Marketing Your Facility’s IAC Accreditation

Your facility has earned a remarkable achievement. Now educate your referring physicians, insurers and patients about the importance of your status as an accredited facility.
The Importance of Marketing Your Facility’s Commitment to Quality

Prior to achieving accreditation, an applicant facility experiences many benefits through participation in the process. Most significantly, the advantages gained through the self-evaluation process are a direct result of reviewing the IAC Standards and instituting modifications to ensure compliance. Preparation and completion of the detailed Online Accreditation application causes facilities to evaluate their daily operations, making updates and improvements to policies, protocols and other aspects of the patient care they provide. As a subsequent step after accreditation is granted, the detailed Application Review Findings (ARF) letter, received by every accredited facility, is designed as a tool to be used by accredited facilities to ensure continual improvement.

Beyond these benefits related to quality, there is the value associated with the perception of being an accredited facility. However, to truly experience this benefit, steps must be taken to market the distinction to referring physicians, insurers and most importantly, patients. Facilities are encouraged to explore the wide range of opportunities for promoting their accreditation status. In today’s information age and era of savvy health care consumers, the public has begun to understand the importance of looking for evidence of quality, as it relates to their medical care. News-oriented television programs, along with mainstream print media, have spotlighted inadequate diagnostic and therapeutic procedures and brought the need for quality in these fields to the public’s attention.

Staff members of accredited facilities expend time and effort to complete the process and earn accreditation for their facilities. Expanding upon this accomplishment by taking the extra steps to communicate the achievement to patients, referring physicians and third-party payers enhances the overall value of accreditation, as experienced by the facility. Whether within a small, private office or a large medical center, there are many marketing strategies that can be employed to promote the accreditation of the facility and raise awareness of the commitment to quality embraced by the staff and administration.

Whether facilities choose to embark on a widespread marketing campaign or implement a few simple promotional techniques, communication of the facility’s accreditation status to their community is a step that should not be overlooked when seeking to experience the full spectrum of benefits associated with accreditation.

Who Else is IAC-Accredited in My Area?

The IAC website features a listing of all IAC accredited facilities (intersocietal.org/iac/facilitylist/search.htm). The feature allows patients and others to search for accredited facilities by location or facility name, viewing the specific areas in which accreditation has been granted along with the facility’s street address and expiration date. Facilities that are accredited by more than one IAC division are marked with a gold marker.
IAC Certificate Package

Facilities found to be in substantial compliance with the Standards are granted accreditation for a period of three years. Accredited facilities receive a certificate package containing tools to assist the facility in promoting their achievement:

- A notification letter congratulating the facility for demonstrating a commitment to quality patient care.

- Two copies of the official IAC certificate for each site, referencing each area granted accreditation, bearing the facility’s name and the expiration date.

- Two accreditation decals imprinted with the Seal of Accreditation for prominent display within the accredited facility.

- One complimentary lapel pin that can be worn proudly by a staff member.

- One complimentary embroidered patch with iron-on backing that can be adhered to a staff member’s lab coat.

- One sample patient information brochure.

- Access to the online IAC Marketing Kit (Seal of Accreditation, Press Release & Media List Form)

For more information on how to obtain additional copies of the certificate or order additional lapel pins, embroidered patches or brochures, see page 7.
IAC Marketing Kit

As a service to accredited facilities, the IAC provides the IAC Marketing Kit as an electronic download. The marketing kit contains multiple file formats of the Seal of Accreditation as well as a personalized press release and media list form for use by accredited facilities. **These materials are offered exclusively to accredited facilities and may be accessed through the secure Online Application portal.**

Accessing the Marketing Kit Online

1. Login to the secure online portal at [www.iaconlineaccreditation.org](http://www.iaconlineaccreditation.org);
2. Select the *Applications* tab;
3. Under your GRANTED application, there should be a yellow star icon under the Available Actions column to view the Marketing Kit;
4. Clicking on the star icon will prompt a new window within the portal containing complete instructions on how to download the marketing materials.

To access an application questionnaire, choose from the list below and click on the Available Action icon. You may return to this screen from an application by clicking [End] and [Save] within the questionnaire. For more information about any of the icons shown on this screen, hover your cursor/mouse over the icon.

Please note: You **must** have access to your facility’s online application to access the marketing kit online. The yellow star shown above will only appear once your facility has been granted accreditation. **Facility staff that do not have access to Online Accreditation are encouraged to e-mail the IAC at marketing@intersocietal.org to have the files e-mailed.**

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**Need help downloading the IAC Marketing Kit?** E-mail the IAC at [marketing@intersocietal.org](mailto:marketing@intersocietal.org) for assistance or login to your [Online Application](http://www.iaconlineaccreditation.org) and click on the live chat to talk with the IAC marketing staff. Select Seal of Accreditation/Marketing under request type and a member of our staff will be happy to chat with you.
Seal of Accreditation

The modality-specific IAC Seal of Accreditation (see examples to the right) has been designed specifically for use by accredited facilities. The seal is available in color as well as black and white and is specific to the testing area in which your facility is accredited (vascular testing, echocardiography, nuclear/PET [nuclear cardiology, nuclear medicine and/or PET], MRI, CT, dental CT, carotid stenting, vein center, cardiac electrophysiology or cardiovascular catheterization).

Beyond printed pieces, there are many creative uses for imprinting the accredited facility seal; some facilities have chosen to have it embroidered on staff lab coats or include it within slide presentations when giving clinical lectures at regional and national conferences. Many accredited facilities also choose to showcase the IAC Seal of Accreditation on their website or in their reports to be seen by referring physicians. The Seal of Accreditation may be downloaded electronically via the Online Accreditation portal (refer to instructions on page 4.)

COMMON QUESTION >> Can I Add the Seal of Accreditation to our Facility’s Reports?
Yes, absolutely! Facilities are encouraged to add the seal to their reports. Often, the jpg version of the seal can be added to the Word template of your report. If you are unsure how to edit your facility’s report in your system, talk to your IT team.

Please note: The IAC Seal of Accreditation is the only logo that the IAC has made available for use by accredited facilities. It must be printed in its exact form; only changes in size will be permitted. The official IAC logo is intended solely for IAC purposes and its use remains prohibited. Downloading images directly off of the IAC website is strictly prohibited.

Press Release & Media List Form

Within the certificate packet mailed to each IAC-accredited facility, a hard-copy sample press release is provided, along with a media list form. Facility staff are encouraged to complete this form with up to eight local media names and addresses and forward to IAC, who will then distribute the press release on the facility’s behalf with the purpose of encouraging media coverage. These items may also be downloaded electronically via the Online Accreditation portal (refer to instructions on page 4.)

COMMON QUESTION >> How Do We Use the Provided Media List Form?
As a service to accredited facilities, staff may fill out the provided media list form with up to eight local contacts and return it to the IAC via e-mail or fax. The IAC will use the provided media list to send a personalized press release to each of the indicated media (i.e., newspapers, community newsletters, etc.) on behalf of the accredited facility. This is a complimentary service provided by IAC, there is no charge to the facility. However, it is important to note that this is not a paid advertisement, therefore, there is no guarantee that the media you identify will choose to run the press release.

COMMON QUESTION >> Can Our Facility Edit the Provided Press Release?
Yes, facilities are welcome to use the content as a guide to creating a modified press release more specific to your facility. However, the facilities may not edit the press release content and release it on the IAC letterhead. If you choose to make edits to the content, you must then disseminate it on your facility’s letterhead. Accredited facilities are welcome to copy any of the wording from the press release for use in letters or other marketing activities. Facilities often find the press release language useful as they prepare letters or other communications to notify their referring physicians of their accreditation.
Certificate of Accreditation

Accredited facilities automatically receive two copies of the accreditation certificate(s) from the IAC for each site, noting the testing area(s) in which accreditation has been granted. **The two complimentary certificates are shipped to the facility as part of the certificate package.** The certificate bears the facility’s name and the expiration date and can be displayed/used as the facility deems appropriate. Facilities have the option to order additional copies of the certificate ($10 each).

Certificate Plaques

Often facilities like to frame the certificate so they can proudly display the certificate in their office. The IAC offers certificate plaques that your facility may order ($20 each). This attractive genuine walnut plaque includes a plexiglass cover to protect and highlight the accreditation certificate. A complimentary copy of the certificate is included and inserted with the purchase of each plaque.

Lapel Pins

Celebrate your facility’s achievement with the IAC lapel pin. This 1” jewelry-quality pin is die struck with stamped soft enamel, plated in gold finish and has a butterfly clutch backing. Outer circle reads “Member of Accredited Facility,” ensuring that it can be worn proudly by all staff members. **Accredited facilities will receive one complimentary pin as part of the certificate package.** Facilities may order additional pins for their facility ($10 each or $7 each for two or more).

Embroidered Patches

The embroidered patches are for displaying your achievement on your lab coat or uniform. This round, 2.5” IAC embroidered patch is professional with a white background, brown and green logo, brown edge and comes with an iron-on backing. Outer circle reads “Member of Accredited Facility,” ensuring that it can be worn proudly by all staff members. **Accredited facilities will receive one complimentary patch as part of the certificate package.** Facilities may order additional patches for their facility ($7 each or $5 each for two or more).
Patient Information Brochures / Holders

Great for your lobby or waiting area, use this display to educate your patients on your facility's accreditation achievement and commitment to quality care. This attractive set features one pack (250-count) of pre-printed brochures and a clear acrylic brochure holder bearing the IAC logo and mission, *Improving health care through accreditation®*. Holder measures 4.25” w x 7.25” h x 2.5” d. The brochures are specific to the area of testing in which your facility has earned accreditation ($25 for 250 brochures and 1 holder).

Accreditation Decals

To ensure that patients and other visitors to your facility are aware of your accreditation achievement, **the IAC provides two complimentary modality-specific accreditation decals to each accredited facility as part of the certificate package.**

These decals can be prominently displayed anywhere in your facility on multiple surfaces. The clings, (5”x5”), are vinyl, non-adhesive decals that cling to any smooth glass or plastic surface. Facilities have the option to order additional decals ($5 each).

Order Additional Items for Your Facility

*(Please note: If you have not previously accessed Online Accreditation, you will not be able to order any of these items online. Only administrators of the Online Accreditation account have the appropriate credentials to login and order these items.)*

1. Login to the secure Online Accreditation portal at [www.iaconlineaccreditation.org](http://www.iaconlineaccreditation.org).
2. If your facility is granted accreditation, you will see a tab for *Purchase Extras / Cart*.
3. You may select and add as many items to your cart as you wish in the modalities in which your facility is accredited. Be sure to select the modality if your facility is accredited in multiple modalities.
4. Payment is made directly and securely through the Online Accreditation portal.

*Please note: You may only order items for modalities in which your facility is currently accredited. Status is verified upon order fulfillment.*
Other Ways to Promote Your Accreditation

Paid Advertising / Print Materials

Though the IAC provides an abundance of materials to help your facility properly market your accreditation status, facilities often take the process one step further and choose to invest in promoting their accreditation status. Taking the initiative to place a paid advertisement or have materials printed to showcase your facility’s dedication to quality patient care will help your facility stand out among its competitors.

The types of paid advertisements that a facility can choose to promote their accreditation vary. Contact your local media outlet’s advertising department to discuss your options, as prices and options vary widely between newspapers, magazines and stations based upon geographic areas and demographics, etc.

Whether you are searching for an informational handout to offer patients in the waiting room or looking for another opportunity to utilize the Seal of Accreditation, creating a print brochure to market your facility’s many offerings and accomplishments is an excellent outlet for showcasing your facility. Some facilities may have access to a marketing or communications specialist who can assist them in creating an eye-catching print piece in which to showcase their Seal of Accreditation. If yours does not, shop for local print companies and quick-copy stores in your area. In today’s world of digital design and printing, small print pieces are more affordable than you may think.

Facilities are not required to send drafts of ads or other promotional materials to the IAC for review; however, our marketing department will be happy to review your materials and answer any questions you may have.

Banners / Signs

Some accredited facilities have also taken their marketing efforts a step further and created custom signs or banners for their lobby or patient waiting areas, or even their mobile units. These banners stand out to patients who are looking for the Seal of Accreditation to ensure they are receiving the highest quality of care. Need help creating a banner or sign? Reach out to the IAC marketing team at marketing@intersocietal.org.

This sample of a billboard advertisement was submitted by Albert Vein Institute in Colorado Springs, CO in 2015.

The UTHSC Mobile Stroke Unit created a banner to display in their lobby to announce their achievement.

The UTHSC Mobile Stroke Unit is shown in June 2018 and features the IAC CT Seal of Accreditation. (Photo Credit: Natalie Brewer/UTHSC)
Website Promotion

More and more, health care organizations are taking advantage of online communications to provide patient information and details about their services. Patients utilize websites for information as simple as directions and parking to detailed information on what to expect while undergoing their studies. Websites provide an excellent mechanism for facilities to educate patients about their accreditation status and set themselves apart, particularly in highly competitive markets. Displaying the IAC Seal of Accreditation or press release on your website are two great ways to show your patients that you are dedicated to ensuring quality patient care!

Social Media

Social media is a powerful tool to interact with your patients outside of the office. Create engaging posts and paid ads on Facebook or Twitter announcing your accreditation and how it’s helping you to improve the care you provide. Paid advertising on social media is a far less expensive outlet than print advertising for reaching your current and potential patients.

Show Us Your Promotion! Have an example of your facility marketing its IAC accreditation you’d like to show us? E-mail your examples to marketing@intersocietal.org and we may feature your facility on our website or social media!