



American
Stroke
Association.
*A division of the
American Heart Association.*

AN INTEGRATED, COLLABORATIVE APPROACH TO **CARE & QUALITY IMPROVEMENT**



The American Stroke Association
is collaborating with MENASO to improve
quality and access to stroke care by offering a stroke center
certification in the United Arab Emirates and Kingdom of Saudi Arabia.



WHY CERTIFICATION?

**One person an hour suffers a stroke
in the Middle East.**

Patient outcomes improve when hospitals and healthcare providers follow evidence-based best practices and a framework to structure, manage and deliver high quality patient care. Pursuing a Stroke Center of Care certification is the capstone in a hospital stroke quality improvement program, building upon the achievements of individual departments and providers to create an integrated and collaborative approach to stroke care.

Offered by the American Stroke Association (ASA) in collaboration with the Middle East and North Africa Stroke Association (MENASO), the Primary and Comprehensive Stroke Center certification programs are based on standards developed independently and overseen by two mission-driven organizations, reflecting decades of science and clinical expertise.

Single-source certification ensures continuous and effective quality improvement in stroke care, improving outcomes and survival from stroke in your community, reducing errors and setting participants apart in a crowded healthcare field.

“Research shows that patient outcomes improve when medical professionals implement the most up-to-date, evidence-based treatment guidelines. Science-based assessment, diagnosis and treatment of stroke saves lives and reduces disability.”

Dr. Mitchell Elkind
President, American Heart Association



THE ASA & MENASO COLLABORATION

Stroke Center of Care Certification is the result of a collaboration between two of the leading names in stroke health: the American Stroke Association and the Middle East and North Africa Stroke Organization.

ASA and MENASO are uniquely positioned to build upon our shared success translating guidelines into programs and services that shape clinical care and improve outcomes. Our organizations share the belief that healthcare facility certification has great potential to improve the assessment, diagnosis, and treatment of stroke to help people live longer, healthier lives.

The Kingdom of Saudi Arabia and United Arab Emirates are the first regions outside of the United States where ASA is expanding hospital certification. Together with MENASO and hospital partners, we will work to share unbiased, actionable and achievable benchmarks for hospitals and clinical leaders to use to help match standards of performance to guidelines-based best practice in stroke care.

“Powerful partnerships like this one, that focus on delivering what patients need most, drive value for patients and transform health systems.”

Dr. Suhail Al-Rukn

*President MENASO, Consultant Neurologist,
Head of Stroke Unit, Rashid Hospital*



INTEGRATING DATA & CARE

The goal of Stroke Center Certification is to help you improve the health of your community by integrating and elevating stroke management across prevention, acute and post-discharge care areas in hospitals.

Data is at the core of a strong learning health system.

Whether you use the ASA Get With The Guidelines®-Stroke registry or another national or international stroke registry as part of this program, data and personnel will be utilized more economically and where they can have the most impact. The resulting information allows your hospital to benchmark against other stroke centers of excellence in the United States and the region. It also offers research and publishing professional development opportunities, positioning your hospital as a leader, and earning trust from patients.

AN IMPACT AS HIGH AS THE ACHIEVEMENT

A Primary or Comprehensive Stroke Certified hospital can expect:

- Integration of stroke care delivery across service lines
- Improvement in their population's health with awareness and prevention efforts
- Alignment with best practices in coordinated care to improve efficiency, contributing to improved clinical and financial outcomes
- Better outcomes for stroke patients using a systemized, evidence-based approach
- Identification of gaps based on observation of trends and patterns to reduce variations in care
- Alignment with industry leaders in stroke care
- Ongoing support and partnership from ASA and MENASO, brands both clinicians and consumers recognize and trust



PARTNERING WITH YOU AT EVERY STEP

The ASA staff are committed to partnering with every hospital to help achieve the requirements and meet your stroke program goals.

From ongoing collaboration with multidisciplinary teams to readiness assessments preparing you for certification review, we will stand with you and mentor you to success.



LEADERSHIP, LEARNING & NETWORKING OPPORTUNITIES

Achieving certification is an important accomplishment.

Hospitals that succeed join an elite community of committed healthcare centers driving the national and international conversation about stroke care. From access to educational webinars, invitations to share expertise, the exchange of best practices and the free flow of ideas and feedback, participating hospitals and professionals can expect valuable opportunities to stand apart as leaders.

PROFESSIONAL TOOLS & EDUCATION

- Provider education and webinars
- Best practices to improve processes, quality indicator scores, patient care and outcomes
- Stroke Lifelong Learning Library (accredited education)
- Resource library
- Science journals and guidelines

PROFESSIONAL DEVELOPMENT

- Participate in a program that helps develop skills and opportunities that build careers
- AHA Professional Membership opportunities
- Research and publication opportunities

PATIENT EDUCATION & AWARENESS RESOURCES

- Caregiver Guide to Stroke
- AHA's Support Network
- Signs & Symptoms Resources
- Stroke Rehab Toolkit

NETWORKING & MENTORSHIP

- Access to our online community for certified hospitals
- Support, resources, and access to experts
- National, international networking
- Collaboration and mentorship



RECOGNITION FOR YOUR HOSPITAL

Stroke Center Certification not only supports integrated, guidelines-based care, but can raise the profile of your hospital within the community and healthcare sector.



PUBLIC AWARENESS

As a certified hospital, your facility will receive public recognition for its commitment to quality, inspiring patient confidence in your care practices.



COMPETITIVE EDGE IN RECRUITING

Certification serves as a recruitment tool for physicians and other healthcare professionals. It aids in attracting top-tier clinicians by distinguishing your facility as a leader in delivering quality care.



PROMOTION & MARKETING

Marketing efforts offer participating hospitals public recognition and exposure.

- Regional, national, and international presentation and showcase opportunities.
- Robust promotional toolkit after your hospital is awarded certification



BRAND ASSOCIATION

Certified hospitals are invited to use the ASA iconic Heart-Check mark, a symbol marking leading cardiovascular care institutions for 20 years.

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ELIGIBILITY REQUIREMENTS

Hospitals become eligible to apply for Primary or Comprehensive Stroke Certification by meeting the following general prerequisites:

- The program uses a standardized method of delivering clinical care based on current evidence-based guidelines
- The program uses stroke performance measurement to improve its performance over time
- The facility participates in Get With The Guidelines or equivalent registry such as SITS or RES-Q

ANSWERING YOUR QUESTIONS

For questions related to Stroke Center Certification, contact us at middle.east@heart.org or complete our online information form at heart.org/internationalQI.

Please visit heart.org/internationalQI
to learn more or apply.



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