

## Marketing Materials



Marketing your achievement as a recognized clinician can be done through a variety of platforms and materials:

- ★ Press release to local media
- ★ Letters to patients
- ★ Waiting room materials
- ★ TV and/or radio promotion
- ★ Website promotions
- ★ Patient materials such as brochures or fact sheets

In this portion of the toolkit, you will find ideas on how to market your recognition and a sample press release that you can reformat to fit your needs as well as an overview that can be printed and passed out to patients to make them aware of your recognition.

### Use of Bridges to Excellence (BTE) Logos

HCI<sup>3</sup> encourages the use of the Bridges to Excellence logo in your office and marketing materials.

Requests for logos can be made to [info@hci3.org](mailto:info@hci3.org)

HCI<sup>3</sup> may update program logos at any time so it is important to check periodically to ensure you have the most up-to-date version of the logo.

### Approved Language for Marketing Recognitions

When promoting your recognition through various marketing channels, you will want to include a quote as well as a brief description of the program and HCI<sup>3</sup>. Below is approved language that can be used. Replace the language in **bold** to fit with your name and program.

#### Approved Quote

“Nothing is more important or powerful in accelerating the transformation of health care in the U.S. than having clinicians receive and act on meaningful quality measures,” said Francois de Brantes, HCI<sup>3</sup>’s Executive Director. “At HCI<sup>3</sup>, we applaud and congratulate **(CLINICIAN NAME)** on **(HIS/HER)** Bridges to Excellence **(PROGRAM)** Recognition as it is a significant achievement in making sure patients are receiving the best care possible.”

### **Approved HCl<sup>3</sup> Boilerplate/Program Description**

#### **About Health Care Incentives Improvement Institute, Inc.**

Health Care Incentives Improvement Institute, Inc. (HCl<sup>3</sup>) is a non-profit multi-stakeholder umbrella organization for Bridges to Excellence® and PROMETHEUS Payment®. The mission of the organization is to create significant improvements in the quality and affordability of health care by developing and implementing programs that recognize and reward physicians, hospitals and other health care providers that deliver safe, timely, effective, efficient, equitable and patient-centered care. HCl<sup>3</sup> offers a comprehensive package of solutions to employers, health plans and coalitions to improve the flawed incentives that currently permeate the U.S. health care system.

-or-

The Health Care Incentive Improvement Institute, Inc. (HCl<sup>3</sup>) is a not-for-profit multi-stakeholder organization focused on improving health care quality and value. HCl<sup>3</sup> works collaboratively with clinicians, hospitals, employers, health plans and other health care stakeholders to implement programs in communities across the country.

#### **About the Bridges to Excellence (BTE) Recognition Program**

Under the BTE programs, top-performing doctors (as determined by their commitment to meeting standardized treatment protocols) are highlighted in provider directories, helping employees, members and their families identify doctors with proven outcomes in treating particular illnesses, or whose patient care and support systems are exemplary.

#### **Sample Press Release**

You should encourage your hospital or office system to announce your recognition to the local media. It is a great way to spread the word regarding your achievement to a large group of patients, both established and potential. Below is a sample that can be used:

Hospital Y announced that John Doe, M.D., was recently recognized by the Health Care Incentives Improvement Institute (HCl<sup>3</sup>) for demonstrating excellent quality care through the Bridges to Excellence (BTE) COPD Recognition program. Dr. Doe joins several thousand clinicians, who include physicians, nurses and physician assistants, that have proven their commitment to deliver outstanding quality care to their patients.

“I’m proud of my accomplishment of becoming a BTE COPD Recognized physician,” said Dr. Doe. “Providing high quality care to my patients has always been an priority and this recognition solidifies my efforts.”



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#### **Patient Engagement: BTE Overview for Patients**

In this toolkit, there is a BTE Overview for Patients for you to reuse and provide as a resource. This overview will help your patients understand what your recognition means and how it benefits them.

#### **Patient Outreach Practices**

Today more than ever, it is important to engage with your patients and market yourself as an outstanding clinician to set yourself apart. With price and quality becoming a more mainstream focus, communicating your status as a BTE Recognized clinician becomes a win-win for both you and the patient.

Complied here are some ideas to jump-start your patient engagement efforts. While this can seem like a daunting task, it is important to remember that interaction with your patients and potential patients is impertinent to growing your practice.

#### **Website/Social Media**

If your office or hospital system has a website and/or social media presence, we recommend making your recognition known via these channels as this is the first impression some potential patients have of you. Speak with your communications and/or technology personnel (if applicable) about the opportunities available on the site.

## Suggestions:

- ★ Place the BTE Recognition Program logo on the website homepage with a link to more information about your BTE program. You can even include a downloadable version of the BTE Overview for Patients which can be found at [HCI3.org](http://HCI3.org) by clicking the Bridges to Excellence link.
- ★ If you were able to create a press release announcing your achievement, link to it on your site.
- ★ If your office or hospital has a social media presence, speak to whoever manages the accounts about doing a feature posts on your recognition and what it means for the patient, and office/hospital.
- ★ Ask your patients for testimonials about the care they received and place them on a visible section of your site.

## Events

While events can seem like hard work to organize, it gets you in front of your patients outside of the typical office visit. Consider hosting an open house. This gives you a chance to talk about your accomplishments and how they benefit patients. Have the copies of the BTE Overview for Patients available for easy reference.

## Print

If your office or organization sends out letters, consider including the BTE Overview for Patients. You can also include your BTE Recognition Program logo on all correspondence to your patients.

## BTE Clinician Spotlight Program

In addition to your own efforts, HCI<sup>3</sup> offers you extra exposure and marketing of your recognition through our BTE Clinician Spotlight.

The program includes a feature on you and your recognized status on our HCI<sup>3</sup> and INQUIREhealthcare (consumer-focused site) blogs, social media channels and through e-blasts. Our social media posts will be targeted to your local area in order to outreach to potential patients in your community.

If you have a presence on social media, be sure to follow us on Twitter at @HCI3\_org and @INQUIREhc as well as like us on Facebook. You can then share your featured post with your friends and family.

If you are interested in being featured, please e-mail [info@hci3.org](mailto:info@hci3.org). We will forward you a questionnaire, ask for a photo and short bio.