

# triangle **times today**



## Five ways to promote your success

With the hard work of earning your higher level of recognition comes the opportunity to create raving fans to support your success.

AAAHC offers a complete set of marketing resources to help you promote your accreditation or certification to professional organizations, media, and the public. Using a tailored, multi-pronged marketing approach enhances their effectiveness.

### 1. Start internally

Promote your accreditation or certification with a staff celebration. Share the hard-earned success in a staff meeting and ensure that all participants in the process are acknowledged. Communicate the results in staff meetings, emails, and across other internal communications.

### 2. Engage your patients

Display your certificate and window clings (included with your marketing kit letter) in your facility. Update your website with your newsworthy announcement.

### 3. Create external communications

Raise community awareness of your achievement through external outreach to your chamber of commerce, local government, and local media. Creating a press release supports a consistent message for your external outreach.

### 4. Use social media to showcase your success

Make this milestone come to life with photos of your celebration and the team that made it happen. Be sure to share the photos with AAAHC by tagging us in your post and using #AAAHC #1095 Strong

### 5. Embrace the **1095 Strong, quality every day philosophy** by emphasizing the importance of quality practices throughout all 1,095 days of the accreditation cycle.

Remember, after you achieve accreditation/certification, AAAHC automatically mails your printed 12" x 16" certificate along with a marketing kit letter. The digital marketing kit includes resources for your customized approach.

- Customizable press releases and announcement letters
- AAAHC logos that identify the accreditation/certification program for use in print or digital communication
- Logo guidelines

**If you have questions about certificates, please download the FAQs document at <https://bit.ly/3DLdAlz>**

Your diligence has paid off. Now brag a little, get creative, and have some fun celebrating your achievement.

## Conferences & Exhibits

- **Becker's ASC Business and Operations of ASCs**  
Oct 27-28

## 1095 Learn

- **Achieving Accreditation Onsite**  
Las Vegas, Dec 2-3

For more information about all of our programs, including *Achieving Accreditation*, please [click here](#)



## Elevate your quality improvement study

AAAHC encourages its accredited organizations to submit successfully completed quality improvement (QI) studies for the prestigious 2022–23 Kershner QI Award.

Submitting your study exemplifies the *1095 Strong, quality every day* philosophy that is at the heart of what we do. The chance to share your process and results with others adds to a collective body of knowledge that helps move health care, study by study, toward the goal of ongoing quality improvement. Elevate your study and be recognized by your peers and, by example, help others improve their processes and care through your experience.

Showcase your study which demonstrates:

- Improved patient experience
- Improved patient safety
- Improved clinical care
- Improved operational processes

Be recognized by your peers for your great work.

Submit your study online through a secure submission portal.

Following careful consideration of all entries, the AAAHC Expert Panel uses the 10 components of an effective QI study to evaluate all submissions for clarity and conciseness. Detailed information and a template are provided in the Tools section of the

ambulatory and the MDS handbooks. Additionally, the panel will be seeking evidence of innovative thinking and demonstrated teamwork in study design and implementation.

The six finalists (three for Primary Care and three for Surgical/Procedural Care) will receive complimentary registration to *Achieving Accreditation* and the 2022–23 Kershner QI Award Ceremony, which is when the winners will be revealed. A cash honorarium is also included for finalists.

**Learn about the award and submission requirements, view past winners, and submit your study by visiting <https://bit.ly/3DDnBRF>**

### Components of an Effective Quality Improvement Study

