

Tips for Promoting Your Hospital's Participation in TRANSFORM LDL-C

The sample language contains background information on [TRANSFORM LDL-C](#) initiative and how individual sites are involved.

Participation in the initiative showcases your hospital's commitment to quality and that commitment should be shared. Methods of promotion may include internal hospital publications, pitching to local media, a press release, etc.

We encourage you to share your participation in a way that's most effective for your hospital. The sample language may be used to draft your own communications. Below are a few tips for making the most out of the language provided.

- In any communications, add a quote from someone in a leadership position within your organization explaining how participation in TRANSFORM LDL-C is good for the hospital and its patients.
- If you have internal communications (newsletters, magazines, etc.), consider writing an article announcing your participation in the program to staff.
- In addition to the sample language provided, add information and data specific to your hospital. Work with your site's TRANSFORM LDL-C manager to obtain specifics on why your site is participating and what interventions your site is using through the program.
- If you choose to write a press release for local media, be prepared to answer questions about the background of the program and why your hospital is participating. Consider having an expert ready to handle media inquiries quickly.
- See social media tips for ideas for sharing through Twitter, Facebook, LinkedIn or other social media sites if your facility uses them. You can include a link to your release or internal article if you have one.