Consequence 1: Operating your business will become more costly.

- Patient loyalty will be under attack.
  - Only 90% of US patients consider a hospital’s reputation when choosing a healthcare provider, and 85% of patients say they would refuse a hospital or health system based on their reputation.
  - In some cases, patients will leave to work for a more active employer.
  - Staff retention already is on shaky ground; 40% of US health systems saw significant nonfinancial costs to recruit new personnel, for example.

- Health system expenditures will increase by at least 4% in 2022.
  - US hospitals up to 12% of their workforce.
  - Only 40% of US patients prefer a company with an ambitious sustainability plan over one with more modest goals.

- Staffing costs will increase.
  - Fierce Healthcare estimates that 57% of US health systems will lose out on revenue from local businesses.

- Operating your business will become more costly.
  - The US Securities and Exchange Commission has discussed requiring all publicly traded companies to publish their carbon footprints for at least 3 years.
  - Nearly 94% of US patients consider a hospital’s reputation when choosing a healthcare provider, and 85% of patients say they would refuse a hospital or health system based on their reputation.

Consequence 2: Staff will have to work in a more active environment.

- Organizations can act to alleviate the problem.
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Consequence 3: Payers will target providers who take a stand against climate change, especially as regulations require reporting of environmental impact data.

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