



healthgrades™

Healthgrades® Advertising Guidelines

March 2020

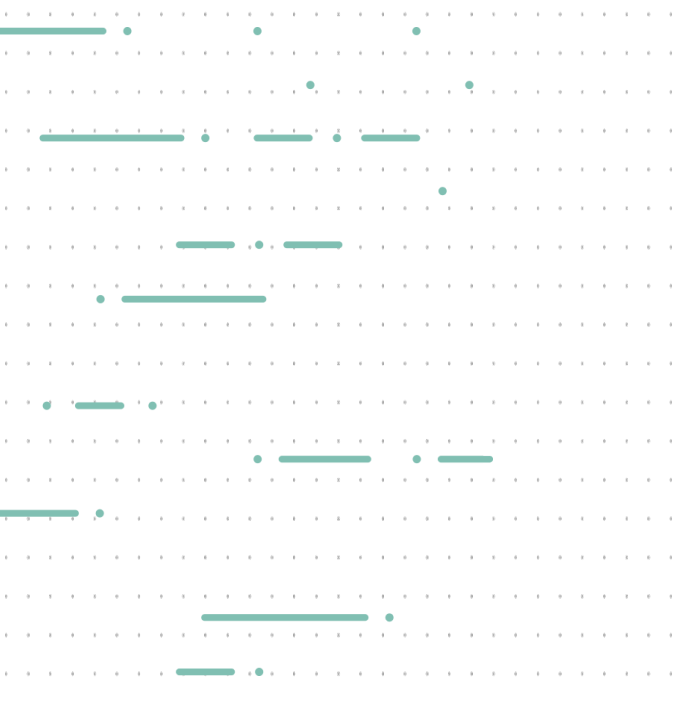


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Let's Get Started

The following are guidelines for using Healthgrades trademarks in hospital marketing and communications subject to a Healthgrades licensing agreement. These guidelines may be changed or updated by Healthgrades Operating Company, Inc. at any time without notice to or consent from licensed customers.

For licensing information, contact: quality@healthgrades.com

For media inquiries, contact: pr@healthgrades.com

For advertising approvals, contact: adreview@healthgrades.com

Any use of the Healthgrades® logo, and any reference to the Healthgrades ratings and/or data, in any advertisement or promotion, including but not limited to advertisements, publications, internal communications, website content, or any type of collateral, **must be submitted to Healthgrades for documented approval prior to publication, distribution or use.**

All Advertisements

Requirements

Healthgrades Logo and Achievement Medallions/Emblems

An approved version of the Healthgrades logo or medallions (or company name for radio or text use) must be displayed in a size that is clearly readable.

- **EXCEPTION:** Press releases, which should not contain the Healthgrades logo or be on Healthgrades letterhead. When referencing the company, the name "**Healthgrades**" must be used (not "healthgrades.com" or "Health Grades"). When referencing the Healthgrades website, the address **www.healthgrades.com** should be used.
- Healthgrades **logos** can be found at the client's **Quality Distribution Center**.
- Healthgrades **logos cannot be copied or altered** without specific permission from Healthgrades.
- Healthgrades **medallions/emblems** for a licensed achievement can be found at the client's **Quality Distribution Center**.
- Healthgrades must review, approve and provide any customization of medallions/emblems.

Award Year

The year for which the quality achievement is received must be referenced either in the message or via the approved Healthgrades medallion/emblem.

- Medallion/emblem must meet minimum readable size requirement.
- Size of year must be equal to the size and treatment of the message/header.
- Past year's quality achievements may be promoted as long as the award year is specifically included with the claim. For more information, see *Timing* section below.

- **Multi-year achievements** must **list the year range** in which the award was achieved.
 - For example: One of Healthgrades® [award] for [number] years in a row ([year] – [year]) OR Recipient of the Healthgrades® [award] for [number] years in a row ([year] – [year])
 - Multi-year claims/messages where an award has been lost and regained, or when a system wishes to map its achievements must be pre-approved by Healthgrades.

Trademark

All advertisements must include appropriate Healthgrades trademarks (except for press releases).

- In text, the **first prominent appearance** of the name **Healthgrades** should include the registered trademark symbol: **Healthgrades®**.
- The **first prominent appearance** of the name of an **award** on a webpage or in a document must include the trademark symbol (™). See *Achievement-Specific Guidelines* section for additional ™ usage.

Provider ID

All claims must be clearly attributed to the licensed individual hospital name, as Healthgrades ratings are based on the hospital's Medicare provider ID.

- When multiple hospitals report under a single provider ID, the name of the parent hospital or hospital group with the provider ID must be mentioned along with any child hospital reporting under the same provider ID.

Acceptable Labels/Descriptions

All claims must use acceptable procedure, diagnosis, specialty/service line names, labels, and/or descriptions as defined by Healthgrades in the pre-approved quality achievements messages provided or must be pre-approved by Healthgrades.

Competitive Data Analytics

The **use of competing hospital names** in internal or external advertising and/or public use **is prohibited** in any form. Any internal or external initiatives that include data comparisons must be approved by Healthgrades prior to use.

Timing

Single Year Claims/Messages

Single year claims/messages have a **three-year life span** from the year of issuance—including that year—unless combined with consecutive year messaging.

- Past year messages must include the year of the award in the claim being made. For example: Named Among the Top 10% in the Nation for [Specialty] by Healthgrades® in 2020.
- If a hospital has a message and the achievement is lost in the current year, the historical message may be promoted for another two years.

- o For example: If a hospital received the Cardiac Care Excellence Award in 2018 and 2019 but did not receive it in 2020, the historical message for 2018 and 2019 may still be promoted for another two years.

Retired Messages

Retired messages have a **three-year life span** from the year of issuance, including that year. For example: The Women's Health Excellence Award™ was last issued in 2015, with the final year for allowable use in 2017.

Use of Data

- **Use of statistics from Healthgrades** studies is **permitted** in marketing materials and/or client achievement-related press releases with pre-approval from Healthgrades.
- Any use of Healthgrades statistics in marketing materials and/or client achievement-related press releases must equate to the language established in the statistics booklet relative to the specific award/rating being promoted.
- Any hospital-specific **data use outside** of the parameters of the appropriate statistics booklet must be approved by Healthgrades.
- Any **outcome data**, such as mortality and complications, presented must include associated risk-adjusted outcomes and must be approved by Healthgrades.

Terminology and Other Organization Awards

Prohibited

- **Terms** that may **not** be used in conjunction with Healthgrades quality achievements include: "best," "won," "winning," "award-winning" and "awarded."
- Use of "**Among the Nation's Best**" claim is **NOT** available as a generic or stand-alone quality achievement **UNLESS** referencing the "America's 50/100/250 Best Hospitals Award™" or used with the America's Best medallion.
- Use of competing hospitals' Healthgrades ratings or information is not included in the licensing contract and is strictly prohibited in any form.

Allowed

- **Terms** that may be used in conjunction with Healthgrades quality achievements include but are not limited to: "recipient," "received," "named," "achieved," "earned," "achievements," "superior," "distinction," "top performing," "performance" and "nationally recognized."
- Use of Healthgrades achievements with **achievements from another organization** is allowed as long as the awards are named and referenced correctly with the **naming organization** and the **year** of the award. Listing of all organizations should be treated equally and in **alphabetical order**.
- "**Only Recipient in State/Region**" messages are allowed **IF** the designation is valid and it has been pre-approved by Healthgrades.

Achievement-Specific Guidelines

Use of an award or message must support the claims/intent of ad. Use of one specialty/service line message cannot be used to promote another specialty/service line. For example: A prostate surgery message cannot be used to promote a hospital's cardiac program.

- **EXCEPTION:** America's 50/100/250 Best Hospitals, Patient Safety Excellence, and Outstanding Patient Experience awards can be used to promote any specialty/service line as these are hospital-wide achievements. Each case requires pre-approval by Healthgrades.

Use of "**Among the Nation's Best**" is available as a message as long as it is used with the America's 50/100/250 Best Hospitals medallion OR with the formal award name and year. For example: Recipient of the Healthgrades® America's 100 Best Hospitals Award™.

No hospital may say that they stand alone as "the best." All advertising must clearly communicate that the hospital is in a group of (i.e., "is among" or "one of") the best hospitals in the country.

The following quality achievements are **approved** for client use (if applicable) at any time during the term of the contract, as defined in the contract:

America's 50 Best Hospitals™ Award

If qualified and licensed, a hospital may use:

- America's 50 Best Hospitals™
- America's 50 Best Hospitals Award™
- Recipient of the Healthgrades® America's 50 Best Hospitals Award™
- One of Healthgrades® America's 50 Best Hospitals™ in [year]
- Named Among the Top 1% in the Nation for Overall Clinical Excellence by Healthgrades® in [year]
- One of Healthgrades® America's 50 Best Hospitals™ for [number] consecutive years ([year] – [year])

America's 100 Best Hospitals™ Award

If qualified and licensed, a hospital may use:

- America's 100 Best Hospitals™
- America's 100 Best Hospitals Award™
- Recipient of the [year] Healthgrades® America's 100 Best Hospitals Award™
- One of Healthgrades® America's 100 Best Hospitals™ in [year]
- Named Among the Top 2% in the Nation for Overall Clinical Excellence by Healthgrades® in [year]
- One of Healthgrades® America's 100 Best Hospitals™ for [number] consecutive years ([year] – [year])

America's 250 Best Hospitals™ Award (Effective February 2019)

If qualified and licensed, a hospital may use:

- America's 250 Best Hospitals™
- America's 250 Best Hospitals Award™
- Recipient of the [year] Healthgrades® America's 250 Best Hospitals™
- One of Healthgrades® America's 250 Best Hospitals™ in [year]
- Named Among the Top 5% in the Nation for Clinical Excellence by Healthgrades® in [year]
- One of Healthgrades® America's 250 Best Hospitals™ for [number] consecutive years ([year] – [year])

*Effective February 2019: the name for Distinguished Hospital Award for Clinical Excellence™ has been changed to America's 250 Best Hospitals Award™.

Hospitals recognized with America's 250 Best Hospitals Award for 2019 and who were a Distinguished Hospital for 2018 must use new America's 250 Best Hospitals messaging.

Distinguished Hospital Award for Clinical Excellence™

During the 2019 ratings and award year, the Distinguished Hospital Award for Clinical Excellence™ name changed to America's 250 Best Hospitals Award™. The name change is effective February 2019.

The following are approved for client use during the term of the contract for hospitals who received the Distinguished Hospital Award for Clinical Excellence for year 2018, but did not receive America's 250 Best Hospitals in 2019:

- Distinguished Hospital Award™
- Distinguished Hospital Award for Clinical Excellence™
- Recipient of the Healthgrades® Distinguished Hospital Award for Clinical Excellence™ in [year]
- Named Among the Top 5% in the Nation for Clinical Excellence by Healthgrades® in [year]

Specialty Excellence Awards™

If qualified and licensed, a hospital may use:

- [Specialty] Excellence Award™:
 - Bariatric Surgery
 - Cardiac Care
 - Cardiac Surgery
 - Coronary Intervention
 - Cranial Neurosurgery
 - Critical Care
 - Gastrointestinal Care
 - General Surgery
 - Gynecologic Surgery
 - Joint Replacement
 - Labor and Delivery
 - Neurosciences
 - Obstetrics and Gynecology
 - Orthopedic Surgery
 - Prostate Surgery
 - Pulmonary Care
 - Spine Surgery
 - Stroke Care
 - Vascular Surgery
- Recipient of the [year] Healthgrades® [Specialty] Excellence Award™

If qualified, a hospital may also use:

- Named Among the Top 10% in the Nation for [Specialty] by Healthgrades® in [year]
- Or if applicable: Named Among the Top 5% in the Nation for [Specialty] by Healthgrades® in [year]

America's 50 and 100 Best Hospitals for [Specialty] Awards™

If qualified and licensed, a hospital may use:

- America's 50 Best Hospitals for [Specialty] Award™
 - Cardiac Surgery
 - Vascular Surgery
- America's 100 Best Hospitals for [Specialty] Award™
 - Cardiac Care
 - Coronary Intervention
 - Critical Care
 - Gastrointestinal Care
 - General Surgery
 - Joint Replacement
 - Orthopedic Surgery
 - Prostate Surgery
 - Pulmonary Care
 - Spine Surgery
 - Stroke Care
- One of Healthgrades® America's [50/100] Best Hospitals for [Specialty]™ in [year]

Bariatric Surgery Excellence Award™

If qualified and licensed, a hospital may use:

- Recipient of the [year] Healthgrades® Bariatric Surgery Excellence Award™
- Recognized by Healthgrades® in [year] for Superior Performance in Bariatric Surgery
- Named Among the Top 10% of Hospitals Evaluated for Bariatric Surgery by Healthgrades® in [year]
- Or if applicable: Named Among Top 5% of Hospitals Evaluated for Bariatric Surgery by Healthgrades® in [year]

Women's Care Quality Achievements

If qualified and licensed, a hospital may use:

- [Specialty]-Excellence Award™:
 - Gynecologic Surgery
 - Labor and Delivery
 - Obstetrics and Gynecology
- Recipient of the [year] Healthgrades® [Specialty] Excellence Award™
- Recognized by Healthgrades® for Superior Performance in [Specialty] in [year]
- Among the Top 10% of Hospitals Evaluated for [Specialty] by Healthgrades® in [year]
- Or if applicable: Among the Top 5% of Hospitals Evaluated for [Specialty] by Healthgrades® in [year]

When promoting the 5-Star Rated for Vaginal Delivery achievement, the hospital may refer to "Natural Childbirth" when discussing vaginal delivery, but the name on medallions and the formal name of the rating is Vaginal Delivery.

Patient Safety Excellence Award™

If qualified and licensed, a hospital may use:

- Recipient of the [year] Healthgrades® Patient Safety Excellence Award™
- Named Among the Top 10% in the Nation for Patient Safety by Healthgrades® in [year]
- Or if applicable: Named Among the Top 5% in the Nation for Patient Safety by Healthgrades® in [year]

“Safer” or “safest hospital” **cannot be used.**

Reference to the Patient Safety Indicators (PSIs) “as developed by AHRQ” is allowed. There can be no other association between the Agency for Healthcare Research and Quality (AHRQ) and the Healthgrades® Patient Safety Excellence Award™ or its recipients.

Outstanding Patient Experience Award™

If qualified and licensed, a hospital may use:

- Recipient of the [year] Healthgrades® Outstanding Patient Experience Award™
- Named Among the Top 15% in the Nation for Outstanding Patient Experience™ by Healthgrades® in [year]
- Or if applicable: Named Among the Top 10% in the Nation for Outstanding Patient Experience™ by Healthgrades® in [year]
- Or if applicable: Named Among the Top 5% in the Nation for Outstanding Patient Experience™ by Healthgrades® in [year]

The award must be clearly stated as Healthgrades® Outstanding Patient Experience Award™.

Any reference to patient satisfaction cannot be used.

Reference to the HCAHPS® Hospital Survey “as reported to CMS” is allowed.

There can be no association between CMS, AHRQ, HQA, NQF or the website www.hospitalcompare.hhs.gov and the Healthgrades® Outstanding Patient Experience Award™ or its recipients.

Recipients of Both Patient Safety Excellence Award™ and Outstanding Patient Experience Award™

Recipients of both the Patient Safety Excellence Award™ and the Outstanding Patient Experience Award™ can use the following:

- Among the [number]% of hospitals in the nation to receive both the Patient Safety Excellence™ and Outstanding Patient Experience™ Awards from Healthgrades® in [year]

5-Star Achievement Categories

If qualified and licensed, a hospital may use:

- Healthgrades® Five-Star Recipient for [Cohort] in [year]
 - Abdominal Aorta Aneurysm Repair
 - Appendectomy
 - Back Surgery
 - Bariatric Surgery
 - C-Section Delivery
 - Carotid Surgery
 - Colorectal Surgeries
 - Coronary Bypass Surgery
 - Coronary Interventional Procedures
 - Cranial Neurosurgery
 - Defibrillator Procedures
 - Esophageal/Stomach Surgeries
 - Gallbladder Surgery
 - Gynecologic Procedures
 - Hip Fracture Treatment
 - Hysterectomy
 - Pacemaker Procedures
 - Peripheral Vascular Bypass
 - Prostate Removal Surgery
 - Small Intestine Surgeries
 - Spinal Fusion
 - Total Hip Replacement
 - Total Knee Replacement
 - Transurethral Prostate Resection Surgery
 - Treatment of Bowel Obstruction
 - Treatment of Chronic Obstructive Pulmonary Disease
 - Treatment of Diabetic Emergencies
 - Treatment of GI Bleed
 - Treatment of Heart Attack
 - Treatment of Heart Failure
 - Treatment of Pancreatitis
 - Treatment of Pneumonia
 - Treatment of Pulmonary Embolism
 - Treatment of Respiratory Failure
 - Treatment of Sepsis
 - Treatment of Stroke
 - Vaginal Delivery
 - Valve Surgery

- Use of the term "5-Star Rated for [Cohort]" must meet statistical criteria set forth by Healthgrades. If a hospital has a 5-star rating in any mortality cohort time period and a 1-star rating in the other time period, the message "5-star rated" may not be used.
 - For example: If a hospital has 5 stars for treatment of stroke in "in-hospital" and a 1 star in "in-hospital + 30 days," the hospital cannot use 5-star rated messaging. The 1 star in this example also makes the hospital ineligible for a Specialty Excellence Award in the cohort as well.