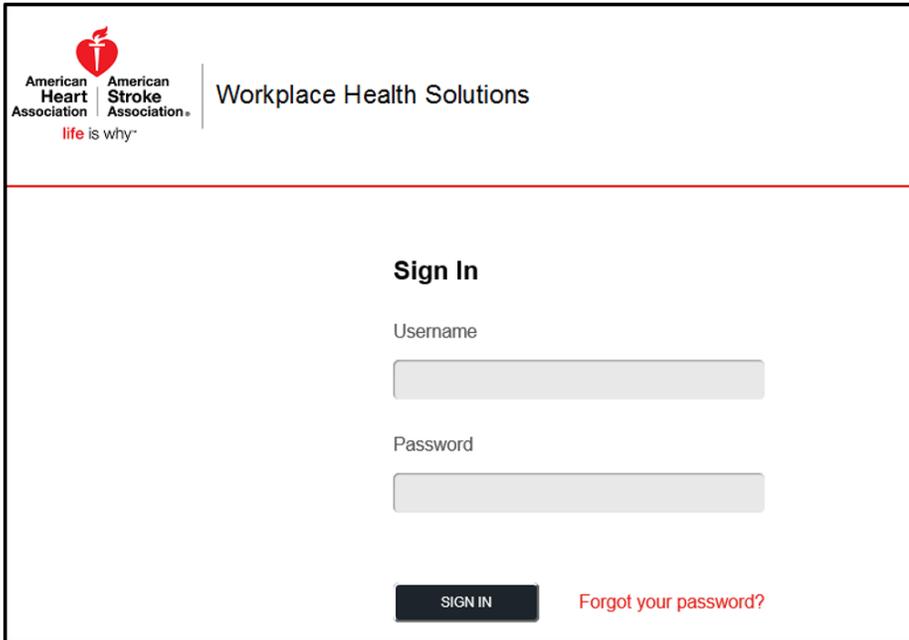


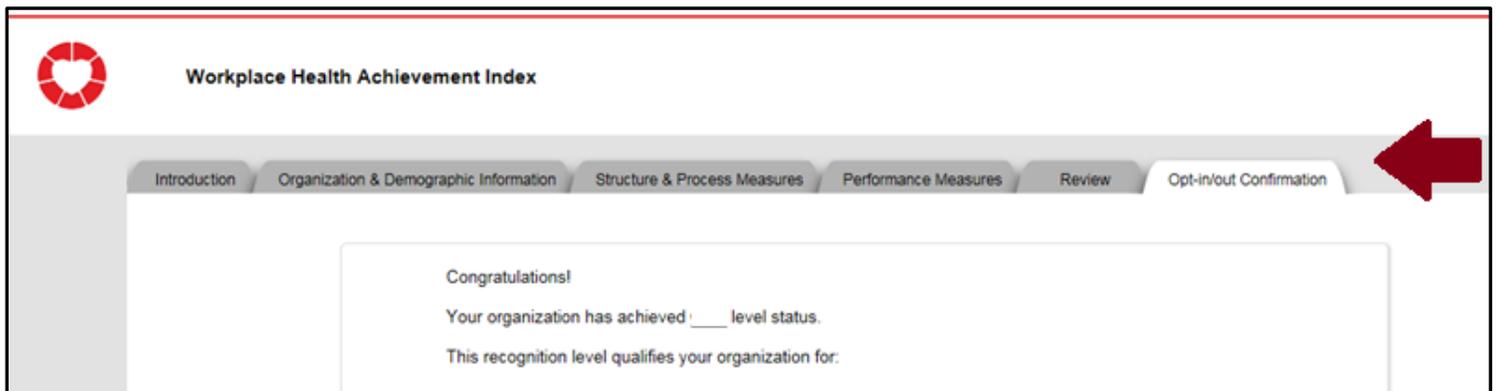
Opt-In / Opt-Out: Step-by-Step Instructions

Step 1: Log in to the Index Admin Portal: <https://whsadmin.heart.org>



The screenshot shows the login page for Workplace Health Solutions. In the top left corner, there are logos for the American Heart Association and the American Stroke Association, with the tagline "life is why". The main heading is "Workplace Health Solutions". Below this, the "Sign In" section contains two input fields: "Username" and "Password". At the bottom of the sign-in area, there is a black "SIGN IN" button and a red link that says "Forgot your password?".

Step 2: Click on the “Opt-in/out Confirmation” tab to view recognition level.
Organizations qualify for public recognition at the Gold, Silver, Bronze or Completer level.



The screenshot displays the "Workplace Health Achievement Index" interface. A navigation bar at the top contains several tabs: "Introduction", "Organization & Demographic Information", "Structure & Process Measures", "Performance Measures", "Review", and "Opt-in/out Confirmation". A red arrow points to the "Opt-in/out Confirmation" tab. Below the navigation bar, a white box contains the following text: "Congratulations! Your organization has achieved ___ level status. This recognition level qualifies your organization for:".

Step 3: Read about the public recognition available for your organization’s recognition level.
See [Appendix A](#) for the point categories for each recognition level and for the messaging on each individual tab.

Step 4: If your organization qualifies for public recognition, indicate opt in or out for public recognition. If your organization does not qualify for public recognition, no action is needed. Contact WHS@heart.org with questions.

Organization & Demographic Information Structure & Process Measures Performance Measures Review **Opt-in/out Confirmation**

Congratulations!

Your organization has achieved Silver level status.

This recognition level qualifies your organization for:

- Listing on heart.org/whsrecognitions website
- Resource toolkit, including a template news release for your company's localized one-time use.
- Congratulatory letter from the American Heart Association CEO, Nancy Brown.
- Physical plaque and/or window decal.

ACTION NEEDED:

1) Would you like your organization to be publicly recognized by the American Heart Association for this achievement? (Select only one)

OPT-IN: Do publicly recognize my organization at my achieved level.

OPT-OUT: Do NOT publicly recognize my organization.

Submit

Step 5: If you select Opt-In for your organization, indicate the exact spelling of your organization/company name as it will be used on the American Heart Association website.

& Demographic Information Structure & Process Measures Performance Measures Review **Opt-in/out Confirmation**

Congratulations!

Your organization has achieved Silver level status.

This recognition level qualifies your organization for:

- Listing on heart.org/whsrecognitions website
- Resource toolkit, including a template news release for your company's localized one-time use.
- Congratulatory letter from the American Heart Association CEO, Nancy Brown.
- Physical plaque and/or window decal.

ACTION NEEDED:

1) Would you like your organization to be publicly recognized by the American Heart Association for this achievement? (Select only one)

OPT-IN: Do publicly recognize my organization at my achieved level.

2) Please specify exactly how your organization's name should be displayed for recognition.

OPT-OUT: Do NOT publicly recognize my organization.

Submit

Step 6: Click on "Submit" to register.

The American Heart Association will announce recognition awards for the 2018 Workplace Health Achievement Index nationally in August.

Appendix A. Recognition Level Point Cut-offs and Tab Messaging

Baseline Criteria

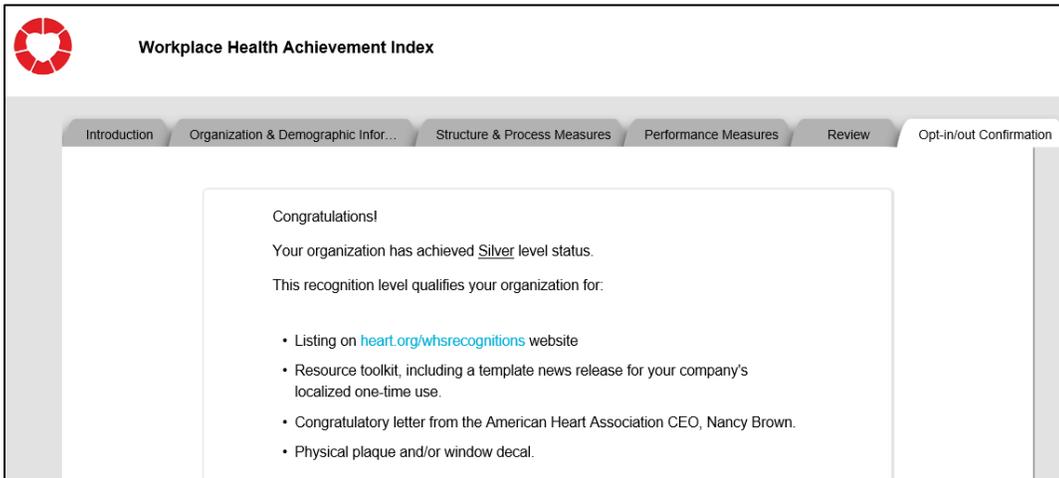
Gold, Silver, Bronze and Completer level: all 55 Structure and Process questions were answered.

Points Cut-offs

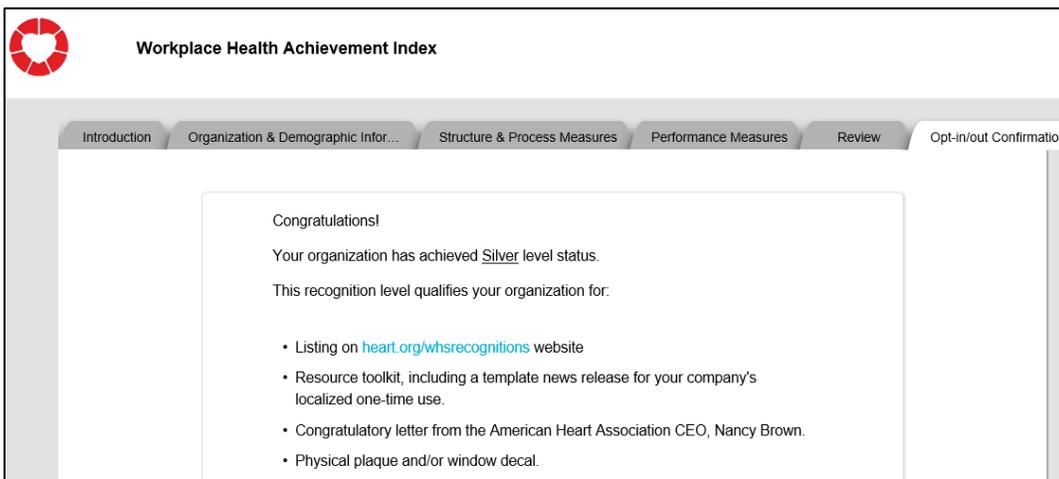
- Gold: 175 or higher Total Index Points
- Silver: 130 – 174 Total Index Points
- Bronze: 86 – 129 Total Index Points
- Completer: 0 – 86 Total Index Points
- Incomplete: Did not answer all 55 Structure and Process Questions

Example Messaging for each Recognition Level

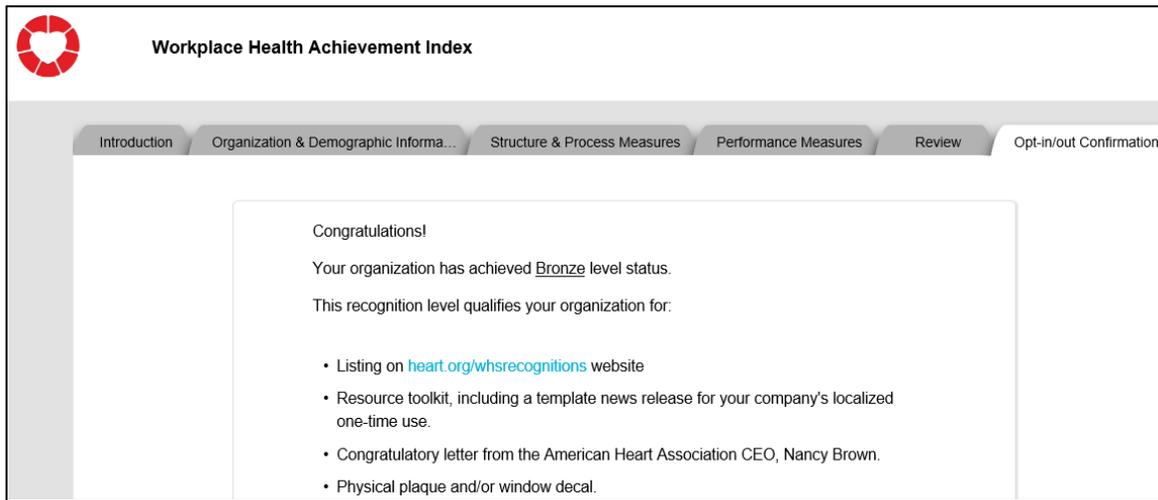
Gold Recognition “Opt-in/out Confirmation” tab messaging:



Silver Recognition “Opt-in/out Confirmation” tab messaging:



Bronze Recognition “Opt-in/out Confirmation” tab messaging:



The screenshot shows the 'Workplace Health Achievement Index' interface. At the top left is the American Heart Association logo. The title 'Workplace Health Achievement Index' is centered. Below the title is a navigation bar with tabs: 'Introduction', 'Organization & Demographic Informa...', 'Structure & Process Measures', 'Performance Measures', 'Review', and 'Opt-in/out Confirmation'. The 'Opt-in/out Confirmation' tab is active. The main content area displays the following text:

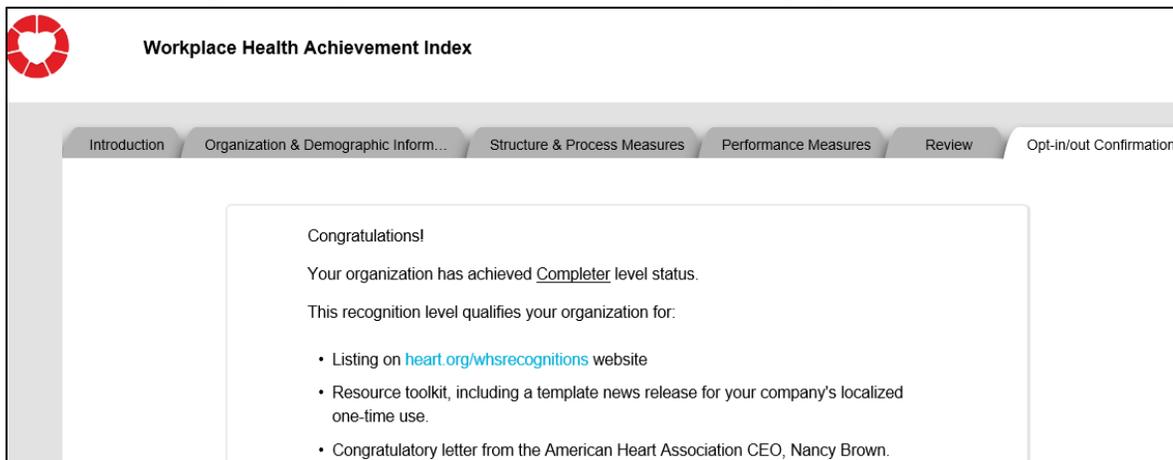
Congratulations!

Your organization has achieved Bronze level status.

This recognition level qualifies your organization for:

- Listing on heart.org/whsrecognitions website
- Resource toolkit, including a template news release for your company's localized one-time use.
- Congratulatory letter from the American Heart Association CEO, Nancy Brown.
- Physical plaque and/or window decal.

Completer Recognition “Opt-in/out Confirmation” tab messaging:



The screenshot shows the 'Workplace Health Achievement Index' interface. At the top left is the American Heart Association logo. The title 'Workplace Health Achievement Index' is centered. Below the title is a navigation bar with tabs: 'Introduction', 'Organization & Demographic Informa...', 'Structure & Process Measures', 'Performance Measures', 'Review', and 'Opt-in/out Confirmation'. The 'Opt-in/out Confirmation' tab is active. The main content area displays the following text:

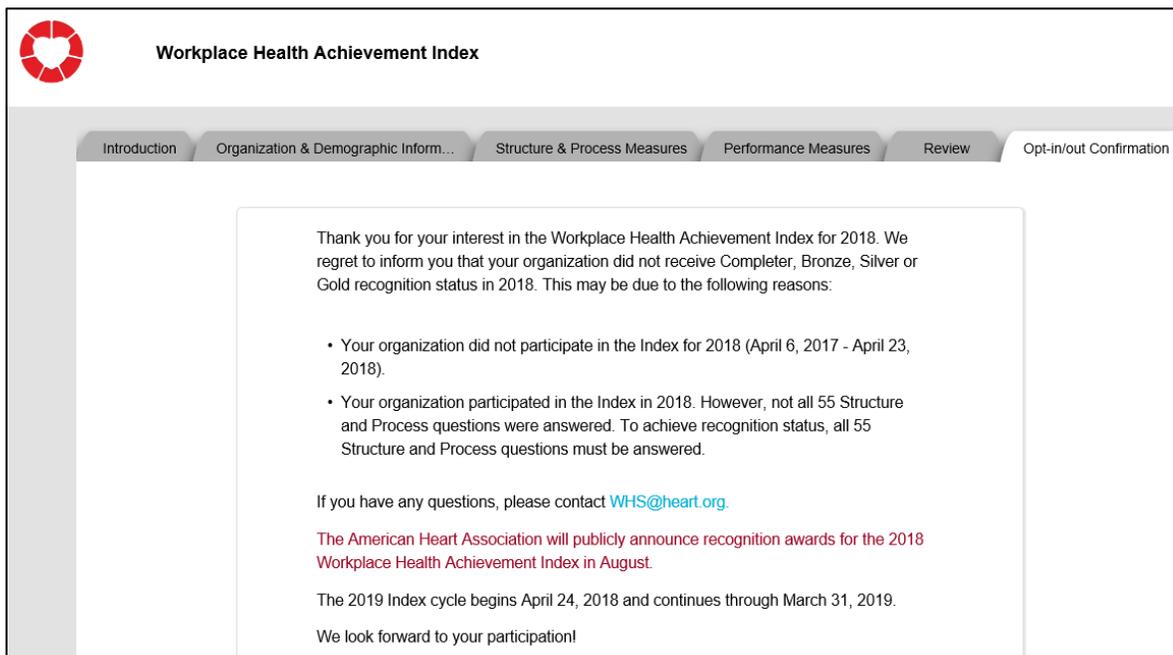
Congratulations!

Your organization has achieved Completer level status.

This recognition level qualifies your organization for:

- Listing on heart.org/whsrecognitions website
- Resource toolkit, including a template news release for your company's localized one-time use.
- Congratulatory letter from the American Heart Association CEO, Nancy Brown.

Incomplete “Opt-in/out Confirmation” tab messaging:



The screenshot shows the 'Workplace Health Achievement Index' interface. At the top left is the American Heart Association logo. The title 'Workplace Health Achievement Index' is centered. Below the title is a navigation bar with tabs: 'Introduction', 'Organization & Demographic Informa...', 'Structure & Process Measures', 'Performance Measures', 'Review', and 'Opt-in/out Confirmation'. The 'Opt-in/out Confirmation' tab is active. The main content area displays the following text:

Thank you for your interest in the Workplace Health Achievement Index for 2018. We regret to inform you that your organization did not receive Completer, Bronze, Silver or Gold recognition status in 2018. This may be due to the following reasons:

- Your organization did not participate in the Index for 2018 (April 6, 2017 - April 23, 2018).
- Your organization participated in the Index in 2018. However, not all 55 Structure and Process questions were answered. To achieve recognition status, all 55 Structure and Process questions must be answered.

If you have any questions, please contact WHS@heart.org.

The American Heart Association will publicly announce recognition awards for the 2018 Workplace Health Achievement Index in August.

The 2019 Index cycle begins April 24, 2018 and continues through March 31, 2019.

We look forward to your participation!