

# HEALTHGRADES® ADVERTISING GUIDELINES

July 2016

## Introduction:

The following are provided as general guidelines. These guidelines may be changed or updated by Healthgrades Operating Company, Inc. at any time without notice to or consent from Customer.

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 particular licensed achievement can be found at the client's **Quality Distribution Center**.
  - Healthgrades must review, approve and provide any customization of medallions/emblems.
- Year - the year in 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® [insert award] for [number] years in a row ([date range]) OR Recipient of the Healthgrades® [insert award] for [number] years in a row ([date range]).
  - *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 (with the exception of press releases).
  - In text, the **first prominent appearance** of the name "**Healthgrades**" should include the registered trademark symbol (®).
  - 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 section for additional **TM** 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.
  - In instances where 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.
- All claims must utilize acceptable procedure, diagnosis, service line/focus area names, labels, and/or descriptions as defined by Healthgrades in the pre-approved quality achievements messages provided or must be pre-approved by Healthgrades.

#### Timing:

- Single year claims/messages have a **3-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 (e.g., Named Among the Top 10% in the Nation for [Service Line/Focus Area] by Healthgrades® in 2015).
  - If a hospital has a message and the achievement is lost in the current year, the historical message may be promoted for another three years (e.g. if a hospital has received the Cardiac Care Excellence Award in 2014 and 2015 but did not



receive it in 2016, the historical message for 2014 and 2015 may still be promoted for another three years.)

- Retired messages have a **3-year life span** from the year of issuance, including that year (e.g., 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** (e.g., mortality, complications) presented must include associated risk-adjusted outcomes and must be approved by Healthgrades.

#### **Terminology and Other Organizations' Awards:**

##### Prohibited:

- **Terms** that may not be used in conjunction with Healthgrades quality achievements include: "best", "won", "winning", "earned", "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 Best Hospitals Award™".
- 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", "achievements", "superior", "distinction", "top performing", "performance", or "nationally recognized".
- Use of Healthgrades achievements with **other organizations' achievements** 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 service line/focus area message is not permitted to be used to promote another service line/focus area (e.g., a prostate surgery message is not permitted to promote a hospital's cardiac program).

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

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™**

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]

#### **America's 100 Best Hospitals™**

If qualified and licensed, a hospital may use:

- America's 100 Best Hospitals™
- America's 100 Best Hospitals Award™
- Recipient of the 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]

*For both America's 50 and 100 Best Hospitals awards, the following quality achievement is approved for client use at any time during the term of the contract:*

- *Recipient of Healthgrades® Distinguished Hospital Award for Clinical Excellence™ for <number> years in a row ([date range])*



### **Distinguished Hospital Award for Clinical Excellence™**

If qualified and licensed, a hospital may use:

- 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]

### **Service Line/Focus Area Specialty Excellence Awards™**

If qualified and licensed, a hospital may use:

- [Service Line/Focus Area] 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® [Service Line/Focus Area] Excellence Award™
- Named Among the Top 10% in the Nation for [Service Line/Focus Area] by Healthgrades® in [year]
- If qualified, a hospital may also use Named Among the Top 5% in the Nation for [Service Line/Focus Area] by Healthgrades® in [year]



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

If qualified and licensed, a hospital may use:

- America's 50 Best Hospitals for [Service Line/Focus Area] Award™
  - Cardiac Surgery
  - Vascular Surgery
- America's 100 Best Hospitals for [Service Line/Focus Area] 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 [Service Line/Focus Area]™ in [year]

## 5-Star Achievement Categories

If qualified and licensed, a hospital may use:

- Healthgrades® Five-Star Recipient for [cohort] in [year]
  - 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 Surgery
  - Hip Fracture Treatment



- Hysterectomy
- Pacemaker Procedures
- Peripheral Vascular Bypass
- Prostate Removal Surgery
- Repair of Abdominal Aorta
- Small Intestine Surgeries
- Spinal Fusion Surgery
- 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
- Urogynecologic Surgeries & Procedures
- 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 in the other time period, the message “5-star rated” may not be used (e.g. 5 stars for treatment of stroke in “in-hospital” and a 1 star in “in-hospital + 30 days”). The 1-star also makes the hospital ineligible for any Specialty Excellence Awards in those cohorts as well.

### **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]
- If qualified, a hospital may also use 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 (PSI's) "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]
- If qualified, a hospital may also use Named Among the Top 10% in the Nation for Outstanding Patient Experience™ by Healthgrades® in [year]
- If qualified, a hospital may also use 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](http://www.hospitalcompare.hhs.gov) and the Healthgrades® Outstanding Patient Experience Award™ or its recipients.

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

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

### **Women's Care Quality Achievements**

If qualified and licensed, a hospital may use:

- [Service Line/Focus Area] Excellence Award™:
  - Gynecologic Surgery
  - Labor and Delivery
  - Obstetrics and Gynecology
- Recipient of the [year] Healthgrades® [Service Line/Focus Area] Excellence Award™
- Recognized by Healthgrades® for Superior Performance in [Service Line/Focus Area] in [year]
- Among the Top 10% of Hospitals Evaluated for [Service Line/Focus Area] by Healthgrades® in [year]
- If qualified, a hospital may also use Among the Top 5% of Hospitals Evaluated for [Service Line/Focus Area] by Healthgrades® 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]
- If qualified, a hospital may also use Named Among Top 5% of Hospitals Evaluated for Bariatric Surgery by Healthgrades® in [year]