

Marketing Your Accredited Program: Getting the Word Out

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ACS Cancer Conference 2025 | March 12-14 | Phoenix, AZ

ACS Cancer Programs
American College of Surgeons

Disclosures

- Nothing to disclose

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Agenda

- Power of Quality Campaign Overview
- ACS Surgical Quality Partner Diamond
- How to Use the Surgical Quality Partner Store
- Hospitals Promoting their SQP Status Across America
- Questions and Answers

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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**

ACS Quality Programs Use the Best Data, Expert Input, and Proven Processes to Deliver the Highest Quality Care

OUR 13 PROGRAMS FOCUS ON:



Guaranteeing high standards of care for patients, regardless of hospital



Reducing complications and saving lives



Lowering the cost of care and creating efficiencies



Strengthening interdisciplinary teams



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Awareness Drives Opportunity

When Given a Choice of Credential to Determine Quality, Patients Pick the ACS.



34%

U.S. NEWS AND REPORT
RANKING OF HOSPITALS



55%

AMERICAN COLLEGE OF SURGEONS
CERTIFICATION OF QUALITY

Q: Regardless of how you picked where you would get your surgical procedure done, based on what you have read here and what you know, which of these two certificates would you use to make a decision about where to get your surgical procedure?

Source: Brunswick Insight survey of 500 patients expecting surgery for themselves or a family member in the next 12 months. Fielded from July 6-8, 2022.

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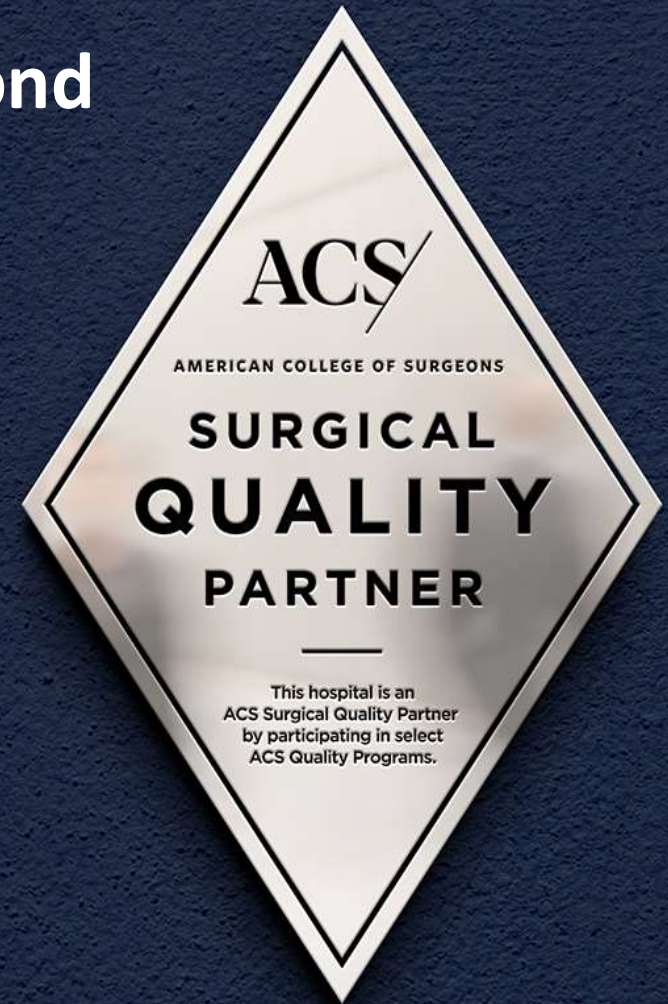
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ACS Surgical Quality Partner Diamond

ACS is providing the Surgical Quality Partner diamond plaque to every hospital participating in **CoC, NAPBC, and NAPRC.**

All accredited sites have access to the Surgical Quality Partner Store, which includes the free **marketing toolkit**



Surgical Quality Partner Store

The Surgical Quality Partner Store is a centralized portal where you can order plaques, download marketing materials, certificates, and more.



Certificate

Capital Health Attains National Reaccreditation from the American College of Surgeons National Accreditation Program for Breast Centers

Thursday, June 13, 2024

Fourth consecutive accreditation demonstrates Capital Health's commitment to improving comprehensive breast care



Pennington, New Jersey – Capital Health's Center for Comprehensive Breast Care, part of Capital Health Cancer Center, has received reaccreditation under the American College of Surgeons (ACS) National Accreditation Program for Breast Centers (NAPBC).

"With this reaccreditation, patients can have confidence in our ability to accurately diagnose and provide the best possible treatment for breast cancer and other breast health

Press Release Template



The highest standards in rectal cancer care.

The strongest commitment to our patients.

Our American College of Surgeons (ACS) Rectal Cancer Accreditation shows our commitment to the highest levels of cancer care, constant evaluation of the care we give, and a relentless approach to self-improvement.

Proud to be an ACS Surgical Quality Partner by participating in the National Accreditation Program for Rectal Cancer.

Hospital Logo

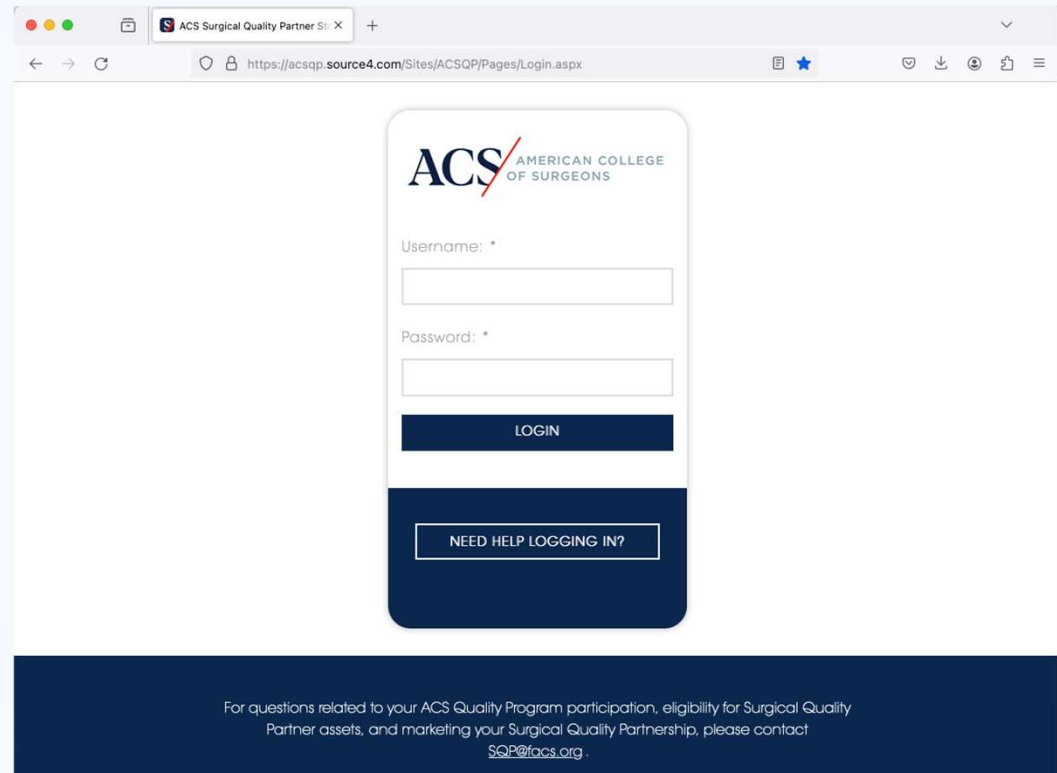


Poster

How to Access the Surgical Quality Partner Store

Visit <https://bit.ly/sqpstore>

Username and Password are **different** from your Qport login, if you are unsure of your login credentials, email sqp@facs.org



The screenshot shows a web browser window with the title "ACS Surgical Quality Partner Store". The address bar displays the URL "https://acsqp.source4.com/Sites/ACSQP/Pages/Login.aspx". The main content area features the ACS American College of Surgeons logo at the top. Below the logo, there are two input fields labeled "Username: *" and "Password: *". A dark blue "LOGIN" button is positioned below the password field. At the bottom of the login form, there is a link that says "NEED HELP LOGGING IN?". The footer of the page contains contact information: "For questions related to your ACS Quality Program participation, eligibility for Surgical Quality Partner assets, and marketing your Surgical Quality Partnership, please contact SQP@facs.org."

Step 1: Download the Style Guide

Once you are logged in, click on Download the Style Guide — It includes instructions on using the diamond logo, color palettes, etc.

 **ACS** AMERICAN COLLEGE OF SURGEONS

PlaquesCertificatesMarketing MaterialsMy Account

Congratulations on becoming an ACS Surgical Quality Partner

As a participant in at least one of our 13 Quality Programs, your institution has earned the novel distinction of Surgical Quality Partner (SQP). Being a Surgical Quality Partner means that your institution is dedicated to surgical quality and is committed to maintaining the highest standards in surgical care.

Download the Style Guide and use the menu items at the top of the page to access the SQP marketing materials and order your plaque.

COMING SOON: You will be able to order your complimentary certificate here at the ACS Store in early spring.



Step 2: Click On the Marketing Material Dropdown Menu

Select Your Program

You should only see the program your institution participates in.

The screenshot shows the ACS American College of Surgeons website. The navigation bar includes links for Plaques, Certificates, Marketing Materials, and My Account. The Marketing Materials dropdown menu is open, displaying a list of surgical quality programs. The 'CoC' (Comprehensive Care) option is highlighted in red. Below the menu, there is a congratulatory message for becoming an ACS Surgical Quality Partner (SQP). The message includes a link to download the style guide and a note about upcoming ordering capabilities. At the bottom, there are four images of various marketing materials, including posters and signs, that can be ordered.

ACS AMERICAN COLLEGE OF SURGEONS

Plaques Certificates Marketing Materials My Account

Logoff

Surgical Quality Partner

CoC

CSV

EGS

GSV

MBSAQIP

NAPBC

NAPRC

NSQIP

NSQIP Pediatric

QVP

TQIP

Vascular-VP

VRC

VRC-Peds

Congratulations on becoming an ACS Surgical Quality Partner (SQP).

As a participant in at least one of our 13 Quality Programs, your institution has earned the novel distinction of Surgical Quality Partner (SQP). Being a Surgical Quality Partner is dedicated to surgical quality and is committed to maintaining the highest standards in surgical care.

[Download the Style Guide](#) and use the menu items at the bottom to order your plaque.

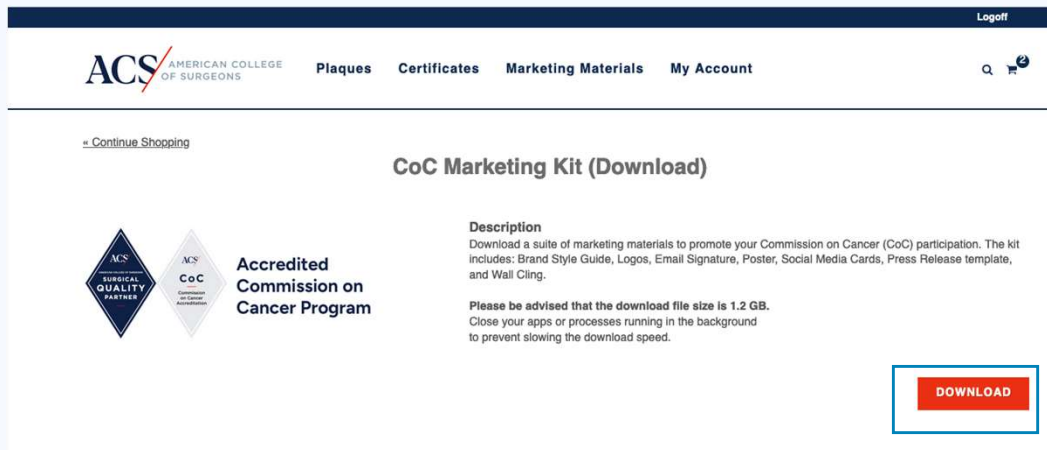
COMING SOON: You will be able to order your complete set of marketing materials from the ACS Store in early spring.

Proud to be an ACS Accredited Metabolic and Bariatric Center

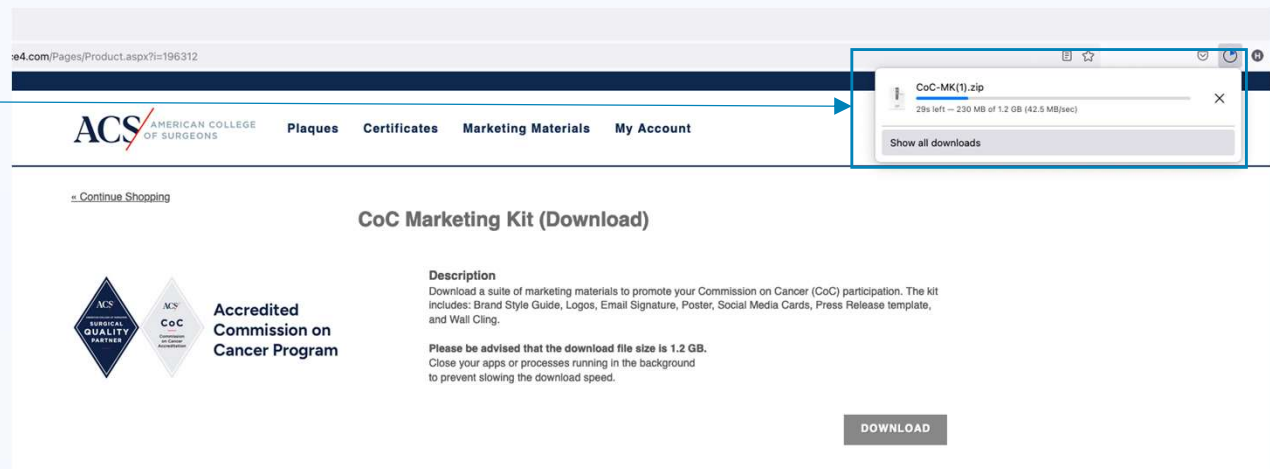
Proud to be an ACS Accredited Metabolic and Bariatric Center

The highest standards in geriatric surgical care. The strongest commitment to our patients.

Step 3: Click On the DOWNLOAD Button



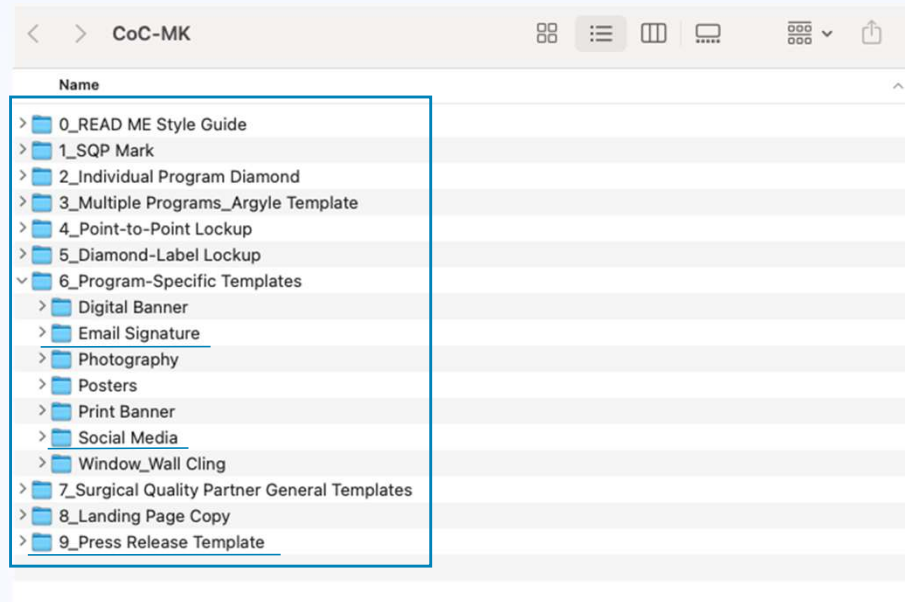
Auto-Download will begin
Depending on your internet speed, it may take a few minutes.



Step 4: Unzip the Download File

Open each folder

There are 9 to 10 folders depending on the program. Each folder will be labeled with its purpose (i.e., Email Signature, Press Release Template, Social Media)



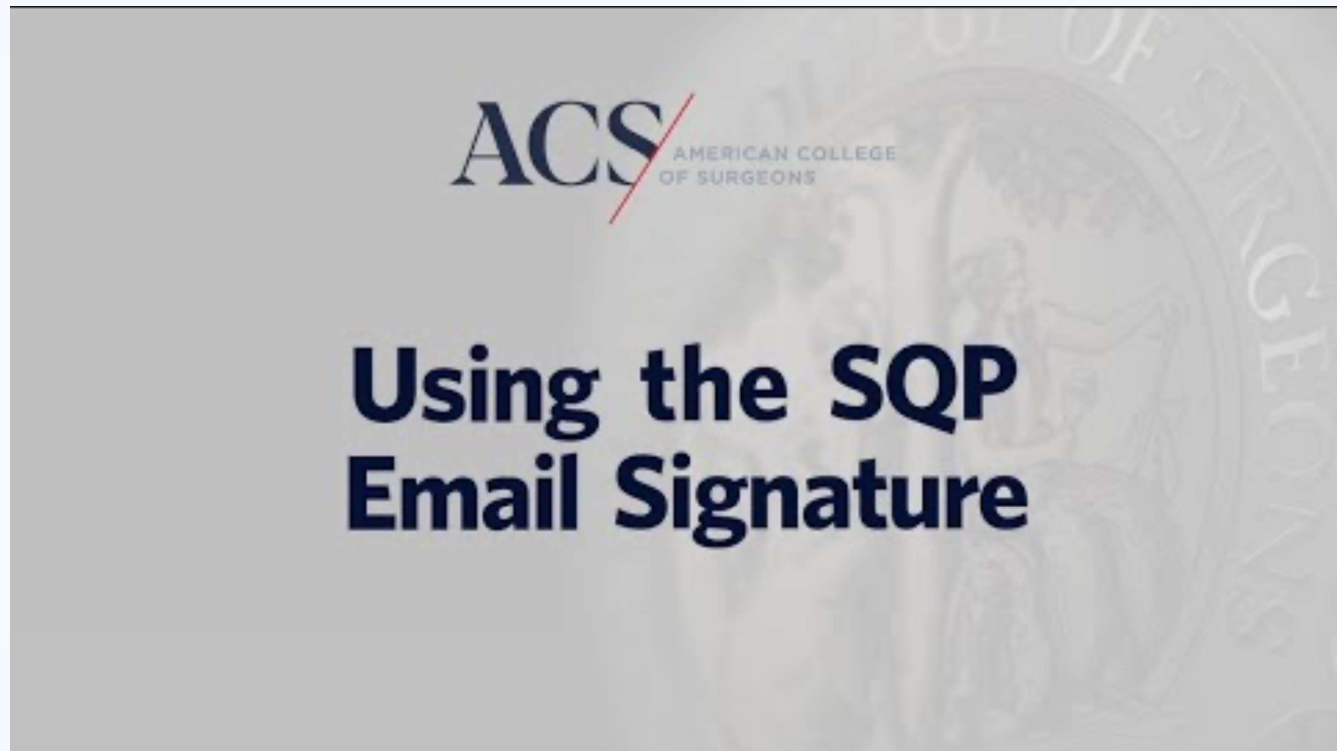
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Step 5: Use the Materials

Not sure where to start?

Microlearning videos are available on YouTube!

- How to use the marketing toolkit
<https://youtu.be/ZGtZkLByy7k>
- How to add the diamond to your email signature
<https://youtu.be/6pKZIVXi6V0>
- How to make social media posts with templates
<https://youtu.be/Wmtd33TOAxM>



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Surgical Quality Partner Store Products

Wall Decal



Window Decal



Acrylic Sign



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Hospitals Promoting their SQP Status Across America

UC Davis Health School of Medicine Betty Irene Moore School of Nursing News Careers Giving

UC DAVIS HEALTH SCHOOL OF MEDICINE

Public Health Sciences > About > Divisions and Centers > Education > Research > Jobs > Our Team > Contact Us

UC Davis Health > Public Health Sciences > News > Colorectal surgery earns Surgical Quality Partner...



Colorectal surgery earns Surgical Quality Partner honors

By Stephanie Winn

(SACRAMENTO) The American College of Surgeons (ACS) and the National Accreditation Program for Rectal Cancer (NAPRC) has designated the colorectal surgery program at UC Davis Health a Surgical Quality Partner. The award is given to programs that excel in quality of care, preventing complications, saving lives and reducing costs.

"UC Davis Health was one of the first institutions in the country to get this designation and remains the only university-based NAPRC accredited program in Northern California," said chief of colorectal surgery Ankit Sarin. "Our reaccreditation, under the leadership of Assistant Professor Miquel Miller, is a testament to our continued commitment to the highest quality of care for our cancer patients."

Miller, a surgeon, is director of the cancer center's rectal cancer tumor board and assistant director of its Office of Inclusivity, Diversity, Equity and Accessibility (IDEAL).

ACS quality improvement assessments are grounded in more than a century of experience and are an important measure of a hospital's surgical quality. The designation follows similar accreditation earned by the UC Davis Medical Center and UC Davis Comprehensive Cancer Center.



WVU Medicine

Find a Doctor Locate a Service MyWVUChart

Make an Appointment Refer a Patient Careers Peak Health Live Healthy WV

WVU Cancer Institute attains American College of Surgeons National Accreditation Program for Breast Cancer accreditation

Achievement demonstrates commitment to improving comprehensive breast care

Posted on 8/19/2024

MORGANTOWN, W.Va. – The WVU Cancer Institute announced that it has received its fourth consecutive accreditation designation from the National Accreditation Program for Breast Centers (NAPBC), a program administered by the American College of Surgeons (ACS).

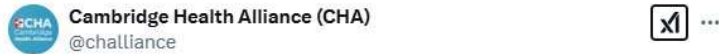
Breast cancer is the most common cancer diagnosed in women in the United States after skin cancers. Programs accredited by the NAPBC follow a model for organizing and managing a breast center, facilitating multidisciplinary, integrated, and comprehensive breast cancer services. The NAPBC focuses on the spectrum of a patient's journey with breast cancer or breast disease, including prevention, screening, treatment, and survivorship. By setting high standards, NAPBC accreditation guides breast centers in providing comprehensive breast care based on scientific evidence.



Accredited Breast Center

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Hospitals Promoting their SQP Status Across America



CHA recently received the ACS Surgical Quality Partner distinction from @AmCollSurgeons for commitment to the highest quality of care. Becoming an ACS Quality Partner means hospitals are meeting the highest clinical standards developed by the world's leading experts.



American College of Surgeons Recognizes Fox Chase Cancer Center as a Surgical Quality Partner

September 16, 2024



(From left) Sanjay Reddy, MD, FACS, Division Chief, Surgical Oncology; Stephanie Greco, MD, FACS, Director, Surgical Quality; and Jeffrey Farma, MD, FACS, Chair, Department of Surgery at Fox Chase Cancer Center.

Fox Chase Cancer Center was recently recognized by the American College of Surgeons (ACS) as a Surgical Quality Partner through participation in the organization's Commission on Cancer and National Surgical Quality Improvement Program (NSQIP).

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Hospitals Promoting their SQP Status Across America



**Accredited
Commission on
Cancer Program**



**Accredited
Commission on
Cancer Program**

**FOCUSED ON THE FUTURE
OF PATIENT CARE**

As an ACS surgical quality partner, this is our commitment to you: the highest levels of surgical care, constant evaluation of the care we give and a relentless approach to self-improvement.



This hospital is an ACS Surgical Quality Partner by participating in select ACS Quality Programs.





Torrance Memorial

suntimes.com | The Hardest-Working Doctor in America | Sunday, March 24, 2024 | 7

We're Colorectal Cancer's Toughest Opponent



Cancer's worst gets our best!

Colorectal cancer is no match against Franciscan Health's nationally accredited cancer programs and board-certified specialists. Our multidisciplinary team works around the clock to offer prompt diagnoses, advanced treatment options and the latest clinical trials to fight and beat colorectal cancer.



**Schedule an Appointment
OR Second Opinion today!**

FranciscanHealth.org/ColorectalCancerCare

Franciscan HEALTH

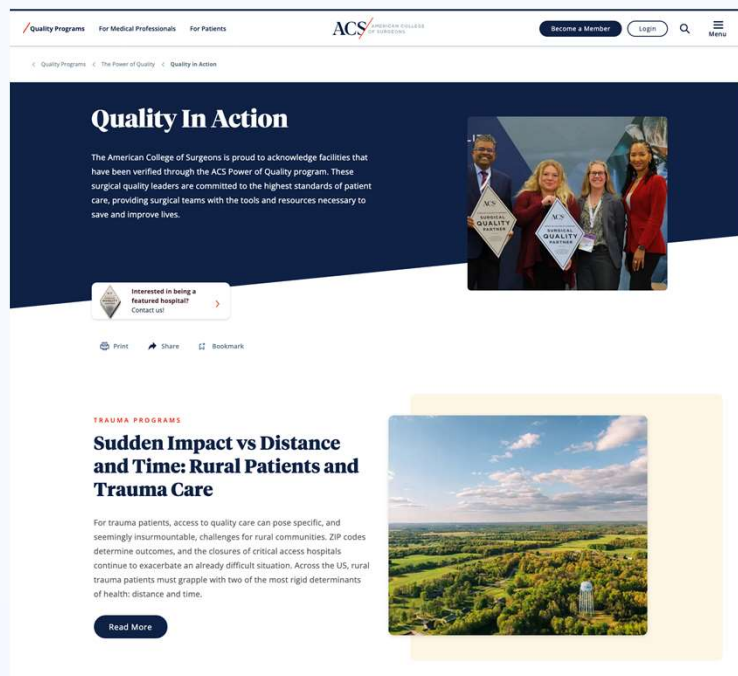
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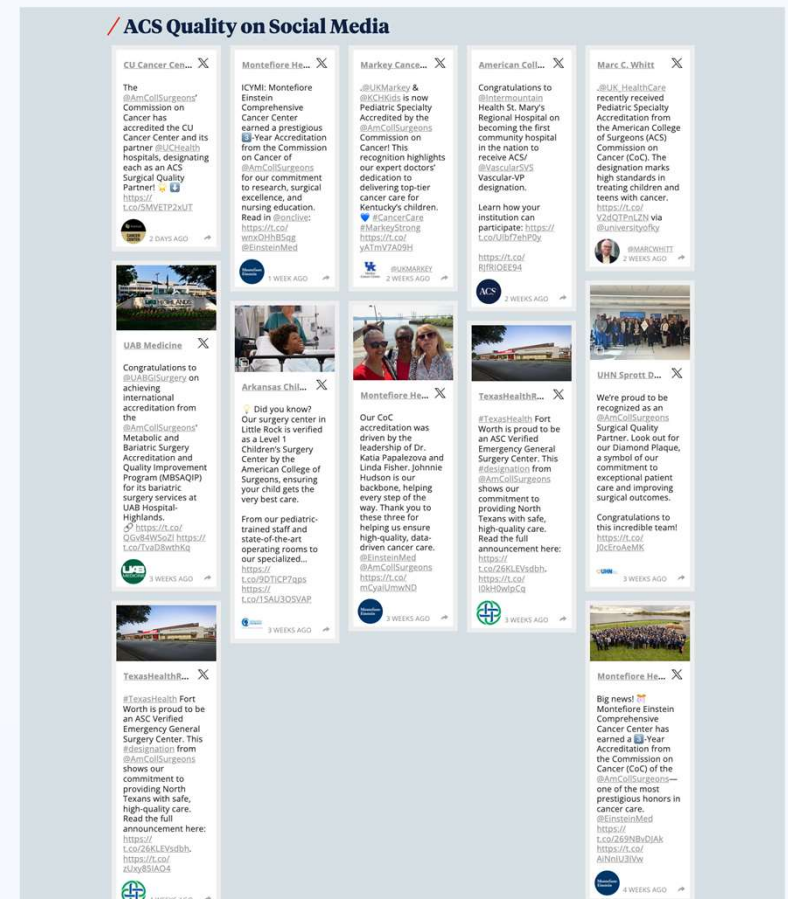
ACS Cancer Programs
American College of Surgeons

More On the ACS Website: Quality in Action

Visit facs.org/quality



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Next Steps

1

Visit the SQP Store and claim your complimentary SQP Diamond Plaque and download the marketing toolkit for your own center.

Bit.ly/sqpstore



2

Show off your Surgical Quality Partner participation on social media. Tag us
@amcollsurgeons



3

Questions? Email us at
sqp@facs.org

