



# Marketing Your IAC Accreditation



A Guide to Promoting Your Facility's Achievement



## | Why Market Your Accreditation? |

An applicant facility experiences many benefits through participation in the accreditation process. Most significant are the advantages gained through the self-evaluation, a direct result of reviewing the *IAC Standards* and instituting modifications to ensure compliance. The accreditation process requires facilities to evaluate their daily operations, improving technical and interpretive quality and performing quality improvement activities which result in continuous improvement to the patient care they provide.

Staff members of accredited facilities expend time and effort to complete the process and are very proud to earn accreditation for their facilities. Taking the extra steps to communicate this achievement to patients, referring physicians and third-party payers enhances the overall value of accreditation as experienced by the facility.

**Facilities are encouraged to explore the wide range of opportunities for promoting their accreditation status.**

In today's information age and era of informed health care consumers, the public understands the importance of looking for evidence of quality as it relates to their medical care. News-oriented television programs along with mainstream print and social media have spotlighted inadequate diagnostic imaging and therapeutic procedures and brought the need for quality in these fields to the public's attention. Whether a small, private practice or a large hospital system, there are many marketing strategies that facilities can implement to promote their accreditation and raise awareness of the commitment to quality embraced by the staff and administration.

**Your facility has demonstrated a commitment to quality patient care and been awarded accreditation! Now ... educate referring physicians, insurers and patients about the importance of your status as an accredited facility.**

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Tools to Market Your Accreditation

# | Certificate and Marketing Kits |

Once a facility is granted accreditation by IAC, the designated Technical Director is shipped the **Certificate Kit** which contains:

- 2 copies of the IAC **Certificate of Accreditation** for each granted site, bearing the facility name and area(s) accredited (see details on the right about ordering complimentary certificates).

Separately, the Technical Director is also shipped the **Marketing Kit** which contains:

- 1 **tabletop poster** with an easel stand to display in your facility (see details on right);
- 1 **IAC Accreditation Decal** to display in your facility (see details on right); and
- an insert card containing **instructions on accessing your facility's modality-specific Seal of Accreditation** digital files.

## Certificate of Accreditation (2 copies per site provided)

The official IAC Certificate of Accreditation bears the facility name, testing area(s) accredited and expiration date. It may be displayed or used as the facility deems appropriate. The Technical Director is sent an e-mail after the facility is granted accreditation inviting them to review and order the complimentary certificates using our online ordering system. During this time, facilities are also invited to order additional certificates (\$10 ea) if desired, to be shipped with their complimentary copies.



## Framed Certificates (optional)

Often, facilities like to frame the certificate to proudly display in their office. The IAC now offers framed certificates for purchase in a variety of styles and colors using our new online ordering system. Facilities granted accreditation after May 2022 are e-mailed access to the new ordering system after accreditation has been granted.



## Accreditation Decal (1 provided complimentary)

The accreditation decal can be prominently displayed anywhere in your facility on multiple surfaces. Sized at 4.5" x 4.5" in full color, these removable vinyl stickers can be adhered to metal, glass, painted drywall, sanded wood and other surfaces.



## Tabletop Easel Poster with Stand (1 provided complimentary)

Announce your facility's achievement with the IAC tabletop poster! This 8.5" x 11" easel-backed tabletop poster easily pops up into its own built-in stand, ready to set on a counter-top or other surface. Perfect for your patient waiting room or lobby.



For more details on receiving your facility's certificates or the new online ordering system, please visit [intersocietal.org/certificates](https://intersocietal.org/certificates).

Tools to Market Your Accreditation

## | Digital Marketing Kit |

Offered exclusively to accredited facilities, the IAC Digital Marketing Kit is provided as an electronic download through your facility's account in the Online Accreditation portal. To complement the hard copy materials provided by IAC to assist accredited facilities in promoting their accreditation to patients, referring physicians and third-party payers, the following digital items are also available:

### Virtual Certificate of Accreditation

Accredited facilities now have the ability to download and print a digital copy of their IAC Certificate of Accreditation via the secure, Online Accreditation portal. The virtual certificate offers a quick method of accreditation verification, in contrast to the more elegant hard copy certificate provided by IAC to each accredited facility on premium card stock, inclusive of a gold seal, that is suitable for display.

### Printable Marketing Poster

For use in patient waiting areas or lobbies, IAC offers a 8.5" x 11" poster specific to the modality your facility is accredited in, available for download via the Online Accreditation portal. The poster can be quickly printed in color or black and white and used / displayed as you deem appropriate in your facility.

### UPMC Chautauqua WCA cardiology department earns accreditation by the IAC

JAMESTOWN — The UPMC Chautauqua WCA Cardiology Department was recently granted a maximum three-year term of accreditation by the Intersocietal Accreditation Commission (IAC) in the areas of Adult Transthoracic and Adult Stress Echocardiography.

"This distinction is our seal of approval that patients can be assured that we provide the highest level of patient care and quality in cardiac imaging and testing," said Tammara LC Hodges, director, UPMC Chautauqua WCA Imaging Services. "I am so proud of our dedicated cardiologists and heart team for this successful accreditation and their passion for advancing cardiac care."

Accreditation by IAC indicates that UPMC Chautauqua WCA Cardiology Department has undergone an intensive application and review process and found to be in compliance with the published Standards thus demonstrating a commitment to quality patient care in echocardiography. Comprised of a detailed self-



Submitted Photo

Andrea Gillies, RT, RDCS, lead echocardiographer at UPMC Chautauqua WCA, performs an echocardiogram (also called an echo), a type of ultrasound test that uses high-pitched sound waves that are sent through a device called a transducer. The device picks up echoes of the sound waves as they bounce off the different parts of the heart.

evaluation followed by a stantial compliance to the requirements outlined in the IAC Standards, your program has demonstrated a commitment to quality patient care," said Susan Jensen, RDCS, IAC senior clinical specialist-echocardiography.

About UPMC Chautauqua WCA Heart

Center The UPMC Chautauqua WCA Heart Center combines clinical expertise with the latest technology for diagnosis, treatment and recovery of heart (cardiovascular) disease and related disorders. The WCA Heart Center focuses on prevention as well as emergency care, diagnosis, treatment, rehabilitation, support, and education.

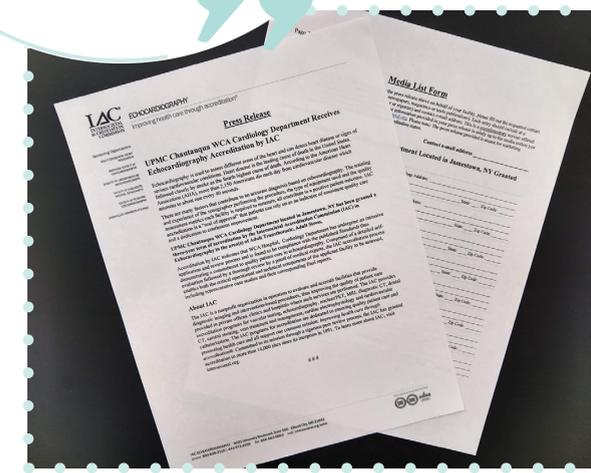
About IAC IAC provides accreditation program for vascular testing, echocardiography, nuclear/PET, MRI, diagnostic CT, dental CT, carotid stenosis, vein treatment and cardiac management and cardiac electrophysiology. The IAC accreditation programs for accreditation are dedicated to ensuring quality patient care and all moving health care and support one common mission: Improving health care through accreditation. IAC accreditation is well respected in the medical community, as illustrated by the support of the medical societies that include physicians and graphers.

**Marketing Inspiration** ... Using the template press release provided by IAC, the staff at UPMC Chautauqua took additional steps to add a quote from their staff, along with a photo of one of their sonographers performing an echo exam and more details about the procedure, when submitting the press release to their local newspaper. The result was a comprehensive article announcing the accreditation of their facility and what this signifies to patients. (Source: Observer Today)

"This distinction is our seal of approval that patients can be assured that we provide the highest level of patient care and quality in cardiac imaging and testing."  
- Tammara LC Hodges, Director,  
UPMC Chautauqua WCA Imaging Services

### Press Release & Media List Form

Within the digital marketing kit, a sample press release is provided, along with a media list form. Facility staff are encouraged to complete the provided media list form with local media names and return it to IAC, who will then distribute the press release on the facility's behalf with the purpose of encouraging media coverage. **Accredited facilities may download a digital copy of their custom press release template and accompanying media list form from their account in the Online Accreditation portal.**





## Seal of Accreditation

The modality-specific IAC Seal of Accreditation 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 modality in which your facility is accredited (vascular testing, echocardiography, nuclear/PET [nuclear cardiology, nuclear medicine and/or PET], MRI, CT, dental CT, carotid stenting, cardiac electrophysiology, cardiovascular catheterization or vascular interventional (vein center, deep venous, hemodialysis access and/or peripheral arterial).**

The seal is available for download in multiple formats in either color or black and white. Beyond adding the seal to printed pieces, reports or websites, there are many creative uses for the seal. Some accredited facilities include it within slide presentations during lectures at regional and national conferences or have even created custom decals or signs for their facilities or mobile units (see example to the right).



Download the IAC Digital Marketing Kit >> [intersocietal.org/marketing-kit](https://intersocietal.org/marketing-kit)



**Marketing Inspiration** ... UTHSC's Mobile Stroke Unit features the IAC CT Seal of Accreditation. The facility had a custom decal created to place on the side of the unit, enabling their accreditation status to be proudly proclaimed as this vehicle travels throughout the community.

(Photo Credit: Natalie Brewer / UTHSC)

Creative Ideas to Market Your Accreditation

## | Printed Promotional Materials |

Whether your facility chooses to embark on a widespread marketing campaign or just implement a few simple promotional techniques, communicating your accreditation status to the community is a step that should not be overlooked in order to experience the full spectrum of benefits associated with accreditation. While the IAC provides tools to help your facility market its accreditation status, you can take the process a step further and choose to invest in additional methods of marketing and promotion.

### Brochures & Handouts

If you're 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 graphic designer 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 or use the services of an online vendor. In today's world of digital design and printing, small print pieces are more affordable than you may think.



### Banners & Signs

Some facilities take their marketing efforts a step further by creating a custom sign, plaque or banner for their lobby, patient waiting area, or even a mobile unit. Print shops and online vendors design and produce signs in many sizes and materials, for both indoor and outdoor use. Retractable banners are portable and can be used at community health fair events and rotated throughout the facility for increased visibility to a variety of patients. Prominently placed signs stand out to patients and caregivers, providing an excellent method for spotlighting the facility's accreditation achievement and giving confidence as to the high level of patient care they will receive.

*Note: Facilities are not required to send drafts of ads or other promotional materials to the IAC for approval. However, our marketing department is happy to review your materials, provide input and answer any questions you may have.*



**Have a question or need help creating a banner, plaque or sign?**  
Reach out to the IAC Marketing team at [marketing@intersocietal.org](mailto:marketing@intersocietal.org)

**Marketing Inspiration ...** IAC awards banners to facilities that have demonstrated a comprehensive commitment to quality patient care, in recognition of their achievement of earning accreditation in three or more modalities. Single modality providers also find benefit in displaying banners and signs to educate patients and caregivers on the significance of their achievement.





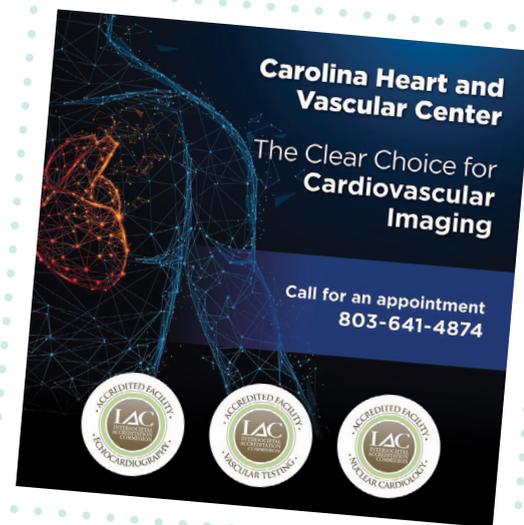
Creative Ideas to Market Your Accreditation

## | Advertising |

### Print, Display & Digital Advertising

A facility can choose from varying types of paid advertisements to run in print publications, digitally or in display format (i.e., outdoor billboard, meter board at a medical meeting, etc.). Contact the advertising department at your local community newspaper or other medical or online publications to discuss your options, as prices and placement availability may vary widely based upon geographic areas and demographics.

In contrast to news coverage generated by public relations efforts, paid advertising gives you control over when your ad will be published, as well as its content and design. Taking the initiative to place a paid advertisement to showcase your facility's dedication to quality patient care will help your facility stand out among its competitors and attract new patients.



**Marketing Inspiration** ... Carolina Heart and Vascular Center utilized the Seal of Accreditation on as a digital ad campaign on their social media account.

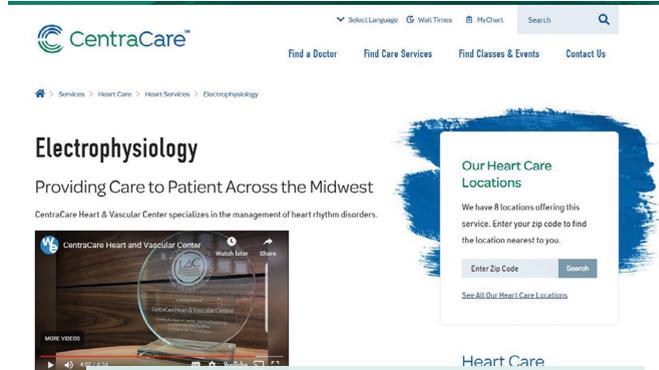


**Marketing Inspiration** ... Advanced Vein & Wound Center (left) went the extra mile to use their Seal of Accreditation on a designed print ad in their local publications. And, this billboard advertisement (below) submitted by Albert Vein Institute of Colorado Springs, CO in 2015, is another example of how to use the IAC Seal of Accreditation to promote your achievement.



### Video Promos / Commercials

Creating and publishing short videos, whether on Facebook or YouTube, and embedding them on your facility's website enables you to appeal to patients who would prefer to see and hear your message in an engaging way rather than reading text. Using today's smartphone or digital camera technology, it's never been easier to record video footage and publish it to educate your patients about the importance of being an accredited facility.



**Marketing Inspiration** ... CentraCare Heart & Vascular Center used their website to promote an informational video they filmed about patient care in their facility and their recognition as an IAC Cardiac Electrophysiology accredited facility.



Creative Ideas to Market Your Accreditation

# Online Marketing |

Online marketing is an excellent resource for promoting your services as well as your status as an accredited facility. There are many opportunities in online marketing to help deliver your message to your current or potential patients.

## Websites

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 releases on your website are two simple ways to show your patients that you are dedicated to ensuring quality patient care.



HOME ABOUT US SERVICES APPOINTMENTS BLOG BILL PAY

### CT Scans Now Available at Nevada Ear + Sinus Institute

We are excited to announce that Nevada Ear + Sinus Institute have received a three-year accreditation by the Intersocietal Accreditation Commission (IAC) to perform Maxillofacial Computed Tomography (CT) scan in our office.

CT scans are a highly regarded diagnostic imaging tool that can detect abnormalities, injuries and diseases. It's ability to identify minute differences in tissue as well as its multiphase reformatted imaging capabilities is why CT scans are used to diagnose conditions of the neck, chest, abdomen, pelvis, extremities, cardiac and vascular system and sinus and temporal bones.

Many factors go into the decision to accredit an institution. The IAC looks at the training and experience of both the operator performing the procedure and the interpreting physician, the type of CT equipment used, adherence to radiation dose guidelines and the quality assessment metrics each facility is required to measure. Receiving an accreditation is a "seal of approval" that patients can rely on as an indicator of consistent quality care and a dedication to continuous improvement.

For more information about the newly accredited CT scan, contact our office today!



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### Evangelical Community Hospital's Nuclear Medicine Department Earns Nuclear Medicine Reaccreditation

Evangelical Community Hospital's Nuclear Medicine department recently earned a three-year reaccreditation in both Nuclear Cardiology, PET/CT Oncology, and General Nuclear Medicine by the Intersocietal Accreditation Commission (IAC).

Through the use of Nuclear Cardiology and Nuclear Medicine procedures physicians are able to diagnose or rule out disease in every major organ system - earlier stages than other available medical procedures. The seal of the technological performance, the operation, the type of equipment used, the background and knowledge of the interpreting physician, and quality assurance measure are each critical to quality patient care.

Evangelical's imaging tests performed 1,115 Nuclear procedures in 2018, more than 1,079 of those being related to cardiac medical needs. These tests are vital in the diagnosis and treatment of every major organ system in the body and covering a broad range of medical specialties.

Evangelical's accreditation by the IAC shows the Hospital's Nuclear Medicine department has undergone a thorough review of its operational and technical components by a panel of experts. The IAC grants accreditation only to those facilities that are found to be providing quality patient care in compliance with national standards through a comprehensive application process including detailed case study review.

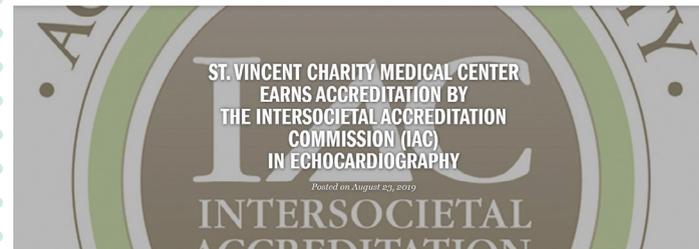
Patients can rely on the IAC accreditation as an indication that Evangelical has been carefully reviewed on all aspects of its operations considered relevant by medical experts in the fields of Nuclear Cardiology and Nuclear Medicine.



**Marketing Inspiration** ... Many accredited facilities choose to utilize the IAC Seal of Accredited to promote their status to patients on their website or social media page.



FIND A PHYSICIAN PATIENTS AND VISITORS SERVICES & CENTERS EDUCATION & RESEARCH OUR LOCATIONS ABOUT



King's Daughters Medical Center

April 13 · 📍

King's Daughters has once again achieved accreditation from the Intersocietal Accreditation Commission for adult echocardiography services.

Echocardiography is a commonly performed diagnostic test that uses sound waves to produce images of the heart. Often referred to as an "echo," the test allows the physician to see the heart beating, visualize blood flow through the heart, calculate the heart's ejection fraction, and examine the valves of the heart as they open and close.

The IAC accreditation includes King's Daughters transthoracic echocardiography services in Ashland, Grayson, Prestonsburg and Russell, Ky., and Portsmouth, Ohio as well as transesophageal echocardiography (2D echo) services at KD/MC in Ashland.

"Our echocardiography staff and providers work tirelessly to ensure that patients receive the highest quality of care possible," said Kim Grooms, executive director of heart and vascular services at King's Daughters. "IAC accreditation represents not only our commitment to providing the best care possible, but also to ensuring that clinicians and their patients are confident in making decisions about care based on the testing we provide," she said.

Accreditation by the IAC means King's Daughters echo lab has undergone an intensive application and review process and was found to be in compliance with the IAC's published standards, demonstrating a commitment to quality patient care in echocardiography.

"You and your staff are to be commended for demonstrating your facility's pursuit of excellence in documenting quality patient care in the field of echocardiography," noted Anne Groves, RDMS, senior clinical specialist in echocardiography for the IAC.

The echocardiography team includes, from left: registered cardiac sonographers Janie Kaeze, technical specialist, Teresa Spencer; Amanda Whitt, cardiac imaging manager; John Cherry; Jessica Thompson; Samantha Maack; Jaden Hord; Bonnie Chapman; and Amber Bryant.



80

15 Comments 8 Shares

## Social Media

Social media is a powerful tool to interact with your patients outside of the office. Create engaging posts and paid ads aimed at your target audience on various social media platforms such as Facebook, Instagram and Twitter announcing your facility's accreditation, and share how it is helping you to improve the care you provide to patients. Advertising on social media is a far less expensive outlet than print advertising for reaching current and potential patients.

# Show Us Your Promotion!



Have an example of your facility marketing its IAC accreditation?  
Please share it with us! **E-mail your examples to [marketing@intersocietal.org](mailto:marketing@intersocietal.org).**  
We may spotlight your facility on our website or social media!

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