



Accreditation Marketing Guidelines

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CENTER
OF
EXCELLENCE
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SURGEON
OF
EXCELLENCE
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NETWORK
OF
EXCELLENCE
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MASTER
SURGEON
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CARE
SPECIALIST



Welcome

Congratulations on your SRC accreditation! Your accomplishment is synonymous with superior patient care, and the accreditation seal is a readily identifiable symbol of your achievement.

SRC's marketing guidelines are intended to maintain the integrity of the accreditation and prevent misuse. This guide is intended to help you properly and effectively promote your accreditation. The following topics are included:

- Background
- Use
- Language
- Seals
- Permitted and Prohibited Media
- CARE Program
- CARE Communication Plan
- Customized Video Guidelines
- Violations

SRC's marketing guidelines should be distributed to all members of your organization who are involved in marketing and/or public relations, as well as outside agencies that manage similar activities for you.

We appreciate your compliance with the terms of accreditation. If you have any questions about SRC's marketing guidelines or their proper application, please email care@surgicalreview.org.

Background

Truly excellent patient care is the result of both the individual surgeon and the facility at which the surgery is performed. Accreditation enables patients and others to distinguish specific providers who have met the rigorous requirements for delivering high-quality perioperative and long-term follow-up care from those who have not. For this reason, an SRC accreditation **may not** be used in any way that might confuse or mislead patients or health care providers.

Designees may begin to publicly announce and promote their accreditation once the following have been completed:

- Each co-applicant has signed and returned their respective Excellence Accreditation Agreement.
- Successful completion of the inspection.
- Any outstanding fees have been paid and the applicant's account is in good standing.
- Official notification by SRC that the applicant has been approved and accreditation achieved.

Use

Accreditation language and seals should never be used in a manner that may mislead or imply that surgeons, practices or facilities that are not accredited have achieved accreditation.

- Center of Excellence (Facility)
Hospitals and ambulatory surgery centers (hereinafter referred to collectively as "Facility") may only include co-applicant accredited surgeons in their announcements and promotional materials. The Facility must clearly separate the marketing of accredited surgeons from those who have not achieved an SRC accreditation,

including those who are in the process of gaining accreditation or have achieved Provisional Status. This applies to use of the accreditation seal.

- Surgeon of Excellence
Surgeons who are awarded an SRC accreditation with a co-applicant Facility but have privileges at another non-accredited Facility must clearly indicate in any marketing materials that they are only accredited at the co-applicant facility. Without qualification, referencing the accreditation and/or displaying the seal alongside a non-designated Facility is misleading and therefore prohibited.
- Master Surgeon
Surgeons who achieve this prestigious accreditation must ensure that any Facility or surgical practice that references his/her accreditation and/or displays the seal clearly delineates which surgeon(s) at the Facility or practice is/are accredited.

Language

Each designee is granted a nonexclusive license to use accreditation terminology consistent with these marketing guidelines for as long as the designee remains in good standing with SRC.

The accreditation may not be used with superlatives, adjectives or qualifiers such as, but not limited to, *premier, original, only* and *best*. Any word or phrase that suggests exclusivity in a geographic area (aside from a national or state context) or implies that the designee is more excellent, more qualified or more experienced than another designee is not permitted. Designees may specify how long they have held the accreditation. Any other descriptive phrase must be approved in advance by SRC.

- Examples of acceptable statements
 - Women's Hospital has achieved accreditation as a Center of Excellence in Minimally Invasive Gynecology by SRC.
 - Sophia Wells, MD, is a Surgeon of Excellence in Minimally Invasive Gynecology.
 - King Hospital and Dr. John Smith have earned the Center of Excellence in Hernia Surgery accreditation.
 - Michael Chen, MD, has been a Center of Excellence in Minimally Invasive Gynecology designee since May 2012.
- Examples of prohibited statements
 - Memorial Surgery Center and Dr. Sophia Wells are the premier Center of Excellence in Minimally Invasive Gynecology designees in California.
 - Dr. John Smith and the staff of King Hospital have been named a Center of Excellence in Hernia Surgery.
 - Women's Hospital is the only Center of Excellence in Minimally Invasive Gynecology in the Tri-City area.

Seals

Designees may not use any emblem or logo to display, communicate or advertise their accreditation, except for SRC's official program seals. Seals must be used exactly as they appear and may not be changed or altered, except for increasing or reducing their size. No words or punctuation should be added. Colors must remain true to the original. Designees must remove any content that displays a discontinued SRC seal.



SRC GOLD COLOR FORMULATIONS

SPOT-COLOR: METALLIC

PMS 8642

SPOT-COLOR: NON-METALLIC

PMS 1255

PROCESS COLOR: CMYK

Gold: C=29 M=45 Y=100 K=7

Light Gold: C=26 M=39 Y=88 K=3

DIGITAL/WEB: RGB Gold:

R=177 G=134 B=45

Light Gold: R=189 G=149 B=65

SRC reserves the right to review and approve any materials bearing accreditation program seals and references.

Permitted and Prohibited Media

References to accreditation and use of the associated seal are permitted and encouraged on the following:

- Websites
- Videos
- Online surgeon profiles and listings
- Marketing collateral (print and electronic)
- CARE Program materials (see following section)
- Advertisements (print, electronic, television, radio)
- Email marketing
- Newsletters
- Social media (e.g., Facebook, Instagram, LinkedIn, Twitter)
- Letterhead and stationery

- Email signatures
- Business cards
- Banners and office displays
- Billboards
- Patches or pins worn on lab coats or other clothing

References to accreditation and use of the associated seal are prohibited on the following:

- Informed consent materials
- Pre- and post-operative instructions
- Fixed exterior signage
- Telephone directories
- Price lists
- Any advertising or media that cannot be immediately modified or revised to remove the accreditation if required by SRC

CARE™ Program: Communicating Accreditation, Recognizing Excellence

SRC's CARE Program offers a multitude of products, tools and services designed to help designees enjoy the many benefits of their accreditation. Designees may access CARE through the CARE website. Many of the services and resources offered are included in the annual accreditation program participation fee at no additional charge.

Upon attaining accreditation, each designee will be contacted by SRC's CARE Team and provided a program orientation. This overview explains important information on how to use the marketing toolkit and other valuable resources available from the CARE portal.

CARE Communication Plan

To maximize full value of an SRC accreditation, designees must actively and continuously promote their achievement. Many designees do not have the time or the resources to effectively communicate their accreditation. The CARE Program provides SRC designees with services comparable to an advertising agency/public relations firm.

Through CARE, each designee is provided with their own customized plan, which serves as a guide to promote their accreditation via CARE developed, co-branded print and digital marketing campaigns. The CARE Communication Plan is continuously updated, relevant and impactful. It includes recommendations, strategies and ideas on how to best promote and leverage an SRC accreditation.

The following are additional components of the designee's CARE Communication Plan:

- **Press Releases.** SRC's CARE Team assists with the preparation of press releases for distribution to various media outlets within a designee's target market area. If designees prefer to develop their own release or announcements themselves, use of the following key phrases are recommended:
 - SRC's [name of specialty] accreditation program ensures that the safest, highest quality of care is delivered to [name of specialty] surgery patients worldwide, regardless of where they choose to have their procedure performed.
 - SRC's [name of specialty] accreditation program reflects the specific needs of patients and the unique roles and responsibilities of [specialty] surgery providers.
 - SRC's [name of specialty] accreditation program recognizes [name of surgeon designees and/or facility designees] [that/who] demonstrate an unparalleled

commitment and ability to consistently deliver safe, effective, evidence-based care. The program is structured to help providers continuously improve care quality and patient safety.

- An SRC accreditation helps patients identify providers that have met rigorous standards for delivering high-quality perioperative and long-term, follow-up care and distinguish them from those who have not. Insurance companies also use accreditation to identify those committed to excellence.
- SRC's accreditation program requirements and evaluation processes were developed in conjunction with industry leaders. A rigorous inspection, recently conducted by SRC, has concluded that [name of designee surgeon/facility] has met or exceeded these comprehensive requirements and is truly committed to excellence.
- SRC awarded the [name of specialty] accreditation to [name of designee surgeon] after thoroughly reviewing surgical outcomes data, medical records and internal processes.
- Surgery may not always be a quick fix. In some cases, the successful, long-term management of [the medical condition(s), issue(s)] depends on a dedicated, multidisciplinary team working together with the patient and their family.
- Sample quotes:
"Earning SRC's [name of specialty] accreditation signifies our ability to consistently deliver the safest, highest-quality care to our patients," said [name, position, organization]. "The [name of accreditation] program fosters quality improvement in [name of specialty] surgery."

"Commitment to this process has focused our team on exceeding clinical benchmarks and guidelines. Most importantly, our commitment to excellence will improve the health and well-being of our patients."
- Boilerplate (required for all news releases):
 - Established in 2003, SRC is an internationally recognized, nonprofit, patient safety organization dedicated to recognizing and refining surgical care. SRC accredits the top hospitals, surgeons and health professionals worldwide that meet our proven standards. Look for our seal, expect excellence. For more information, visit www.surgicalreview.org.
- **Social Media.** Each designee will be announced on SRC's social media channels, appropriately tagging the designee's facility or practice pages. Designees are encouraged to tag SRC's social media channels, so that SRC's corporate marketing team can repost their achievements and maximize their accomplishments, such as their accreditation.
 - Designees should use the applicable SRC program seal(s) on their own social media postings. As a reminder, whenever SRC seals are used, designees must follow guidelines outlined in this manual.

Customized Video Guidelines

The purpose of these guidelines is to provide useful tips on generating content for your

customized video. This ensures that SRC-produced videos are informative, accurate and adhere to marketing standards for all organizations involved.

Script Guidelines:

The talking points below will be included in your script:

- SRC is a nonprofit, patient safety organization that provides accreditations for health care facilities and medical professionals.
- Health care organizations and surgeons seeking accreditation by SRC undergo an extensive self-assessment and inspection process. This includes physicians, nurses and administrators who are actively involved in the accredited program. The inspection is consultative and educational, presenting best practices to help an organization or surgeon improve its care and services.
- SRC-accredited Centers of Excellence improve the safety and quality of patient.
- The fundamentals of an SRC accreditation are intrinsic to the delivery of safe and effective patient care.
- This facility is dedicated to establishing a culture of excellence and is committed to continuous quality improvement and patient safety.

Content Guidelines:

The CARE team will use existing footage and still photography you provide to edit and produce a complimentary video for your organization. High resolution versions of these materials are necessary to ensure the best quality of your customized video.

Should you plan to record new footage, we recommend hiring a professional videographer, or the CARE team can provide those services. If you choose to record videos using your smartphone, please do so in landscape mode.

Your CARE team representative will work closely with you to plan your video. Listed below are some ideas on how to structure your video.

Videography Content (also known as "B-Roll"):

- Operating room with your surgical team in action
- Interaction with patients (with their written consent)
- Preparation for surgery
- Your facilities (interior and exterior)
- Your SRC seal in use

Video Format:

Videos involving your surgeon designees and support staff discussing accreditation are informative and effective. The format of these videos usually consists of a basic intro and outro voiceover by SRC and then a majority of the video contains a question and answer session with the designated surgeons regarding their accreditation. If this format is used, we recommend the following:

- **Content preparation.** It is important that interviewees are prepared beforehand to ensure that the information they provide is accurate, clear and concise. For example, we prefer using "SRC" instead of "Surgical Review Corporation" referenced in our videos. Please note that inaccurate content will be excluded, and if necessary, we may request that it be re-recorded.
- **Visuals.** Be aware of the background behind interviewees. Minimize visual distractions and any ambient noise. Ensure that the interviewees have a professional appearance and speak clearly.

- **Accredited surgeons only.** SRC-produced videos will only feature SRC-accredited surgeons. Staff and/or key leadership from the facility are welcome to participate.

Sample interview questions:

- Why did you pursue an SRC accreditation?
- What does an SRC accreditation mean for your patients?
- What benefits do patients gain from the surgical procedures you perform?
- Please describe SRC's inspection process and how your organization benefitted from it.
- What sets you apart from other hospitals/surgeons? How does an SRC accreditation help you maintain it?
- Please briefly discuss what is meant by a "culture of excellence" and how your SRC accreditation will help maintain it.
- What can patients expect when receiving care from your organization?
- What innovative techniques do you use in treating patients?

Marketing Guidelines, Terms and Conditions of Use

As outlined in the Excellence Accreditation Agreement signed by each designee, certificates, plaques, CARE Program materials and all other materials displaying an SRC program seal or otherwise evidencing accreditation ("Accreditation Materials") are issued and licensed by SRC to each designee. Accreditation Materials are the sole property of SRC and must be returned by the designee (at the designee's expense) to SRC immediately upon request. Accreditation Materials may not be transferred, assigned, sold or licensed to any other person or entity.

Designees are permitted to identify themselves as a designee in SRC's accreditation programs and granted a nonexclusive, revocable license to use the SRC-specified seals and other accreditation-related identifiers specific to their program for the duration of accreditation in accordance with the provisions outlined in this Marketing Guidelines manual.

Violation of any of the marketing provisions, inappropriate use of the accreditation or marketing guidelines and/or if a designee fails to maintain its account in good standing are grounds for revocation of the accreditation. If accreditation is revoked or expires, seals and all references to accreditation must be removed within 30 days.

Violations

Suspected violations of SRC's marketing guidelines are thoroughly investigated and offending parties aggressively pursued to correct issues in a timely manner. Any violation that remains uncorrected is grounds for revocation of accreditation, disqualification from the program and/or legal action.

If a violation is suspected, please email SRC's CARE Team care@surgicalreview.org and include any supporting evidence. All information provided, including the names of those submitting potential violations, will remain strictly confidential, including SRC's findings.

