

# LEARN WHAT WE'RE DOING TO HELP IMPROVE HEALTHCARE QUALITY.

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## HELPING HOSPITAL TEAMS APPLY THE LATEST CLINICAL GUIDELINES

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- American Heart Association/American Stroke Association Get With The Guidelines® programs provide hospital teams with the most up-to-date research-based clinical guidelines for heart and stroke care. Studies have shown that consistent use of these guidelines increases survival rates and lowers patients' risk of ending back up in the hospital. Since 2001, Get With The Guidelines programs have touched the lives of more than four million patients.
- In 2012, the American Heart Association/American Stroke Association teamed with The Joint Commission and the Society of Cardiovascular Patient Care to launch a Certification and Accreditation program for hospitals that meet proven standards of care based on the latest clinical guidelines. The program helps you identify hospitals that meet these standards for the treatment of stroke, heart failure and heart attack by authorizing accredited and certified hospitals to display the American Heart Association's familiar Heart-Check mark.

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## HELPING EMERGENCY MEDICAL SERVICES (EMS) AND HOSPITAL TEAMS REMOVE OBSTACLES TO PROMPT CARE FOR SEVERE STROKE OR HEART ATTACK

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- Launched in 2007, Mission: Lifeline® helps communities by providing guidelines for fast, appropriate treatment of STEMI, the most severe form of a heart attack. EMS is one of the keys to improving that system of care.
- The American Stroke Association's Target: Stroke<sup>SM</sup> campaign helps healthcare teams by providing research-based strategies for reducing delays in treating the most severe form of stroke.

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## HELPING PHYSICIANS' OFFICES AND OUTPATIENT CLINICS APPLY GUIDELINES FOR CHRONIC DISEASE PREVENTION AND MANAGEMENT

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- A visit to the physician's office or clinic that does not involve an overnight stay is considered an outpatient visit. The American Cancer Society, American Diabetes Association and American Heart Association teamed up to create The Guideline Advantage™, a program that provides physician offices and outpatient clinics with the most up-to-date guidelines for chronic disease prevention and management as well as educational resources for their patients.

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## ADVOCATING FOR BETTER HEALTHCARE POLICY

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- The American Heart Association and American Stroke Association estimate that by 2030, the total cost of heart disease and stroke will be nearly \$1.5 trillion. That gives government at all levels a stake in improving healthcare. Through advocacy, the Association encourages public policies and resources designed to improve state and regional systems for heart disease and stroke care.

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## ADVANCING RESEARCH FOR MORE THAN 60 YEARS

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- Applying knowledge gained from research is one of the important ways the American Heart Association and American Stroke Association help support healthcare quality. Scientific research plays a significant role in updating guidelines for treating patients with heart disease and stroke. Association-supported research programs have contributed to many important scientific advances.