**FOR IMMEDIATE RELEASE**

**CONTACT:**

(Name)

(Title)

(Telephone number)

(Email)

# (HOSPITAL NAME) receives Mission: Lifeline Gold Receiving achievement award

**CITY, DATE, 2018** — (**HOSPITAL NAME**) has received the Mission: Lifeline® Gold Receiving Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association for the treatment of patients who suffer severe heart attacks.

Every year, more than 250,000 people experience an ST elevation myocardial infarction (STEMI),the deadliest type of heart attack, caused by a blockage of blood flow to the heart that requires timely treatment. To prevent death, it’s critical to restore blood flow as quickly as possible, either by mechanically opening the blocked vessel or by providing clot-busting medication.

The American Heart Association’s Mission: Lifeline program’s goal is to reduce system barriers to prompt treatment for heart attacks, beginning with the 9-1-1 call, to EMS transport and continuing through hospital treatment and discharge. The initiative provides tools, training and other resources to support heart attack care following protocols from the most recent evidence-based treatment guidelines.

**(HOSPITAL NAME**) earned the award by meeting specific criteria and standards of performance for quick and appropriate treatment through emergency procedures to re-establish blood flow to blocked arteries in heart attack patients coming into the hospital directly or by transfer from another facility.

“(**HOSPITAL NAME**) is dedicated to providing optimal care for heart attack patients,” said (**Hospital Spokesperson**). “We are pleased to be recognized for our dedication and achievements in cardiac care through Mission: Lifeline.”

“We commend (**HOSPITAL NAME**) for this award in recognition for following evidence-based guidelines for timely heart attack treatment,” said Tim Henry, M.D., Chair of the Mission: Lifeline Acute Coronary Syndrome Subcommittee. “We applaud the significant institutional commitment to their critical role in the system of care for quickly and appropriately treating heart attack patients.”

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**About [Hospital Name]:**

**[Insert Hospital boiler plate]**

**About Mission: Lifeline**

The American Heart Association’s Mission: Lifeline program helps hospitals and emergency medical services develop systems of care that follow proven standards and procedures for STEMI patients. The program works by mobilizing teams across the continuum of care to implement American Heart Association/American College of Cardiology Foundation clinical treatment guidelines. 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 <M:L award received>! #MissionLifeline

Patient care is our No. 1 priority. **[Hospital Name]** has received a <M:L award received>. #MissionLifeline

**Facebook**

We are proud to achieve recognition by the American Heart Association for following the latest research-based standards for severe heart attacks with a <M:L award received>. Find out more at <http://bit.ly/TU8daL>

**[Hospital Name]** has earned a <M:L award received> which demonstrates adherence to clinical guidelines to support better outcomes for all cardiac patients. Learn more at <http://bit.ly/TU8daL>