

The Power of Quality Campaign

Brian Edwards, MBA
Chief, External Communications
Division of Integrated Communications

1

Disclosures

- Nothing to disclose

2

Quality is more critical than ever before

The **Power of Quality Campaign** is a national, multi-year effort aimed to improve care for all patients that will be achieved by:

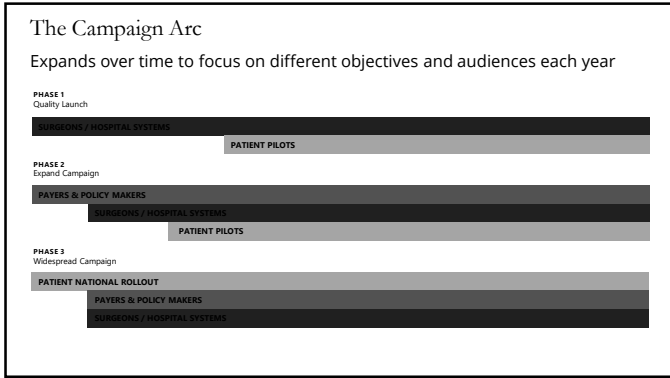


RAISING AWARENESS



ENGAGING WITH HOSPITALS, COMMUNITIES/PATIENTS, PAYERS, AND POLICYMAKERS

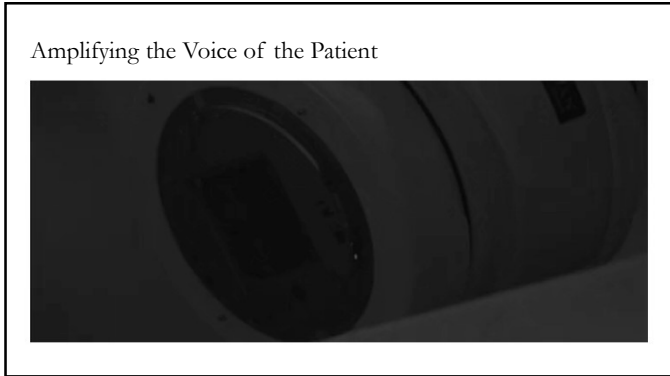
3



4



5



6

We're making our mark on thousands of hospitals

- ACS is providing the Surgical Quality Partner designation and diamond plaque to every hospital that participates in a Quality Program
- By this time next year, our ambition is to have the SQP diamond in **2,500 hospitals** in America
- This honor lets patients know they should strongly consider going to a facility with the ACS Diamond
- We've rolled out a comprehensive marketing toolkit to all SQP hospitals to support showcasing the ACS Diamond



7

CoC/NAPBC/NAPRC-Specific Marketing Materials

Three separate marketing materials are shown. The first is for CoC (Commission on Cancer) accreditation, the second for NAPBC (National Accreditation Board for Cancer Care) accreditation, and the third for NAPRC (National Accreditation Program for Cancer Rehabilitation) accreditation. Each material features the ACS logo and a diamond-shaped accreditation badge.

8

Showcasing Accomplishment and SQP Diamonds

A collage of various images and social media posts. It includes photos of hospital buildings, groups of people holding SQP diamond plaques, and social media snippets from LinkedIn and Facebook. One prominent post from LinkedIn reads: 'Cancer center recognized nationally for excellence in surgical oncology care'. Another post from Facebook reads: 'Jacobi earns surgical quality designation from American College of Surgeons'.

9

We need your help promoting the Power of Quality campaign

10

Questions?

Brian Edwards
bedwards@facs.org
 202-295-7148

SQP@facs.org

Please also see Sarah Valek at the Quality booth

11

Thank you

12
