Media Tips

Tips for promoting your hospital's participation in the ACC Patient Navigator Program: Focus MI

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The sample language contains background information on [Patient Navigator Program: Focus MI](#) campaign, including the elements of the campaign, the need for the campaign and why your hospital's participation is important.

Participation in the campaign 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 Patient Navigator Program: Focus MI 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 hospital's Patient Navigator Program: Focus MI site manager to obtain data on the improvements your hospital has made since starting in 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.
- Work with your physicians to find a patient who has benefitted from Patient Navigator Program: Focus MI and ask them to share their story with local media.
- See social media tips for ideas for sharing through Twitter, Facebook 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.