throughout the state, as well as in New Jersey, Connecticut and Rhode Island.
1999 GNYHA and 1199SEIU form HEP. It pushes for funding to create Family Health Plus (FHP), which is enacted in 2000.

2000 “Cover Every Child” campaign in NYC reached 20,000 newborns to enroll their children in Medicaid and FHP.

2001 HEP and over 50 diverse organizations urge New York State to provide low-income legal immigrants access to Medicaid and Family Health Plus.

2003 HEP helped to restore $1 billion in proposed Medicaid cuts in Governor Pataki’s budget to hospitals and nursing homes.


2005 Medicaid enrollment campaign directed at eligible immigrants launched.

2006 Medicaid enrollment campaign directed at eligible immigrants launched.

2007 Healthcare cuts proposed in Governor Spitzer’s budget. Despite opposition, cuts are not enacted.

2008 Medicaid enrollment campaign directed at eligible immigrants launched.

2009 HEP started by “Cover New York” TV and print campaign aimed at increasing enrollment of Medicaid, FHP, and CHP eligible New Yorkers.

2010 HEP “Takes over” Beltway Metro stations with ads opposing federal budget cuts.

2011 HEP runs successful campaign in support of Governor Cuomo’s Medicaid Redesign Team recommendations.

2012 HEP helps New York’s public educational events on the health risks of sugary drinks and their link to obesity and diabetes, which are two major public health problems in New York State.

2013 HEP takes over Beltway Metro stations with ads opposing federal budget cuts.

2014 HEP launches public education campaign featuring Governor Cuomo urging New Yorkers to sign up as organ donors.

2015 MedCare Redesign plan launched.

2016 Breast cancer awareness campaign launched statewide to inform the public about New York State’s free breast cancer screenings initiative and drive calls to the state’s hotline.

2017 HEP runs major media ads in Washington, DC, to remind Congress about Ebola preparedness costs borne by hospitals, and ads in New York City thanking healthcare workers for their efforts.

2018 HEP continues successful media outreach to healthcare workers and hospital executives.

2019 and Beyond: 20 Years of Accomplishments

Full year-round public educational events on the health risks of sugary drinks and their link to obesity and diabetes, which are two major public health problems in New York State.