**FOR IMMEDIATE RELEASE**

Contact: NAME

(Title)

(Telephone number)

(Email)

**(HOSPITAL NAME) receives  
Get With The Guidelines-AFIB Bronze Quality Achievement Award**

*American Heart Association Award recognizes* ***(HOSPITAL NAME’s****) commitment to quality AFIB care*

**CITY, DATE, 2018**— (HOSPITAL NAME) has received the American Heart Association’s Get With The Guidelines®-AFIB Bronze Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association guidelines for the management of patients with atrial fibrillation.

[Get With The Guidelines-AFIB](http://www.heart.org/HEARTORG/HealthcareResearch/GetWithTheGuidelines/GetWithTheGuidelines-AFIB/Get-With-The-Guidelines-AFib_UCM_448881_SubHomePage.jsp) was developed to assist healthcare professionals to provide the most up-to-date, research-based guidelines for patients with [atrial fibrillation](http://www.heart.org/idc/groups/heart-public/@wcm/@hcm/documents/downloadable/ucm_300294.pdf), an irregular heartbeat that can lead to stroke and other complications.

(HOSPITAL NAME) earned the award for meeting specific quality achievement measures at a set level for a designated period. These measures include providing appropriate medications and aggressive risk reduction therapies to prevent stroke, stabilize the heart rate and rhythm and treat additional heart disease. Before discharge, patients should also receive education and counseling on managing their condition and plans on follow-up care.

“(HOSPITAL NAME) is dedicated to improving the quality of care for our patients with atrial fibrillation by implementing the American Heart Association’s Get With The Guidelines-AFIB initiative,” (HOSPITAL SPOKESPERSON, TITLE). “The tools and resources provided help us track and measure our success in meeting evidenced-based clinical guidelines developed to improve patient outcomes.”

“We are pleased to recognize (HOSPITAL NAME) for their commitment to atrial fibrillation care,” said Eric E. Smith, M.D., national chairman of the Get With The Guidelines Steering Committee and an associate professor of neurology at the University of Calgary in Alberta, Canada. “Research has shown that hospitals adhering to clinical measures through the Get With The Guidelines quality improvement initiative can often see fewer readmissions and lower mortality rates.”

According to the American Heart Association, more than 2.7 million adults suffer from atrial fibrillation. The condition accounts for about one-third of hospitalizations for cardiac rhythm disturbance and is associated with a five-fold increase risk of stroke. Proper treatment of atrial fibrillation can reduce these risks.

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**About [Hospital Name]:**

**[Insert Hospital boiler plate]**

**About Get With The Guidelines**

Get With The Guidelines® is the American Heart Association/American Stroke Association’s hospital-based quality improvement program that provides hospitals with the latest research-based guidelines. Developed with the goal of saving lives and hastening recovery, Get With The Guidelines has touched the lives of more than 6 million patients since 2001. For more information, visit [heart.org](http://www.heart.org)**.**

***ADDITIONAL RESOURCES***

**Social Media Posts**

**Twitter**

We’re proud to achieve recognition by @American\_Heart with a <GWTG award received>! #GetWithTheGuidelines

Patient care is our No. 1 priority. **[Hospital Name]** has received a <GWTG award received>. #GetWithTheGuidelines

**Facebook**

We are proud to achieve recognition by the American Heart Association for following the latest research-based standards for <Type of care> with a Get With The Guidelines Achievement Award. Find out more at <http://bit.ly/1J1UiHu>

**[Hospital Name]** has earned a Get With The Guidelines Achievement Award which demonstrates adherence to clinical guidelines to support better outcomes for patients. Learn more at <http://bit.ly/1J1UiHu>