

Find Your Heart a Home Communications Kit

Introduction and Tips for Success



AMERICAN
COLLEGE *of*
CARDIOLOGY

Introduction

The American College of Cardiology's (ACC) dedication to quality improvement and patient-centered care has long been at the center of the College's mission to transform cardiovascular care and improve heart health. With NCDR clinical data registries, Accreditation Services and quality improvement campaigns, the ACC is helping institutions bridge gaps between science and practice to improve the quality of cardiovascular care provided to patients.

ACC's Find Your Heart a Home tool combines quality improvement with patient engagement. All hospitals participating in NCDR have a Hospital Profile on [CardioSmart.org](https://www.cardiosmart.org). Hospital Profiles allow patients, caregivers and others to search hospitals based on specific criteria, including location, hospital name or cardiac services provided. Patients and families also can learn how participating hospitals are improving quality through participation in NCDR or ACC's voluntary public reporting program. In addition, users have the option of downloading a report of all hospitals participating in the NCDR or quality improvement campaigns.

What This Means for Your Hospital

Hospital Profiles ensure that patients receive credible information about hospitals participating in the NCDR. In addition, your institution's Hospital Profile on [CardioSmart.org](https://www.cardiosmart.org) provides an opportunity to showcase your hospital's quality improvement efforts and distinguish your hospital from other institutions.

How to Set up Your Hospital Profile

Your Hospital Profile reflects the same information that you input into your [NCDR Site Profile](#). Therefore, it is essential you review your hospital's information so you can be confident your Hospital Profile provides accurate information for the public. If updates are necessary, please inform your Registry Site Manager, who is authorized to make changes to your hospital's NCDR Site Profile. Updated information will be reflected on [CardioSmart.org](https://www.cardiosmart.org) within 24 hours.

In addition, the ACC is pleased to provide a branding opportunity for hospitals. **Please work with your facility's marketing group to upload your hospital's logo (84 x 84 pixels; JPEG, PNG or GIF format; file size less than 100KB).**

How to Find Your Hospital Profile Page

Your Hospital Profile page is a unique URL that you can bookmark, link and share. Follow these steps to find your Hospital Profile page:

1. [Click here](#)
2. Search for your hospital name
3. Click on "Go to profile page" in the upper right corner of the page
4. Copy or bookmark the URL

How to Showcase Your Hospital Profile

The tools in this Communications Kit are designed to be plugged directly in to your hospital's communications channels, making it easy to spread the word about your Hospital Profile on [CardioSmart.org](https://www.cardiosmart.org). **Your hospital's NCDR Registry Site Manager(s), clinical care team and communications team should work together**

immediately to develop a custom communications plan on this initiative. Get the most out of the Communications Kit by following these steps:

1. Use these [Sample Social Media Messages](#) to tell your patients about your Hospital Profile on *CardioSmart.org*.
2. Use the [Sample Internal \(Staff\) Newsletter Article](#) to let your staff know about your institution's new Hospital Profile on *CardioSmart.org*. Staff can help spread the word and field any questions from patients.
3. Share the [ACC Public Reporting Overview](#) with your hospital's media relations team so they can develop a media plan to showcase your hospital's dedication to quality improvement.
4. Spread the word with patients by directing them to CardioSmart's [Find Your Heart a Home infographic](#). Poster copies are also available for waiting rooms.

Questions?

For more information, visit CVQuality.ACC.org. If you have questions, please email ncdr@acc.org or call 1-800-257-4737.