

## Hospital Rate Increase

2/4/2026

### Executive High-Level Summary:

[DHS 120.09](#) requires hospitals to publicly disclose planned price increases for patient services by publishing a standardized notice in a local newspaper 30–45 days before the increase takes effect. The notice must clearly state the hospital’s identity, fiscal year, effective date of the increase, the total anticipated annualized percentage increase, details of recent prior increases, and a line-item breakdown of each service or charge being increased showing current and proposed prices, dollar and percentage changes. Hospitals must also explain the reason for the increase, follow specific formatting requirements to ensure visibility, and provide sufficient detail to allow the public to understand the scope and impact of the proposed price changes.

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### What you need to know about in DHS 120.09

This rule tells hospitals when and how they must publicly notify people if they plan to raise prices for certain patient services.

Link to the Admin Rule: [https://docs.legis.wisconsin.gov/code/admin\\_code/dhs/110/120](https://docs.legis.wisconsin.gov/code/admin_code/dhs/110/120)

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### Key definitions (what the terms mean)

- **Annualized percentage:** An estimate of how much the price increase will raise the hospital’s total revenue over a full year.
  - **Consumer Price Index (CPI) change:** The year-to-year percentage change in the CPI, used as a benchmark for inflation.
  - **Charge element:** A specific billable item or service (like room and board, lab tests, supplies, etc.) listed on a standard hospital bill.
  - **Class 1 notice:** A public notice published at least once in a local newspaper.
  - **Room and board:** Charges related to staying in a private or semi-private hospital room, including related services.
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## When notice is required

If a hospital plans a **reportable price increase**, it must:

- Publish a public notice **no earlier than 45 days and no later than 30 days before** the increase takes effect.
  - Publish the notice in a **local newspaper** where people in the community are likely to see it.
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## What the notice must look like

- The title must be **bold, all capital letters, and at least 18-point font**.
  - The rest of the text must be **at least 10-point font**.
  - All numbers must be written as **numerals** (not words).
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## What information the notice must include

DHS requires the notice to include **all of the following, in this order**:

1. A title:  
**“NOTICE OF PROPOSED HOSPITAL PRICE INCREASE FOR [Hospital Name]”**
2. The hospital’s address.
3. The start and end dates of the hospital’s fiscal year.
4. The **total expected price increase**, shown as an annualized percentage.
5. The **date the increase will take effect**.
6. The **date and size of the hospital’s most recent prior price increase**.
7. Any **other price increases in the year before that**, including dates and percentages.

8. A list of **each specific service or charge being increased**, showing for each:

- Current price per unit
- Proposed new price per unit
- Dollar amount of the increase
- Percentage increase

9. A clear **explanation of why the hospital is raising prices**.

10. Sample Notice of Hospital Price Increase

## NOTICE OF HOSPITAL PRICE INCREASE FOR

**Name of Hospital**

**Name and address of hospital**, has a fiscal year beginning January 1, 2026 and ending December 31, 2026. Notice is hereby given that pursuant to Wisconsin Administrative Code HFS 120.09, **Name of Hospital** Hospital will increase patient rates for the 12 month period by 3.0% on an annualized basis, starting January 1, 2026. The hospital's last price increase of 3.0% was on January 1, 2025.

Selected charge elements will change as follows:

Charge Element	Previous Rate	New Rate	Dollar Increase	Percent Increase
Room & Board -- Med/Surg	\$2,122.00	\$2,186.00	\$64.00	3.0%
Room & Board - Obstetric	\$2,122.00	\$2,186.00	\$64.00	3.0%
Room & Board - Hospice	\$2,122.00	\$2,186.00	\$64.00	3.0%
Room & Board - Nursery	\$1,379.00	\$1,420.00	\$41.00	3.0%
Labor & Delivery	\$2,546.00	\$2,622.00	\$76.00	3.0%
Circumcision	\$5,602.00	\$1,500.00	(\$4,102.00)	-73.2%
Intensive Care - General	\$4,138.00	\$4,262.00	\$124.00	3.0%
Mammogram - Bilateral	\$464.00	\$478.00	\$14.00	3.0%
Mammogram - Diagnostic Unilateral	\$664.00	\$684.00	\$20.00	3.0%
Mammogram - Diagnostic Bilateral	\$943.00	\$971.00	\$28.00	3.0%
Emergency Room - Level III	\$458.00	\$472.00	\$14.00	3.1%
Psychotherapy Visit	\$91.00	\$94.00	\$3.00	3.3%

These adjustments reflect rising costs in medical supplies, staffing, and facility operations, as well as the impact of reduced payments from government programs such as Medicare or Medicaid. These adjustments are necessary to ensure we can continue providing high-quality care to our community. Our rates remain competitive with, and in many cases lower than, those of other area hospitals offering comparable services.



### **Bottom line**

Before a hospital raises prices, it must **give the public advance notice**, clearly explain **how much prices are increasing, which services are affected, how recent increases compare, and why the increase is happening** — all in a standardized, easy-to-find public format.

### **Questions/Issues**

For questions or issues with uploading the data on the Rate Increase site, please contact Cindy Case at [ccase@wha.org](mailto:ccase@wha.org)