



2024 Performance Dedication Recognition Toolkit

This toolkit is available for you to promote the recognition your system received as part of the promotion advertisements in the ACC insert 2025 *U.S. News & World Report* "Best Hospitals" guidebook from the ACC.

This toolkit is intended to help our key clients seamlessly promote this achievement and dedication to quality heart care to your patients, hospital staff and stakeholders. The ACC sees your commitment to your community and staff and want to help you show it.

This issue hits newsstands on Nov. 21. The ACC asks all health systems and hospitals not to initiate any promotion of the ACC insert in the *U.S. News & World Report* "Best Hospitals" guidebook until on or after 12:01:01 a.m. ET on Nov. 21, 2024.

The information in this toolkit is valid for promoting through Oct. 31, 2025.

This toolkit contains the following items:

- **Sample Email/Newsletter Text:** If you have a preexisting newsletter or email in which you would like to include text to promote the conference — you can use prewritten text from the email document.
- **Web Graphics:** Web graphics are available for inclusion on your website, social media or within any e-newsletters. Please use the following link for the ads: [ACC.org/usnwr](https://acc.org/usnwr)
 - **Leaderboard, tower, square ad:** Put this on your website to show that the ACC has recognized you for your commitment to hospital care for heart patients. The square ad is perfect to accompany your newsletters below.



Recognized for commitment to quality care for heart patients in the ACC insert in *U.S. News & World Report* "Best Hospitals" guidebook.

- **Facebook, Twitter, LinkedIn:** Use these graphics in your social media posts. There are two graphics, one for general use and one for you to add your logo. Sample tweets and posts are below, as well as the hashtags we ask you use. Mention the ACC in your posts, so ACC social media staff can like or share. Use the following to mention the ACC:
 - **Facebook:** [@AmericanCollegeofCardiology](https://www.facebook.com/AmericanCollegeofCardiology)
 - **Twitter:** [@ACCinTouch](https://twitter.com/ACCinTouch)
 - **LinkedIn:** [@American College of Cardiology](https://www.linkedin.com/company/American-College-of-Cardiology)
 - **Instagram:** [@American College of Cardiology](https://www.instagram.com/American-College-of-Cardiology)



- **Make Your Own:** The ACC is providing you with the award seal to create your own ad. All uses of the seal must be approved; please email Kelly Wiseman (kwiseman@acc.org).



You can also add your logo to the bottom right of this social media digital image.



PATIENT NEWSLETTERS – SHORT COPY BLOCK

[Insert Health System name] has been recognized for our dedication to our heart patients by the American College of Cardiology (ACC) in the ACC insert in the "Best Hospitals" issue of *U.S. News & World Report*. The [Insert Health System name] is committed to providing top level care to all patients. [Learn more.](#)

PATIENT NEWSLETTERS – LONG COPY BLOCK

[Insert Health System name] has been recognized for our dedication to our heart patients by the American College of Cardiology (ACC) in the ACC insert in the "Best Hospitals" issue of *U.S. News & World Report*. We inform our robust quality improvement processes using data to drive improvements with guideline recommendations and overall quality of care provided to our heart patients through our participation in the ACC's proven quality programs.

The ACC leads the heart community with education and resources, and [Insert Health System name] is part of that journey [Learn more.](#)

IN-HOUSE NEWSLETTER – COPY BLOCK

[Insert Health System name] has been recognized for our dedication to our cardiovascular patients by the American College of Cardiology (ACC) in the ACC insert in the "Best Hospitals" issue of *U.S. News & World Report*. We use ACC's proven quality programs to inform our quality improvement processes using data to drive improvements to overall quality of care provided to our cardiovascular patients. [Insert Health System name] is committed to providing top level care. Thank you for being part of our team. [Learn more.](#)

SOCIAL MEDIA

FACEBOOK: [Insert Health System name] was recognized by the @AmericanCollegeofCardiology in the ACC insert in the #BestHospitals issue of @USNewsHealth for our hospital's dedication to our heart patients. #NCDR #ACCAccreditation

Link: [Acc.org/USNWR](https://www.acc.org/USNWR)

X: [Insert Health System name] was recognized by @ACCinTouch in the ACC insert in the #BestHospitals issue of @USNewsHealth for our dedication to our heart patients. #NCDR #ACCAccreditation @MedAxiom

Link: [Acc.org/USNWR](https://www.acc.org/USNWR)

LinkedIn: [Insert Health System name] was recognized for our health system's dedication to our heart patients by the @American College of Cardiology in the ACC insert in the recognized #BestHospitals issue of @USNewsHealth. The [Insert Health System name] is committed to providing top level care at all of our hospitals and investing in our talented doctors and clinical care teams. #NCDR #ACCAccreditation

Link: [Acc.org/USNWR](https://www.acc.org/USNWR)

Instagram: [Insert Health System name] was recognized by the @American College of Cardiology in the ACC insert in the #BestHospitals issue of @USNewsHealth for our health system's dedication to our heart patients. The [Insert Health System name] is committed to providing top level care at all of our hospitals and investing in our talented doctors and clinical care teams. #NCDR #ACCAccreditation

Examples:



STAKEHOLDER/COMMUNITY REPORT – COPY BLOCK

Named by the American College of Cardiology in the ACC insert in the *U.S. News & World Report* "Best Hospitals" issue for our health system's commitment to drive preeminent hospital care of our cardiovascular patients.



SAMPLE PRESS RELEASE



FOR IMMEDIATE RELEASE

DATE

Contacts:

[HEALTH SYSTEM NAME] Recognized in the ACC insert in the “Best Hospitals” Issue of *U.S. News & World Report*

American College of Cardiology acknowledges health systems for their commitment to quality care for heart patients

WASHINGTON (Date, 2024) — [HEALTH SYSTEM NAME] has been recognized by the American College of Cardiology (ACC) in the ACC insert in the “Best Hospitals” issue of *U.S. News & World Report* as one of the top health systems in the U.S. for providing top quality care to heart patients in 2024. [HEALTH SYSTEM NAME] is one of only 95 health systems nationwide to be included.

[HEALTH SYSTEM NAME] has been recognized by the American College of Cardiology (ACC) as one of the top health systems in the U.S. for providing top quality care to heart patients in 2024. [HEALTH SYSTEM NAME] is one of only 95 health systems nationwide selected by ACC to be included in the “Best Hospitals” issue of *U.S. News & World Report*.

The *U.S. News & World Report* issue recognizes [HEALTH SYSTEM NAME]'s commitment to drive preeminent hospital care for heart patients. Through participation in the ACC's NCDR and/or Accreditation programs, [HEALTH SYSTEM NAME] informs a robust quality improvement process using data to drive improvements in adherence to guideline recommendations and overall quality of care provided to heart patients.

ACC's NCDR is cardiology's most established, comprehensive registry offering, consisting of seven registries. Participants are committed to ensuring evidence-based cardiovascular care, improving patients' outcomes and lowering health care costs. ACC Accreditation Services provides hospitals with practical resources and support to minimize gaps in the assessment, diagnosis and treatment of cardiovascular disease. Facilities achieving an ACC accreditation are committed to establishing a method for sustainable quality improvement.

"The ACC is proud to recognize [HEALTH SYSTEM NAME] as one of the ACC's top quality providers of 2024. [HEALTH SYSTEM NAME] provides dependable, comprehensive treatment for cardiovascular patients based on current clinical guideline recommendations and standards from the National Clinical Data Registry (NCDR) and ACC Accreditation products," said ACC President Cathleen Biga, MSN, FACC. "As an ACC quality programs participant, [HEALTH SYSTEM NAME] has demonstrated a commitment to improving quality of care for patients with cardiovascular disease."

[INSERT INFORMATION ABOUT HEALTH SYSTEM]

[INSERT QUOTE FROM HEALTH SYSTEM SPOKESPERSON]

The American College of Cardiology (ACC) is the global leader in transforming cardiovascular care and improving heart health for all. As the preeminent source of professional medical education for the entire cardiovascular care team since 1949, ACC credentials cardiovascular professionals in over 140 countries who meet stringent qualifications and leads in the formation of health policy, standards and guidelines. Through its world-renowned family of JACC Journals, NCDR registries, ACC Accreditation Services, global network of Member Sections, CardioSmart patient resources and more, the College is committed to ensuring a world where science, knowledge and innovation optimize patient care and outcomes. Learn more at www.ACC.org or follow @ACCinTouch.

###