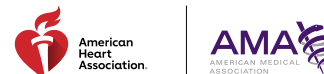




Focus on Quality for Outpatient Organizations Recognition Program Guidelines



TARGET: **BP**™





American
Heart
Association.

Congratulations!

Because of your demonstrated dedication adhering to the latest treatment guidelines, your organization has received an Achievement Award.

Your dedication to improving patient care deserves to be celebrated. This document contains information, tools and guidelines to help you share your success with your organization and your community.

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ABOUT YOUR OUTPATIENT AWARD

The American Heart Association (AHA) recognizes organizations and their success in using our outpatient quality initiatives to improve quality of care and outcomes for patients.

To qualify for an award, an organization must:

- Register online.
- Share basic practice and organizational population information with the AHA.

If your organization qualifies for an award, you will be notified and provided an electronic link to the applicable promotional kit, which includes recognition icons and promotional tools.



DEVELOPMENT OF PROMOTIONAL MATERIALS

If your organization develops promotional materials that make any other claim or statement beyond the sample verbiage provided or other template materials provided in the promotional kit, the product must be approved by the American Heart Association.

- 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 AHA representative or send materials to qirecognition@heart.org.

If you have questions regarding marketing, advertising, public relations or promotions of the outpatient initiatives or any AHA quality improvement programs, please contact your local AHA representative.



BRANDING: RECOGNITION ICONS

Recognition icons have been developed to help recognition award recipients publicize their achievements. These icons are available for use by award achieving organizations on their website, as well as internal and external marketing materials. An organization may only use the icons that are applicable to the organization's actual achievement level. Icon use is subject to verification.

Icons include a notation of the year the award was given. Organizations can use them for up to 12 months to promote their achievement. Each year, the icons will be revised to reflect the current year.

The recognition icon design included in this document 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.

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

1. Use the icon in its entirety.
2. Use the appropriate color logo.

Other than resizing to fit design needs, the icon cannot be tampered with or altered in any way.



LANGUAGE TO AVOID

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

- Refrain from using terms implying superiority such as best, better, and only.
- For multiple performance-award recipients, avoid any type of language referring to the combined recognitions as an implied award. For example, the use of colloquialisms such as “Double Crown” or “Double Diamond” is not permitted. Acceptable verbiage for multiple discipline winners would be “double achievement” or “dual award-winner.”
- “First” in city/county/state for an award is acceptable as long as it is validated by AHA through your local representative.
- “Only organization to achieve an award” is not appropriate to use.
- “Region” has to be clearly specified, such as “county,” “city” or “state.”

Any materials outside of these instructions can be forwarded to your local AHA representative who will route it for approval. Any statements that use statistical data should only be marketed for 12 months.



INTERNAL PROMOTIONAL IDEAS

Your organization's achievement award is tangible evidence of your care team's hard work and commitment to healthier lives. It IS 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 practice. Here are a few examples of ways to promote your award within your organization.

- Notify team members about your award by announcing your recognition achievement at scheduled staff gatherings, such as department meetings 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.



EXAMPLE PROMOTIONAL IDEAS

Your 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 community. AHA has created marketing materials that can be accessed through the link provided with your announcement.

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

- Place signage promoting this achievement, including posters & table tents, in patient rooms and reception areas.
- Hang a banner promoting achievement in your main entrance.
- Include an icon widget on your website.

Use the following ideas to promote your award in your community:

- Use the images and language provided in your recognition kit to share the word about your award on social media.
- Place an article about your achievement in your external newsletter.
- Promote your achievement in a preview slide at the local movie theater.





American Heart Association®

Check. Change. Control.
Cholesterol™



AWARD ELIGIBILITY

Check. Change. Control. Cholesterol focuses on addressing high cholesterol through ASCVD risk assessment and appropriate therapies.

The different achievement levels reflect varying degrees of organizational dedication and performance.

- **Participant level** – Recognizes practices that have committed to improving ASCVD (Atherosclerotic Cardiovascular Disease) risk assessment and submitted data on appropriate Statin therapy based on MIPS measure #438.
- **Gold level** – Recognizes practices that have fulfilled the Participant criteria AND have 70% or more of their adult, at-risk ASCVD patient population appropriately managed with Statin therapy based on MIPS measure #438.





SAMPLE MESSAGING

Organizations may use the following descriptions to describe your participation in **Check. Change. Control. Cholesterol**.

- Our participation in **Check. Change. Control. Cholesterol** 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 **<organization's name>**, we care about our patients. That's why we've made a commitment to turn treatment guidelines into lifelines.
- **<Organization's Name>** is dedicated to helping our patients achieve the best possible outcomes, and implementing the American Heart Association's **Check. Change. Control. Cholesterol** 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.

SCRIPTS AND SOCIAL MEDIA

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 **Check. Change. Control. Cholesterol** program for our commitment to quality patient care. Join us in congratulating our staff for working to improve the health of our community.
- The care our patients receive is our number one priority. That's why we're proud to be among the organizations who are recognized for performance in the **Check. Change. Control. Cholesterol** program of the American Heart Association.

Social Media Messaging

Twitter: We're proud to achieve a **Check. Change. Control. Cholesterol. [Participation/Gold]** performance Award from @American_Heart! #ChangeCholesterol

Facebook/LinkedIn: We are proud to achieve recognition from the American Heart Association for our commitment to helping our patients understand and manage their risks for high cholesterol. We're a **Check. Change. Control. Cholesterol. [Participation/Gold]** Award winner! #ChangeCholesterol



WEB LINKING

Quality achievement award-winning hospitals are encouraged to use the appropriate recognition icon on their website. The icon should, in all cases, be a link to the American Heart Association's **Check. Change. Control. Cholesterol** website: **www.heart.org/changecholesterol**.

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](#).

TARGET:BP™



AWARD ELIGIBILITY

In partnership with the American Medical Association, **Target: BP** celebrates physician practices and health systems that treat patients with hypertension for achieving blood pressure control rates within the populations they serve.

The different achievement levels reflect varying degrees of organizational dedication and performance.

- **Participant level** – Recognizes practices that have submitted data and committed to reducing the number of adult patients with uncontrolled blood pressure
- **Gold level** – Recognizes practices that have controlled high blood pressure in at least 70% of their adult patient population.



SAMPLE MESSAGING

Organizations may use the following descriptions to describe your participation in **Target: BP**.

- Our participation in **Target: BP** demonstrates our commitment to reduce the number of Americans who have heart attacks and strokes by prioritizing blood pressure control.
- 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 **<organization's name>**, we care about our patients. That's why we've made a commitment to help patients achieve greater blood pressure control.
- **<Organization's Name>** has been recognized by **Target: BP** for our work to improve blood pressure control rates and reduce the number of Americans who have heart attacks or strokes..

SCRIPTS AND SOCIAL MEDIA

On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We have been recognized by the American Heart Association and American Medical Association for joining **Target: BP** and for our commitment to reducing the number of Americans living with uncontrolled blood pressure. Join us in congratulating our staff for working to improve the health of our community.
- The care our patients receive is our number one priority. That's why we're proud to be among the organizations that are recognized for their performance in the **Target: BP** program of the American Heart Association and the American Medical Association.

Social Media Messaging

Twitter:

- By joining **#TargetBP**, we've committed to improving the nation's blood pressure control rate—one patient at a time.
- @American_Heart and @AmerMedicalAssn have recognized our team for **<specific Target: BP award received>** achievement award. #TargetBP

Facebook/LinkedIn:

- By joining **#TargetBP**, we've committed to improving the nation's blood pressure control rate—one patient at a time. #TargetBP
- **<Our team is; We're; [Practice name] is/are>** proud to have been recognized by the American Heart Association and American Medical Association with a **<specific Target: BP award received>** achievement award. By working together, we can continue to improve our country's current blood pressure control rate. #TargetBP

WEB LINKING

Quality achievement award-winning hospitals are encouraged to use the appropriate recognition icon on their website. The icon should, in all cases, be a link to the **Target: BP** website:

www.targetbp.org.

Some guidelines about linking to this webpages:

1. **Target: BP** 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. **Target: BP** does not allow framing of its website(s). When setting up a link to the Target: BP web site, the 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 should be text-only and you may not use the **Target: BP** stylized logo as a link, as our logo cannot be shown on your site.

The AHA linking policy and AMA privacy policy in its entirety can be found here or at the bottom of the home page of www.targetbp.org.



American Heart Association®

Target: Type 2 DiabetesSM



AWARD ELIGIBILITY

Target: Type 2 Diabetes addresses CVD risk factors in patients with type 2 diabetes as part of the AHA and American Diabetes Association's Know Diabetes by Heart™ initiative.

The different achievement levels reflect varying degrees of organizational dedication and performance.

- **Participant level** – Recognizes practices for commitment to improving quality of care through awareness, detection, and management of type 2 diabetes by educating and empowering patients with evidence-based information and tools.
- **Gold level** – Recognizes practices for improving quality of care through awareness, detection, and management of type 2 diabetes by educating and empowering patients with evidence-based information and tools.





SAMPLE MESSAGING

Organizations may use the following descriptions to describe your participation in **Target: Type 2 Diabetes**.

- Our participation in **Target: Type 2 Diabetes** 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 **<organization's name>**, we care about our patients. That's why we've made a commitment to turn treatment guidelines into lifelines.
- **<Organization's Name>** is dedicated to helping our patients achieve the best possible outcomes, and implementing the American Heart Association's **Target: Type 2 Diabetes** 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.



SCRIPTS AND SOCIAL MEDIA

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 **Target: Type 2 Diabetes** program for our commitment to quality patient care. Join us in congratulating our staff for working to improve the health of our community.
- The care our patients receive is our number one priority. That's why we're proud to be among the organizations who are recognized for performance in the **Target: Type 2 Diabetes** program of the American Heart Association.

Social Media Messaging

Twitter: We're proud to have been recognized by @American_Heart with a [<specific TT2D award received>](#). Learn more. [Link to news release]

Facebook/LinkedIn: We're proud to have been recognized by the American Heart Association for treating our patients according to the latest guidelines. Learn more [Link to news release]



WEB LINKING

Quality achievement award-winning hospitals are encouraged to use the appropriate recognition icon on their website. The icon should, in all cases, be a link to the American Heart Association's **Target: Type 2 Diabetes** website: **www.KnowDiabetesbyHeart.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](#).

THANK YOU

The image features a solid red background. In the center, the words "THANK YOU" are written in a bold, white, sans-serif font. On the right side of the image, there are several overlapping, dark red, organic shapes that resemble flames or stylized leaves, creating a layered, abstract effect.