

Toolkit Overview

How to use the ACC Patient Navigator
Program: Focus MI Customized Marketing and
Media Toolkit



Patient
Navigator Program

Focus MI

The American College of Cardiology (ACC) has created a customized Marketing and Media Toolkit to help you communicate your hospital's efforts related to Patient Navigator Program: Focus MI and showcase your participation in this quality campaign.

This toolkit provides tools customized to your hospital and should be used in addition to the initial Marketing and Communication Toolkit provided when your institutions joined the ACC Patient Navigator Program: Focus MI.

These easy-to-use tools were designed to be plugged directly into your hospital's communications channels, making it easy to spread the word about your participation in this groundbreaking quality campaign. In addition, they can be customized with your facility's name.

Here are the contents of the customized Marketing and Media Toolkit:

1. DIGITAL ADS

Add your hospital's name to the ads to showcase your participation in the ACC Patient Navigator Program: Focus MI quality campaign in your newsletter, social media, website or other channels. The ad is available in two sizes:

- Newsletter Ad
- Social Media Ad

2. SAMPLE LANGUAGE

Customize the sample language provided with your hospital's name and use it to promote your participation in the ACC Patient Navigator Program: Focus MI to internal and external audiences.

3. MEDIA TIPS

Use the Media Tips document to learn how to best showcase your participation in this quality campaign.

4. SOCIAL MEDIA

Use the Social Media Tips & Sample Messages document to reach the masses through the social media channels used by your institutions.

Questions? For questions about this toolkit or communications assistance, please contact the ACC by e-mailing ncdr@acc.org or calling (800) 257-4737, and reference the "ACC Patient Navigator Program: Focus MI." Please include your full name, institution name, address, phone number and a brief description of your inquiry.

The ACC thanks you for participating in this effort!