

Who Is Behind Hospital Watch

Background for Hospital and Health System Executives

September 2026

Key finding. Hospital Watch is not a stand-alone consumer watchdog. It is a project of Better Solutions for Healthcare, a 501(c)(4) advocacy organization whose publicly identified members include the two principal national health-insurance trade associations, AHIP and the Blue Cross Blue Shield Association, together with employer and benefits-purchaser organizations. Hospital Watch describes its mission as identifying corporate hospitals as a leading cause of rising U.S. health-care costs. [Hospital Watch](#)

Organizational Structure

Better Solutions for Healthcare lists six members: AHIP; Blue Cross Blue Shield Association; American Benefits Council; National Alliance of Healthcare Purchaser Coalitions; Public Sector HealthCare Roundtable; and National Association of Benefits and Insurance Professionals. Better Solutions describes itself as a national coalition of health insurers and employer groups. Its stated priorities include hospital competition, price transparency, hospital markups and billing practices. [Membership disclosure](#)

Funding and Financial Disclosure

Better Solutions reported \$1.8 million in 2024 revenue, all from contributions, following \$2.15 million in contributions in 2023. Its public Form 990 does not identify the organizations responsible for those contributions, so the full donor breakdown and each donor's share of Hospital Watch spending cannot be determined from public filings. There is documented direct insurer support: The Cigna Group disclosed \$50,000 in 2023 dues to Better Solutions, with 25 percent allocated to nondeductible lobbying expenses.

[Form 990 data](#) | [Cigna disclosure](#)

Leadership and Lobbying Relationships

Hospital Watch identifies Adam "Buck" Buckalew as senior adviser. Buckalew is also associated with ALB Solutions, which has represented Better Solutions in federal lobbying filings since 2023. Public lobbying data compiled from House and Senate disclosures show approximately \$550,000 in reported income to ALB Solutions from Better Solutions across 12 filings, including \$50,000 in the first quarter of 2026. ALB also represents insurance-sector clients. Those relationships do not establish that every ALB insurance client finances Hospital Watch. [Hospital Watch team](#) | [Lobbying records](#)

Advocacy Agenda

Hospital Watch's communications focus on hospital consolidation, facility fees, physician-practice acquisitions, price transparency, site-neutral payment and hospital markups. Its messaging distinguishes frontline physicians and nurses from hospital ownership and management. This frames affordability as a dispute over the role of large health systems, rather than criticism of individual clinicians. [Campaign description](#)

Bottom Line

Hospital Watch is best described as an advocacy project sponsored by a coalition with substantial insurance-industry and employer-purchaser participation. Its precise donor allocations are not publicly disclosed. Hospitals should therefore distinguish between what is documented - the sponsoring coalition's membership, Cigna's disclosed dues and Better Solutions' lobbying relationship with ALB Solutions - and what cannot yet be attributed to a specific insurer or advertisement.