

SRC ✓

Accreditation Marketing Guidelines

Revised January 2022



Welcome

Congratulations on your SRC accreditation! Your accomplishment is synonymous with superior patient care. Our gold 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.

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.

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About SRC



Recognizing & Refining Superior Surgical Care Since 2003

Surgical Review Corporation is a nonprofit, patient safety organization. We accredit the top facilities, surgeons and medical professionals worldwide that meet our proven standards.

Look for our seal, expect excellence.

Accreditation Background

Truly excellent patient care is the result of both the individual surgeon and facility at which surgery is performed. Accreditation enables patients and others to distinguish specific providers that 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 publicly announce and promote their accreditation after the following have been completed:

- Each co-applicant has signed and returned their respective Excellence Accreditation Agreement(s).
- Their inspection has been successfully completed.
- Any outstanding fees have been paid, and the applicant's account is in good standing.
- They have received an email from SRC stating that their accreditation has been officially approved..

Accreditation Types

SRC administers accreditation to health care facilities and medical professionals in over 30 specialty programs.



Center of Excellence

Hospital(s) or ambulatory surgical center(s) (hereinafter referred to collectively as “facility”) that meets the proven standards of SRC’s accreditation program(s).



Surgeon of Excellence

Medical professional(s) accredited with the Center of Excellence. The facility must have at least one SRC-accredited surgeon.



Network of Excellence

Awarded to multi-hospital systems that have achieved a Center of Excellence accreditation in the same program at three or more hospitals. Collectively, these hospitals have implemented system-wide pathways and procedures to ensure that excellent care is uniform.



Master Surgeon

Awarded to the top surgeons, physicians and medical professionals who are committed to establishing and maintaining a culture of excellence. This accreditation recognizes the surgeon, independent of the facility at which they practice.



Care Specialist

The Care Specialist accreditation program recognizes elite allied health team members who excel in patient care.

Promoting Accreditation

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. Program names should not be altered from the official title.

Center of Excellence

The facility may only include accredited surgeons in its 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.

Surgeon of Excellence

A surgeon(s) who is awarded an SRC accreditation with an accredited facility but has privileges at another non-accredited facility must clearly indicate at which facility the surgeon is accredited in any marketing materials. 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 may be recognized as such at any facility where they practice. Surgeons must ensure that any facility or surgical practice that references his/her accreditation and/or displays the seal clearly delineates the accredited surgeon(s) from non-accredited surgeons.

Network of Excellence

Only accredited hospitals may be included in promotion of the Network of Excellence accreditation.

Care Specialist

The marketing of accredited allied health team members must be clearly separated from those who have not achieved an SRC accreditation.

Seals

Designees may not use any emblem or logo to display, communicate or advertise their accreditation except 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. Seals must display at a minimum width of one inch.



Designees **must remove** any content that displays a discontinued SRC seal or references a partnership that is not current, such as these:



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

Colors

SRC uses two primary gold colors:

Light Gold
 C:26 M:39 Y:88 K:4
 R:189 G:149 B:65
 Hex #BD9541

Gold
 C:29 M:45 Y:100 K:7
 R:177 G:134 B:45
 Hex #BD1862D

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, qualified or 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.

When referring to SRC, use the abbreviation **SRC** or **Surgical Review Corporation**. Do not add "the" in front of either form.

Examples of Acceptable Statements

- Women's Hospital achieved accreditation from SRC as a Center of Excellence in Minimally Invasive Gynecology.
- Sophia Wells, MD is an SRC-accredited Surgeon of Excellence in Minimally Invasive Gynecology at Women's Hospital.
- King Hospital and Dr. John Smith have earned the Center of Excellence in Hernia Surgery accreditation from SRC.
- Michael Chen, MD has been a Surgeon of Excellence in Minimally Invasive Gynecology at SRC Center of Excellence Memorial Surgery Center since May 2012.

Examples of Prohibited Statements

- Women's Hospital and Dr. Sophia Wells are the premier Center of Excellence in Minimally Invasive Gynecology in California.
- Dr. John Smith and the staff of King Hospital have been named a Center of Excellence in Hernia Surgery.
- Memorial Surgery Center is the only Center of Excellence in Minimally Invasive Gynecology in the Tri-City area.
- King Hospital is one of only five Centers of Excellence in the Gulf Coast region.
- Women's Hospital has been recognized by the Surgical Review Corporation as a Center of Excellence.

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

SRC reserves the right to request changes to marketing materials that include the seal and references to accreditation.



CARE™ Program: **Communicating Accreditation, Recognizing Excellence**

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.

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

Upon achieving 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. At any time, designees can contact care@surgicalreview.org for marketing assistance.

CARE Communication Plan

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. 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, 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 process 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] 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 [medical condition(s), issue(s)] depends on a dedicated, multidisciplinary team working together with the patients 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 media 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 SRC’s corporate marketing team can repost their achievements and maximize their accomplishments.

 @surgicalreviewcorporation
  @surgicalreviewcorp
 Surgical Review Corporation
  @SurgicalRev
 - Designees should use the applicable SRC program seal(s) on their own social media postings, following the guidelines outlined in this manual.

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.