Share Your Success

Promotional Guidelines and Ideas for Get With The Guidelines®-Heart Failure and Get With The Guidelines®-Stroke Award-Winning Hospitals
Congratulations from the American Heart Association/American Stroke Association!

Because of your demonstrated success adhering to the latest treatment guidelines, your hospital has received a Get With The Guidelines® Performance Achievement Award.

Your dedication to improving care for patients deserves to be celebrated. These promotional guidelines contain information and tools to help you share your success with your organization and your community.

These guidelines apply only to hospitals that have received a Get With The Guidelines Performance Achievement Award. If your hospital is interested in applying for recognition, visit Heart.org/Quality.
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Eligibility

The American Heart Association and American Stroke Association (AHA/ASA) recognizes hospitals for their success in using Get With The Guidelines to improve quality of care and outcomes for heart failure and stroke patients.

To qualify for an award, a hospital must:
- Achieve Participating Get With The Guidelines Hospital Status
- Demonstrate compliance with seven Get With The Guidelines Achievement Measures in at least 85 percent of all eligible patients
- Complete and submit the Performance Achievement Award application

Achievement Awards recognize hospitals that perform with a minimum of 85 percent compliance in each of the Get With The Guidelines Achievement Measures. The different achievement levels for Get With The Guidelines-Heart Failure and Get With The Guidelines-Stroke – Bronze, Silver, Silver Plus, Gold and Gold Plus – reflect the amount of time a hospital has demonstrated performance.

Bronze level - Hospitals earn Bronze recognition for following treatment guidelines in certain key measures at least 85 percent of the time, maintaining this performance level for a minimum of 90 consecutive days. Hospitals earn Silver recognition for maintaining this performance level for at least 12 consecutive months. Hospitals earn Gold recognition for maintaining this performance level for two or more consecutive years.

Silver Plus or Gold Plus level – Silver Plus or Gold Plus recognition is awarded to Silver or Gold level award-winning hospitals that also demonstrate 75 percent compliance to a self-selected group of quality measures (four out of nine heart failure quality measures or seven out of ten stroke quality measures) as documented in the PMT reports interface.

Hospitals that have earned a Target: Heart FailureSM or Target: StrokeSM Honor Roll designation are recognized for participation and performance in these initiatives.

If your hospital receives an award, your local Get With The Guidelines contact will notify your hospital. At this time, your local Get With The Guidelines contact will provide your hospital with an electronic link to the applicable promotional kit, which includes a recognition icon and promotional tools.

Development and Approval of Promotional Materials

If your hospital develops promotional materials that make any other claim or statement about Get With The Guidelines beyond the sample verbiage provided in this document, the product must be approved by the American Heart Association/American Stroke Association.

In this case, an institution’s materials will be reviewed for approval on an individual basis. A minimum of 10 business days is required for review. To request approval, work with your local Get With The Guidelines representative or send materials to qirecognition@heart.org.

Explaining Get With The Guidelines

The following descriptions of Get With The Guidelines may be used in marketing materials developed by your hospital:
• Get With The Guidelines® puts the unparalleled expertise of the American Heart Association and American Stroke Association to work for hospitals nationwide, helping hospital care teams ensure the care provided to patients is aligned with the latest research-based guidelines based on the latest scientific evidence. Developed with the goal to save lives and hasten recovery, Get With The Guidelines programs have touched the lives of more than 6 million patients since 2001.

• Most hospitals that implement Get With The Guidelines® realize measurable results, including improved patient outcomes and fewer recurring events. It's a difference that shows in the lives of patients and their families and in the satisfaction felt by caregivers empowered to do their best.

Explaining Your Quality Achievement Award

The following descriptions may be used to describe your award in marketing materials developed by your hospital:

Bronze Recognition
“Hospitals receiving the Get With The Guidelines Bronze Performance Award have demonstrated a commitment to treating (heart failure or stroke) patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association for 90 consecutive days.”

Silver Recognition
“Hospitals receiving Get With The Guidelines Silver Performance Award have reached an aggressive goal of treating (heart failure or stroke) patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association for 12 consecutive months.”

Silver Plus Recognition
“Hospitals receiving Get With The Guidelines Silver Plus Achievement Award have reached an aggressive goal of treating (heart failure or stroke) patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association for 12 consecutive months. In addition, those hospitals have demonstrated 75 percent compliance to (four out of nine heart failure quality measures or seven out of ten stroke quality measures) during the 12-month period.”

Gold Recognition
“Hospitals receiving Get With The Guidelines Gold Achievement Award have reached an aggressive goal of treating (heart failure or stroke) patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association for 24 consecutive months.”

Gold Plus Recognition
“Hospitals receiving Get With The Guidelines Gold Plus Achievement Award have reached an aggressive goal of treating (heart failure or stroke) patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association for 12 consecutive months. In addition, those hospitals have demonstrated 75 percent compliance to (four out of nine heart failure quality measures or seven out of ten stroke quality measures) during the 12-month period.”
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**Target: Heart Failure Honor Roll**
“Hospitals achieving all three Target: Heart Failure care components for 50 percent of more of eligible patients with heart failure discharged from the hospitals during a minimum of one calendar quarter for the initial honor roll and one full year for any subsequent honor roll recognition.”

**Target: Stroke Honor Roll**
“Hospitals achieving Time to Intravenous Thrombolytic Therapy ≤ 60 minutes in 50 percent or more of applicable acute ischemic stroke patients to improve quality of patient care and outcomes.”

**Target: Stroke Honor Roll Elite**
“Hospitals achieving Time to thrombolytic therapy ≤ 60 minutes in 75 percent or more of applicable acute ischemic stroke patients treated with IV tPA to improve quality of patient care and outcomes.”

**Target: Stroke Honor Roll Elite Plus**
“Hospitals achieving Time to Intravenous Thrombolytic Therapy ≤ 60 minutes in 75 percent or more of applicable acute ischemic stroke patients treated with IV tPA AND door-to-needle time Time to Intravenous Thrombolytic Therapy within 45 minutes in 50 percent of applicable acute ischemic stroke patients treated with IV tPA to improve quality of patient care and outcomes.”

**Branding: Logo and Tagline Use**
Participants in the Get With The Guidelines program may not use the AHA/ASA Heart and Torch logo on any materials, including digital materials. The AHA/ASA name and/or logo may not be used by any organization without prior approval by the AHA/ASA. The AHA/ASA name may be used in text only if approved by the AHA/ASA, prior to use. Please forward any requests for text approval usage that falls outside recommended language as outlined above to your regional Get With The Guidelines contact or to qirecognition@heart.org.

The Get With The Guidelines name and/or logo may not be used by any organization in any capacity without prior approval by the AHA/ASA. Quality achievement award-winning hospitals should use the recognition icons, and all Get With The Guidelines name mentions must be consistent with recommended language as outlined above.

The Get With The Guidelines name and/or logo cannot be used in any materials where an institution implies that it is better than another or in materials that may imply an AHA/ASA endorsement or recommendation of the institution and/or its services. Statements similar to the following examples are not acceptable: “Smallville Regional Hospital: The Best Cardiac Care in Smallville,” “#1 in Smallville,” or “Smallville Regional Hospital: Recommended by the American Heart Association.”

The Get With The Guidelines program and/or the AHA/ASA cannot be mentioned in any billing statements, invoices, price lists or other documents related to fees for hospital-related services.
Branding: Recognition Icons

Recognition icons have been developed to help hospitals publicize their achievements. These icons are available for use by award achieving hospitals on their website, and internal and external marketing items.

A hospital may only use the icons that are applicable to the hospital’s actual achievement level. Icon use is subject to verification.

Icons include a notation of the year the award was given. Hospitals can use them for up to 12 months to promote their achievement. Each year, the icons will be revised to reflect the current year.

The Get With The Guidelines logo and the Get With The Guidelines recognition icon design are trademarks of the American Heart Association, Inc. Any use or reproduction of these marks without the express, prior written consent of the AHA is strictly prohibited.

Please follow these branding guidelines whenever the recognition icon is used:

1. **Use the icon in its entirety.**
   Elements of the icon may not be used independent of each other. The elements include:
   - Recognition text
   - Recognition icon
   - Get With The Guidelines logo
   - American Heart Association/American Stroke Association co-branded signature

2. **Use the appropriate color logo.**
   - AHA preference is to always use the CMYK (four-color-process) version. Add a white box to frame icon for use on colored surfaces, if necessary.
   - Second preference is to use the two-color duotone icon. Third preference is the one-color (black) icon.
   - If the surface of the product prohibits the use of the four-color-process version (such as fabric, embroidery or other non-paper surfaces), you may use the two-color duotone or one-color icon applicable to the final product size.
   - When using the icon, the vertical height of the AHA/ASA signature must be 3/8” or taller. This is measured from the top of the capital “A” in American to the point at the bottom of the heart and torch symbol. There are no exceptions.
   - Other than scale alteration, the icon cannot be tampered with or altered in any way.

3. **Allow for areas of non-interference.**
   - The area of non-interference around the Get With The Guidelines recognition icon should equal one-quarter inch. This will ensure the icon is clearly visible in all presentations. This area is to be applied to all versions of the icon.

Sample Messages

Your hospital may use the following descriptions to describe your participation in Get With The Guidelines:
• Our participation in Get With The Guidelines® demonstrates our commitment to quality care. We are proud to be a part of the American Heart Association’s efforts to turn guidelines into lifelines.
• What really gets us excited is seeing the lives we’re impacting.
• Our greatest reward is caring for our patients. That’s why we’re committed to turning treatment guidelines into lifelines.
• Being honored for excellent patient care is the best recognition a hospital can receive.
• At <hospital name>, we care about our patients. That’s why we’ve made a commitment to turn treatment guidelines into lifelines.
• <Hospital Name> is dedicated to helping our patients achieve the best possible outcomes, and implementing the American Heart Association/American Stroke Association’s Get With The Guidelines program will help us accomplish that by making it easier for our teams to put proven knowledge and guidelines to work on a daily basis.
• <Hospital name> is dedicated to improving the quality of [heart or stroke] care and the American Heart Association/American Stroke Association’s Get With The Guidelines program helps us achieve that goal.

Language to Avoid

To ensure that all recognized hospitals use approved messaging for their marketing and promotion efforts, please avoid using any of the following language to describe awards:

• Refrain from using terms implying superiority such as best, better, and only.
• For multi-module performance-award recipients, avoid any type of language referring to the combined recognitions as an implied award. For example, the use of colloquialisms such as “Double Crown” or “Double Diamond” is not permitted. Acceptable verbiage for multiple-discipline winners would be “double achievement” or “dual award-winner.”
• “First” in city/county/state/region for an award is acceptable as long as it can be validated by AHA.
• ‘Only hospital to achieve an award’ is not appropriate to use.
• Referring to 100 percent of hospitals in a specific area is okay (i.e. NOT North Texas or Southeast Florida) but is okay for a city, state, or affiliate that is clearly defined.
• “Region” has to be clearly specified, such as “county,” “city” or “state.”

Examples:

Okay, if verified by field staff: John Doe Hospital is the proud recipient of the 2015 American Heart Association’s Get With The Guidelines®—Heart Failure Gold Quality Achievement Award. It is one of only three hospitals in New York City to have earned the designation.

Okay, if verified by field staff: John Doe Hospital the first hospital in New York State to receive a dual award, was awarded...

Not Okay: John Doe Hospital is the only hospital in the Central Piedmont region to be awarded this Gold award.

While we discourage use of statistical data, we understand that in some instances a hospital may request to use such information. If you choose to reference any statistical information (i.e.
“one of ten in state”), your copy will need to be validated by the National Center and will require a ten day review timeline. Please forward all materials to your local Get With The Guidelines representative who will route it for approval. Any statements that use statistical data should only be marketed for 12 months.

Internal Promotional Ideas

Your hospital’s Get With The Guidelines quality achievement award is tangible evidence of your care team’s hard work and commitment to saving lives. It’s recognition worth celebrating.

Whether or not your team’s representatives are able to take part in our national recognition ceremonies, we encourage you to celebrate your success within your hospital.

- When you are notified about your Get With The Guidelines award, share the news with your hospital’s leadership, including the CEO.
- Notify other team members about your award by announcing your hospital’s recognition at scheduled staff gatherings, such as department meetings.
- Schedule an award presentation ceremony at your hospital. To host a successful event:
  - Invite key team members, local dignitaries, board members and the media.
  - Ask your hospital’s Get With The Guidelines champion to provide a description of the program, its goals and the hospital’s experiences.
  - Have a photographer document the certificate presentation.
  - Create a celebratory atmosphere by sharing giveaway items and heart-healthy refreshments.
- Include an article about your award in your hospital’s internal newsletter.

External Promotional Ideas

Your hospital’s Get With The Guidelines quality achievement award is tangible evidence of your care team’s hard work and commitment to saving lives. We encourage you to share your success with your community.

The American Heart Association provides template advertisements that your hospital can use to promote your achievement. You can access the template advertisements using the link provided by your local Get With The Guidelines contact. Additionally, your hospital can use the appropriate recognition icons to promote your achievement.

Here are some ideas to promote your award to your patients and visitors:

- Use the images and content provided in your recognition kit to share the word about your award on social media.
- Place signage promoting your achievement, including posters and table tents, in patient waiting rooms, cafeterias, elevators and restrooms.
- Hang a banner promoting your achievement in your main entrance.
- Place a small ad promoting your achievement on the daily patient menu.
- Include an advertisement promoting your achievement on internal closed-circuit TV programming.
- Include a Get With The Guidelines recognition icon widget on your hospital website.
- Use images and language provided in your recognition kit to share the word about your award on social media.
Use the following ideas to promote your award in your community:

- Use the images and content provided in your recognition kit to share the word about your award on social media.
- Place a radio ad promoting your achievement.
- Place an ad promoting your achievement in local newspapers and magazines using American Heart Association approved materials.
- Include a Get With The Guidelines recognition icon widget on your hospital website.
- Place an ad promoting your achievement on a local billboard.
- Place a wrapper or sticker ad in your local newspaper.
- Promote your achievement on your hospital’s “on-hold” answering machine.
- Place an article about your achievement in your external newsletter.
- Promote your achievement in a preview slide at the local movie theater.

**Radio Ads**
The care our patients receive at <hospital/agency name> is our number one priority. That’s why we’re proud to be among the hospitals/agencies recognized by the American Heart Association’s Get With The Guidelines program for our excellence in improving quality of patient care.

**On-Hold Scripts**
Use the following messages to promote your achievement in your on-hold messaging:

- We’ve recently been recognized by the American Heart Association’s Get With The Guidelines program for our commitment to quality patient care. Join us in congratulating our physicians and nurses (or emergency medical providers) for working to close the gaps that separate patients from timely access to appropriate treatments.
- The care our patients receive is our number one priority. That’s why we’re proud to be among the hospitals or agencies recognized for performance in the Get With The Guidelines program of the American Heart Association.

**Social Media Messaging**

**Twitter:** We’re proud to have been recognized by @American_Heart with a <specific GWTG award received>. Learn more. #GetWithTheGuidelines [Link to news release]

**Facebook:** We’re proud to have been recognized by the American Heart Association and American Stroke Association for meeting the latest research-based standards for resuscitation care with a Get With The Guidelines Achievement Award. Learn more. #GetWithTheGuidelines [Link to news release]

**Press Releases**
Template press releases are provided for your use by your local Get With The Guidelines contact. As long as the template is used exactly as provided with all blanks filled in appropriately, no further review is required.

Award recipients are encouraged to distribute the press release to local news media outlets within a 50-mile radius, including local affiliate and independent television/cable stations; local radio stations; local monthly, weekly and daily newspapers; and local magazines. Recipients may also post the press release to their Web sites.
Quality achievement award-winners may not distribute information about the Get With The Guidelines program or the AHA to national or regional media outlets including network television, cable or radio stations; syndicated television, cable or radio programs; regional or national magazines; regional or national newspapers; local offices of national media outlets including newswires or news services; or Internet/online media outlets.

If additional information is added to the template news release, the AHA’s Get With The Guidelines national marketing team must approve the release prior to the hospital releasing it to local media. Please forward all materials to your regional Get With The Guidelines director who will route it for approval.

Media Inquiries

All media inquiries about the program or AHA/ASA resulting from media outlets outside of a hospital’s local market (as described above) must be forwarded to local AHA/ASA Communications staff.

Web-linking policy

Quality achievement award-winning hospitals are encouraged to use the appropriate recognition icon on their website. The icon should, in all cases, be a link to the Get With The Guidelines website: www.heart.org/quality

Some guidelines about linking to this (and all AHA) webpages:

1. The Association does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. The Association does not allow framing of its website(s). When setting up a link to the AHA’s Web site(s), the Association’s site should open in a new Web browser window rather than displaying the pages in a frame of the linking site’s web template.
3. Links to the Association’s websites should be text-only and you may not use the Association’s stylized logo as a link, as our logo cannot be shown on your site.

The AHA linking policy in its entirety can be found on the home page of heart.org

If you have questions regarding marketing, advertising, public relations or promotions of the Get With The Guidelines program, please contact your local Get With The Guidelines representative.

Recognition from the American Heart Association

Get With The Guidelines offers numerous recognition opportunities for quality-award-winning hospitals. You may want to time your promotional efforts around some of the following events:

- Receipt of the quality achievement recognition certificate
- Recognition event at Scientific Sessions in November, for award-winning Get With The Guidelines-Heart Failure hospitals that achieve designated award levels
- Recognition event at the International Stroke Conference in February, for award-winning Get With The Guidelines-Stroke hospitals that achieve designated award levels
• Recognition in the *U.S. News & World Report* “Best Hospitals” issue for designated quality-award-winning levels
• Other events and ads as determined by the American Heart Association/American Stroke Association