



American  
Heart  
Association.

# Success is Worth Sharing

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Promoting Your Get With The Guidelines® or  
Mission: Lifeline® Award-Winning Hospital/EMS Agency

# Congratulations!

Your hospital or EMS agency has received a Get With The Guidelines® or Mission: Lifeline® Performance Achievement Award, a clear commitment to adhering to the latest treatment guidelines and improving patient care.

Your dedication to improving patient care deserves to be celebrated. Our guide has information, tools and guidelines to help you share your success with your organization and your community.

These guidelines are for organizations that have received a Get With The Guidelines® or Mission: Lifeline® Performance Achievement Award. If your organizations is interested in applying for recognition, visit [Heart.org/Quality](https://www.heart.org/quality). Thank you!

## Table of Contents:

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Award Eligibility.....	4
Your promotional materials: How we can help.....	5
Explaining our programs.....	6
Explaining your quality achievement award.....	9
Brand Guidelines.....	14
Branding: Recognition icons.....	15
Sample Messages.....	18
Promotional Ideas.....	20
Web-linking Policy.....	25

## AWARD ELIGIBILITY

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

To qualify for an award, a hospital must:

- Achieve “Participating Get With The Guidelines® Hospital” status
- Enter award data for each calendar year by the end of the first quarter of the following year. AHA Field staff will share the good news.

Achievement Awards recognize hospitals that perform with **at least 85 % compliance** in each Get With The Guidelines® achievement targeted award measures.

Achievement levels for Get With The Guidelines® and Mission: Lifeline® reflect the amount of time a hospital has demonstrated performance:

- **Bronze Plus/Silver Plus/Gold Plus level** – Awarded to award-winning hospitals that also demonstrate 75% compliance to a self-selected group of quality measures as documented in the PMT report’s interface.
- **Gold** – Earned for maintaining performance level for at least two consecutive calendar years.
- **Silver** – Earned for maintaining performance level for at least one calendar year.
- **Bronze** – Earned for maintaining performance level for at least one calendar quarter.

Hospitals that have earned a Target: Heart Failure<sup>SM</sup> or Target: Stroke<sup>SM</sup> Honor Roll designation are recognized for additional participation and performance in these initiatives.

**If your hospital receives an award, we’ll help you spread the word. Your local quality improvement specialist will let you know and send a link to a kit with a recognition icon and other promotional tools.**

## YOUR PROMOTIONAL MATERIALS: HOW WE CAN HELP

Friendly reminder: If your hospital develops promotional materials about Get With The Guidelines® or Mission: Lifeline® that vary from the samples or other template materials provided in the promotional kit, the American Heart Association® must approve them. We need 10 business days to review. Just work with your local Get With The Guidelines® representative or send materials to [qirecognition@heart.org](mailto:qirecognition@heart.org). Thank you.

- 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](mailto:qirecognition@heart.org).

## EXPLAINING OUR PROGRAMS






Use these descriptions in your hospital's marketing materials to convey clear, accurate information about Get With The Guidelines® and Mission: Lifeline®.

Get With The Guidelines®/Mission: Lifeline® puts the unparalleled expertise of the American Heart Association® to work for hospitals nationwide. We help ensure patients receive care that's aligned with the latest research-based guidelines supported by the latest scientific evidence.

The American Heart Association's® Mission: Lifeline® program helps communities and regions form effective coalitions of hospitals, ambulance services, non-transport medical first response agencies, emergency communications centers, emergency medical service regulatory/medical direction agencies, local government, local media and payers.

## EXPLAINING GET WITH THE GUIDELINES

There are five modules for Get With The Guidelines®:

-  **Stroke** is an in-hospital program for improving stroke care by promoting consistent adherence to the latest scientific treatment guidelines.
-  **Heart Failure** is an in-hospital program for improving care by promoting consistent adherence to the latest scientific treatment guidelines.
-  **Resuscitation** creates evidence-based guidelines for inpatient CPR by collecting resuscitation data from hospitals nationwide.
-  **Atrial Fibrillation (AFib)** provides the latest evidence-based treatment for AFib patients. It's a means of monitoring the quality of AFib care in U.S. hospitals and building a database for continued research and quality improvement.
-  **Coronary Artery Disease (CAD)** fully supports the Mission: Lifeline® program and AMI quality improvement activities. Get With The Guidelines®-Coronary Artery Disease data is the only data source analyzed for Mission: Lifeline STEMI and NSTEMI recognition.

Get With The Guidelines® programs have touched the lives of more than 7 million patients since 2001 by speeding recovery and helping save lives. Most hospitals that implement Get With The Guidelines® realize measurable results, including improved patient outcomes and fewer recurring events. Patients, families and caregivers are empowered to do their best.



## EXPLAINING MISSION: LIFELINE®

### **Mission: Lifeline®**

Mission: Lifeline® is an effective, efficient program that saves and improves lives. It helps communities and regions form effective coalitions of hospitals, ambulance services, non-transport medical first response agencies, emergency communications centers, emergency medical service regulatory/medical direction agencies, local government, local media and payers.

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American Heart Association®  
Mission:Lifeline®



## EXPLAINING YOUR QUALITY ACHIEVEMENT AWARD — GET WITH THE GUIDELINES® STROKE, RESUSCITATION, AFIB AND HEART FAILURE

Here's how to describe your award in your hospital's marketing materials.

### **Gold Plus Recognition**

"Hospitals receiving Get With The Guidelines® Gold Plus Achievement Award have reached an aggressive goal of treating patients with 85% or higher compliance to core standard levels of care as outlined by the American Heart Association® for two consecutive calendar years. In addition, those hospitals have demonstrated 75% compliance to (four out of 10 heart failure quality measures or seven out of 10 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 patients with 85% or higher compliance to core standard levels of care as outlined by the American Heart Association® for two consecutive calendar years."

### **Silver Plus Recognition**

"Hospitals receiving Get With The Guidelines® Silver Plus Achievement Award have reached an aggressive goal of treating patients with 85% or higher compliance to core standard levels of care as outlined by the American Heart Association® for one calendar year. In addition, those hospitals have demonstrated 75% compliance to (four out of 10 heart failure quality measures or seven out of 10 stroke quality measures) during the 12-month period."

### **Silver Recognition**

"Hospitals receiving the Get With The Guidelines® Silver Performance Award have reached an aggressive goal of treating patients with 85% or higher compliance to core standard levels of care as outlined by the American Heart Association® for one calendar year."

### **Bronze Recognition**

"Hospitals receiving the Get With The Guidelines® Bronze Performance Award have demonstrated a commitment to treating patients with 85% or higher compliance to core standard levels of care as outlined by the American Heart Association® for one calendar quarter."

## EXPLAINING YOUR QUALITY ACHIEVEMENT AWARD — GET WITH THE GUIDELINES® STROKE, RESUSCITATION, AFIB AND HEART FAILURE

The American Heart Association's® Mission: Lifeline® program recognizes STEMI referring hospitals, STEMI receiving centers and EMS agencies for their success in adopting the guidelines supporting Mission: Lifeline to improve quality of care for STEMI patients.

Use these descriptions in marketing materials developed by your hospital and approved by the American Heart Association®:

### MISSION: LIFELINE HOSPITAL AWARDS:

#### STEMI Gold Recognition

**STEMI Receiving Gold Plus** STEMI Receiving Center also achieves at least 75% adherence for the same consecutive 24-month interval(s) as the Gold award for the First Door-to-Device time <120 Minutes measure.

**STEMI Referring Hospitals** earn Gold recognition for achieving 75% or higher compliance on all Mission: Lifeline® STEMI Referring Center quality measures for at least one consecutive 24-month interval to improve the quality of care for STEMI patients.

**STEMI Receiving Centers** earn Gold recognition for achieving 85% or higher composite adherence to all Mission: Lifeline® STEMI Receiving Center quality achievement indicators with 75% or higher compliance using aggregated 2018 data on all Mission: Lifeline® STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

#### STEMI Silver Recognition

**STEMI Receiving Silver Plus** STEMI Receiving Center also achieves at least 75% adherence for the same consecutive 12 month interval as the Silver award for the first door-to-device time <120 minutes measure.

**STEMI Referring Hospitals** earn Silver recognition for achieving 75% or higher compliance on all Mission: Lifeline® STEMI Referring Center quality measures for a consecutive 12-month interval to improve the quality of care for STEMI patients.

**STEMI Receiving Centers** earn Silver recognition for achieving 85% or higher composite adherence to all Mission: Lifeline® STEMI Receiving Center quality achievement indicators with 75% or higher compliance, using aggregated 2018 data on all Mission: Lifeline® STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

## STEMI Bronze Recognition

**STEMI Receiving Bronze Plus** STEMI Receiving Center also achieves at least 75% adherence during the same consecutive 90 day compliance as the Bronze award for the first door-to-device time <120 minutes measure.

**STEMI Referring Hospitals** earn Bronze recognition for achieving 75% or higher compliance on all Mission: Lifeline® STEMI Referring Center quality measures for at least one consecutive 90-day interval to improve the quality of care for STEMI patients.

**STEMI Receiving Centers** earn Bronze recognition for achieving 85% or higher composite adherence to all Mission: Lifeline® STEMI Receiving Center quality achievement indicators for at least one consecutive 90-day interval and 75% or higher compliance on all Mission: Lifeline® STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

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## NSTEMI Hospital Recognition

**NSTEMI Gold Hospital** earn Gold recognition for achieving at least two consecutive years interval with 65% or higher adherence to the Dual Antiplatelet Therapy prescription at discharge and 75% or higher compliance on each of the other four quality measures.

**NSTEMI Silver Hospital** earns Silver recognition for achieving one consecutive year interval with 65% or higher adherence to the Dual Antiplatelet Therapy prescription at discharge and 75% or higher compliance on each of the other four quality measures.

**NSTEMI Bronze Hospital** earns Bronze recognition for achieving at least one consecutive 90 day interval with 65% or higher adherence to the Dual Antiplatelet Therapy prescription at discharge and 75% or higher compliance on each of the other four quality measures.

## MISSION: LIFELINE EMS AWARDS:

### **Mission: Lifeline® EMS Gold Plus Recognition**

In addition to meeting the above requirements, the agency also achieved at least 75% on the 2019 Plus Measure — percent of adult Out-Of-Hospital Cardiac Arrest patients resuscitated on scene with sustained ROSC of at least 20 minutes, maintained to arrival at the emergency department, who has a 12-lead ECG performed in the field.

### **Mission: Lifeline® EMS Gold Recognition**

Agencies earn Gold recognition with a minimum patient volume of at least eight STEMI patients transported directly to a STEMI Receiving Center for Primary PCI and/or STEMI Referring Hospital for fibrinolytic administration and for achieving 75% or higher adherence over at least one consecutive 24-month interval all Mission: Lifeline® EMS quality measures to improve the quality of care for STEMI patients.

### **Mission: Lifeline® EMS Silver Plus Recognition**

In addition to meeting the above requirements, the agency also achieved at least 75% on the 2019 Plus Measure — percent of adult Out-Of-Hospital Cardiac Arrest patients resuscitated on scene with sustained ROSC of at least 20 minutes, maintained to arrival at the emergency department, who has a 12-lead ECG performed in the field.

### **Mission: Lifeline® EMS Bronze Plus Recognition**

In addition to meeting the above requirements, the agency also achieved at least 75% on the 2019 Plus Measure — percent of adult Out-Of-Hospital Cardiac Arrest patients resuscitated on scene with sustained ROSC of at least 20 minutes, maintained to arrival at the emergency department, who has a 12-lead ECG performed in the field.

### **Mission: Lifeline® EMS Bronze Recognition**

Agencies earn Bronze recognition with a minimum of at least 4 STEMI patients transported directly to a STEMI Receiving Center for Primary PCI and/or STEMI Referring Hospital for fibrinolytic administration and for achieving 75% or higher adherence for at least one consecutive 90-day interval on all Mission: Lifeline® EMS quality measures to improve the quality of care for STEMI patients.

**Target: Stroke™ Honor Roll Elite Plus**

“Hospitals achieving Time to Intravenous Thrombolytic Therapy  $\leq$  60 minutes in 75% 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% of applicable acute ischemic stroke patients treated with IV tPA to improve quality of patient care and outcomes.”

**Target: Stroke™ Honor Roll Elite**

“Hospitals achieving Time to thrombolytic therapy  $\leq$  60 minutes in 75% or more of applicable acute ischemic stroke patients treated with IV tPA to improve quality of patient care and outcomes.”

**Target: Stroke™ Honor Roll**

“Hospitals achieving Time to Intravenous Thrombolytic Therapy  $\leq$  60 minutes in 50% or more of applicable acute ischemic stroke patients to improve quality of patient care and outcomes.”

**Target: Heart Failure™ Honor Roll**

“Hospitals achieving all three Target: Heart Failure™ care components for 50% or more of eligible patients with heart failure discharged from the hospital consistent with the time frame that is associated with the achievement award being submitted.”

## BRAND GUIDELINES

Participants in the Get With The Guidelines® or Mission: Lifeline® programs may not use the American Heart Association® (AHA) Heart and Torch logo on any materials, including digital materials. Please do not use the AHA name and/or logo without prior approval by the American Heart Association. 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](mailto:qirecognition@heart.org).

The Get With The Guidelines® and Mission: Lifeline® program names and/or logos may not be used by any organization in any capacity without prior approval by the American Heart Association®. Quality achievement award-winning hospitals should use the recognition icons, and all Get With The Guidelines®/Mission: Lifeline® name mentions must be consistent with recommended language as outlined above.

The Get With The Guidelines®/Mission: Lifeline® 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 endorsement or recommendation by the American Heart Association of the institution and/or its services.

Statements similar to the following examples are not acceptable for use in conjunction with mention of Get With The Guidelines® or Mission: Lifeline®: "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®/Mission: Lifeline® programs and/or the American Heart Association cannot be mentioned in any billing statements, invoices, price lists or other documents related to fees for hospital-related services.

## BRANDING: RECOGNITION ICONS

Spread the news! Recognition icons help award recipients publicize their achievements. Award achieving hospitals/EMS agencies are welcome to use them on their website and on internal and external marketing materials.

Please note that only icons that are applicable to the hospital's achievement level can be used, and icon use is subject to verification.

Icons note the year the award was given. Hospitals and EMS agencies can use them for up to 12 months to promote their achievement.

The Get With The Guidelines® and Mission: Lifeline® logos along with the 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.

### BRAND GUIDELINES

Please follow these brand guidelines whenever a recognition icon is used:

- 1. Use the icon in its entirety (see page 16).** Elements of the icon may not be used independent of each other. The elements include:
  - Recognition icon
  - Get With The Guidelines® or Mission: Lifeline® logo
  - American Heart Association® logo
- 2. Use the appropriate color logo.**
  - First preference is the CMYK (four-color-process) version. Add a white box to frame icon for use on colored surfaces if needed.
  - For clarity and legibility when using the icon, the logo width should always exceed 1."
  - Other than scale alteration, the icon can't be tampered with or altered.
- 3. Allow for areas of non-interference.**
  - The area of non-interference around the Get With The Guidelines® and Mission: Lifeline® recognition icons 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.

## ICON SAFE ZONE AND SIZE

**Safe Zone:** The height of the “H” below shows the outer most edges of the icon.\* We ask that other graphic elements are kept clear of this space.



\*Mission: Lifeline® EMS Gold is used as an example, but these rules apply across all icons.



## ICON INCORRECT USE

Please do not ungroup/unlock image elements or use mis-proportioned icons or any color combinations that aren't provided.

Here are a few examples of incorrect use of the icon\* including but not limited to the following:

Colored background



Background with pattern



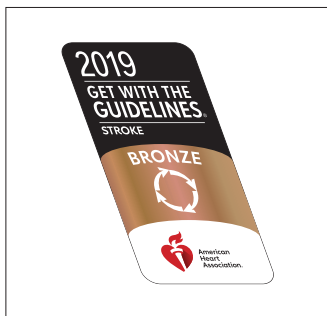
Use of color (other than what's specified in this standards document.)



Use of special effects



Rotate or skew



Overlapping photography



Separate components



Use an icon as a pattern



Correct use



\*Get With The Guidelines® Stroke Bronze is used as an example, but these rules apply across all icons.

## SAMPLE MESSAGES

Hospitals or EMS agencies may use the following descriptions to describe your participation in Get With The Guidelines® and/or Mission: Lifeline®:

- Our participation in Get With The Guidelines®/Mission: Lifeline® 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.
- 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's® Get With The Guidelines®/Mission: Lifeline® 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's® Get With The Guidelines®/ Mission: Lifeline® program helps us achieve that goal.
- At <Hospital name>, we understand that the up-to-date, evidence-based treatment guidelines from the American Heart Association® are lifeline to our patients — and that is what we are all about - what is best for our patients.

## LANGUAGE TO AVOID

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

- Terms implying superiority such as best, better and only.
- Language referring to the combined recognitions as an implied award (for multi-module performance-award recipients. For example, don't use colloquialisms like "Double Crown" or "Double Diamond" (but you can use "double achievement" or "dual award-winner").
- "Only hospital to achieve an award" ("First" in city/county/state for an award is acceptable if it's validated by the AHA through your QIS).

## SAMPLE MESSAGES Cont.

- Referring to 100% of hospitals in a specific area is allowed (e.g. NOT North Texas or Southeast Florida) but is allowed for a city, state, or affiliate that is clearly defined.
- A region must be clearly specified, with descriptors like “county,” “city” or “state.”

### EXAMPLES:

**Ok, if verified by AHA field staff:** John Doe Hospital is the proud recipient of the 2019 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.

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

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

We generally discourage using statistical data. If you choose to cite statistical information (e.g. “one of 10 in the state”). Quality Improvement Specialist and the National AHA Marketing/ Communications team will need to review. This requires a 10-day review timeline. Please forward all materials to your local QIS who will route it for approval. Statements with statistical data should only be marketed for 12 months. Thank you.

## PROMOTIONAL IDEAS

Your AHA 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 organization and your community.

### INTERNAL PROMOTIONAL IDEAS

Your hospital's Get With The Guidelines® and/or Mission: Lifeline® 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 the available national recognition ceremonies, we encourage you to celebrate your success within your hospital. Here are a few examples of ways to promote your award within your organization.

- When you're notified about your award, share the news with your hospital's leadership, including the CEO and chief of staff, and with your EMS agency's leadership to include, EMS Director or Chief, local government councils and state office of EMS.
- Notify team members about your award by announcing your recognition achievement at staff gatherings or in-service training.
- Schedule and host an award presentation ceremony. To host a successful event:
  - Invite key team members, local dignitaries to include county council members, board members and the media.
  - Ask your Quality champion to provide a description of the program, its goals and 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 internal newsletter.

### EXTERNAL PROMOTIONAL IDEAS

The American Heart Association® provides template advertisements you can use to promote your achievement. Access them with the link provided by AHA's local Quality Improvement Director and use the appropriate recognition icons to promote this achievement.

#### **Here are some ideas to promote the award(s) to patients and visitors:**

- Use the images and content in your recognition kit to spread the word about your award on social media.
- Place signage promoting this achievement, including posters and table tents, in patient waiting rooms, cafeterias, elevators and restrooms.
- Hang a banner promoting achievement in your main entrance.
- Place a small ad promoting achievement in hospital Patient Handbook.
- Include an advertisement promoting achievement on internal closed-circuit TV programming.
- Add an announcement and a Get With The Guidelines® recognition icon 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:

- Order a Mission: Lifeline® cling for use on windows or on or in the ambulance itself. ([Mission: Lifeline® EMS Only](#))
- Use the images and content provided in your recognition kit to spread the word about your award on social media.
- Place a radio ad promoting your achievement.
- Place an ad promoting in local newspapers and magazines using American Heart Association® approved materials.
- Include a 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 system.
- Place an article about your achievement in your external newsletter.
- Promote your achievement in a preview slide at the local movie theater.
- Include Get With The Guidelines® recognition badges in staff email signatures

### RADIO ADS

At (**NAME OF HOSPITAL/AGENCY**), we're committed to providing heart and stroke care based on the latest research-based treatment guidelines. Studies show patients can recover better when these guidelines are consistently followed. We're proud to be recognized by the American Heart Association® for our achievement in the (**NAME OF PROGRAM/AWARD**) quality program. Another way (**NAME OF HOSPITAL/AGENCY**) is working to improve healthcare for you and your family.

### 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®/Mission: Lifeline® 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/agencies recognized for performance in the Get With The Guidelines®/Mission: Lifeline® 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/LinkedIn:** We're proud to have been recognized by the American Heart 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](#)]

### NEWS RELEASES

Template news releases are provided for your use by your local Quality Improvement Specialist. If the template is used exactly as provided with all blanks filled in appropriately, no further review is required. If additional information is added, just forward it to your regional Get With The Guidelines® director, who will route it for approvals.

Award recipients are encouraged to distribute the news 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 websites.

Quality achievement award-winners may not distribute information about the Get With The Guidelines® or Mission: Lifeline® programs 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 National Marketing/ Communications 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

Please forward any media inquiries about the program or American Heart Association® resulting from media outlets outside of a hospital's local market (as described above) to local AHA communications staff.



## WEB-LINKING POLICY

We encourage you to use the appropriate recognition icon on your website. The icon should be a link to the American Heart Association's® Quality Initiatives website: [heart.org/quality](https://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 [here](#) or at the bottom of the home page of [heart.org](https://heart.org).

If you have questions about marketing, advertising, public relations or promotions of the Get With The Guidelines® or Mission: Lifeline® programs, please contact your local Quality Improvement Specialist. We are happy to help.

### RECOGNITION FROM THE AMERICAN HEART ASSOCIATION®

The American Heart Association® 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 QCOR Scientific Sessions in April, for award-winning Get With The Guidelines® and Mission: Lifeline® 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 (usually in late summer)
- Other events and ads as determined by the American Heart Association®