



Communication Guidelines for Joint Commission and American Heart Association/American Stroke Association Collaborative Certifications

The following communication guidelines have been developed by The Joint Commission to provide guidance to Joint Commission Certified Comprehensive Stroke Centers, Thrombectomy-Capable Stroke Centers, Primary Stroke Centers, Acute Stroke Ready Hospitals, Comprehensive Cardiac Centers, Primary Heart Attack Centers, Acute Heart Attack Ready Centers and Advanced Heart Failure Programs for promoting their advanced certification using The Joint Commission's Gold Seal and the American Heart Association/American Stroke Association(AHA/ASA) designated certification marks. These guidelines will assist organizations to appropriately portray their certification in the most credible and accurate manner. Any questions about these guidelines should be directed to: marketinginfo@jointcommission.org.

Publicity and Promotion

Your Joint Commission certified program can use any of the following statements when publicizing and promoting your advanced certification:

- [Name of organization] has attained advanced certification by The Joint Commission. This means that this [center or program]:
 - provides the next generation of [stroke or cardiac] care
 - has met and seeks to maintain The Joint Commission's high standards in providing [stroke or cardiac] care

Your Joint Commission certified program should not use the following words to describe your certification: only, best, leading, better, etc. For example, "... only certified primary stroke center in this city."

You can begin publicizing and promoting once you receive your official certification.

Use of *The Gold Seal of Approval*® from The Joint Commission and the American Heart Association/American Stroke Association (AHA/ASA) designated certification marks:

- If your organization has achieved one of these certifications, you may download the high resolution certification marks on your organization's secure Joint Commission Connect Extranet.
- Please note that you may need to obtain the required log in information from your organization's Joint Commission Connect Security Administrator.

Celebrate Your Certification

There are many ways to celebrate your certification. The following suggestions may be useful to you:

- Conduct a news conference with your local media. Invite reporters to meet with your CEO, medical director, quality assurance/improvement director and other key staff members.

- Inform key audiences of your certification, including employees, volunteers, physicians, nurses, community leaders, benefactors, health plans, local employers, business coalitions, referral sources, and government agencies as well as state associations, nursing societies and other health care and professional associations of which you are a member.
- Include information regarding your certification in your patient literature or on your website.
- Include an announcement or feature story in your internal and external publications.
- Encourage your leaders to speak about your certification at conferences and in other venues.
- Display your certification in a poster or banner placed in a prominent place in your organization or on a billboard or exterior building sign.
- Display pamphlets, posters and table tent cards in your organization.