



PRC

excellence  
in healthcare  
awards 2021

**Awards Communication Kit**



## Awards Communication Kit

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# Excellence in Healthcare Award Winner Logo

## Configurations

Two logo configurations are available for the Excellence in Healthcare Award Winner logo: horizontal and vertical. Do **not** reproduce this logo smaller than its minimum size as shown on the next page.

HORIZONTAL LOGO



VERTICAL LOGO



# Excellence in Healthcare Award Winner Logo

## Sizing

### Minimum size

To ensure that the logo is always legible, we have developed requirements for the minimum size at which it may be used for both print and on-screen applications. Do **not** reproduce our logo smaller than its minimum size.

### MINIMUM SIZE HORIZONTAL LOGO



2 inches

### MINIMUM SIZE VERTICAL LOGO



1.7 inches

# Media Outreach Tips

## Send Press Release to Local Media

PRC will highlight your award as part of our national press release announcing the 2020 Excellence in Healthcare Award recipients, but there is an opportunity to secure additional local awareness and media coverage by issuing a press release to area publications and news outlets.

Download the fill-in-the-blanks press release, which you can customize and tailor for your organization. Contact your local news editors and journalists, especially those who cover healthcare or who have previously covered your organization. If you are including event information in the press release, be sure to send the release to your media contacts at least one week prior to the event so that they have ample time to assign the story to a reporter and possibly a photographer.

## Distribute a Press Release Over the Wire

You can also distribute your press release using a wire service like BusinessWire or PRWeb, which will send your news to an extended network of outlets and journalists.

## Send a Letter to the Editor

Consider writing a letter to the editor of your local newspaper or penning an op-ed in which you thank your employees and the community you serve. Not only could this secure media coverage, but it also reinforces the positive relationships you have been building in your community.

In the letter, explain what receiving a PRC Excellence in Healthcare Award means to your organization and how it will help you improve healthcare in your region. It's best for this sort of communication to be bylined by the hospital president or CEO, rather than a public relations representative (even if a PR person ghostwrites the letter).

# Community Communication Tips

## Host an Open House

Invite patients, staff, community figures, local business leaders, and the media to an open house to celebrate your organization's achievements and showcase your facility. Take photos so that you can send pictures to media contacts who were unable to attend the event.

## Leverage the Award to Recruit Top Talent

Your award can help you attract talented staff by gaining credibility among potential recruits. Call out your organization's award in employment postings on job boards and recruiting sites. Further, consider the above open house as a particularly successful strategy for recruitment.

## Send a Letter to Your Patients

Consider using the template below to send a thank you email to your email database of the patients and families who have been impacted by your hospital. Include a photo of your organization's president or CEO to personalize the letter. If you send a hard-copy letter, use professional letterhead and a digital handwritten signature.

## Template

Dear Friends,

Here at (Hospital Name), we are committed to providing you with excellent healthcare.

It is our pleasure to announce that (Hospital Name) has been recognized as a (Name of Award: i.e., 4-Star Customer Service, Top Performer) in (Award Type: i.e., inpatient services, outpatient services) for (Study Type: i.e., Physician Engagement, Patient Experience, Employee Engagement) by national healthcare research leader PRC.

This competitive national award recognizes organizations who achieve excellence throughout the year by improving patient experiences, healthcare employee engagement and/or physician alignment and engagement based on surveys of their (patients, employees, physicians).

Excellence is top of mind for everyone at (Hospital Name) to whom you entrust your care. We strive to do everything we can to be a trusted healthcare partner for our patients and families. If you have any questions about your care, please don't hesitate to let us know.

We thank you for choosing (Hospital Name) for your healthcare needs. The PRC Excellence in Healthcare Award excites and energizes us as we continue to strive for excellence in our daily work and best serve you and the (Area) community.

Sincerely,

(Hospital President or CEO)

# Internal Communication Tips

## Internal Communications

Be sure to utilize a key PR resource you already have: your employees.

### Send an Email or Newsletter to Staff

Send an organization-wide email to your staff announcing the good news, including a photo of your leadership with the award. If you have an internal newsletter or intranet, share the good news there as well. Encourage directors and managers to tell employees about the award and what it means for your organization during meetings with their reports. Consider providing a new email signature template for employees to use that has a line about the award.

#### Example:

Name of Award Recipient

(Hospital Name)

(Name of Award: i.e., 4-Star Customer Service, Top Performer) in (Award Type: i.e., inpatient services, outpatient services) for (Study Type: i.e., Physician Engagement, Patient Experience, Employee Engagement)

(Address, Phone, Email)

### Encourage Your Staff to Share the News

Encourage your staff to share the award announcement social posts in order to expand reach and foster pride among employees. Re-share the news of your award from time to time throughout the upcoming year. When using this strategy, make sure you don't re-post immediately after the original post, rather try posting at a different date/time than the original post to reach different users when they're likely to be online.

### Host an Employee Celebration

Plan a fun celebration to recognize your staff (and perhaps their families) for their contributions to achieving excellence in patient care and communication. Create a hashtag for the event and encourage employees to share fun photos on social. Give out t-shirts, mugs, or other mementos with a reminder about the award and the pursuit of excellence.

### Display Awards Flier

Post our awards flier throughout your organization in prominent patient areas, employee break rooms/ lunch areas, etc. Download and print the [8.5x11 version](#) or the [11x17 version](#).

# Social Media Tips

## Share the News on Your Social Channels

Promote your PRC Excellence in Healthcare Award through Facebook, Twitter, and LinkedIn. You can customize the following templates to quickly and easily share news about your award to your followers.

### Facebook

1. Thanks to the dedicated staff, wonderful patients and supportive community we work in, **(Hospital Name)** has been recognized as a 2021 PRC Excellence in Healthcare Award recipient. This competitive national award recognizes organizations that achieve excellence throughout the year by improving patient experiences, healthcare employee engagement, and/or physician alignment and engagement.

**(Include link to press release or blog post)**

2. We have been recognized as a 2021 PRC Excellence in Healthcare Award recipient! This competitive national award recognizes organizations that achieve excellence throughout the year by improving patient experiences, healthcare employee engagement, and/or physician alignment and engagement. Thanks to everyone who makes **(Hospital Name)** a better place to work, a better place to practice medicine, and a better place for patients to be treated.

**(Include link to press release or blog post)**

### Twitter

1. Excellent news! **(Hospital Name)** has been recognized as a 2021 @PRCExcellence in Healthcare Award recipient.

**(Include link to press release or blog post)**

2. Thank you to @PRCExcellence for recognizing **(Hospital Name)** with their 2021 Excellence in Healthcare Award!

**(Include link to press release or blog post)**

### LinkedIn

1. **(Hospital Name)** has been recognized as a 2021 PRC Excellence in Healthcare Award recipient. This competitive national award recognizes organizations that achieve excellence throughout the year by improving patient experiences, healthcare employee engagement, and/or physician alignment and engagement.

**(Include link to press release or blog post)**

2. We are proud to announce that we have received a 2021 PRC Excellence in Healthcare Award. This award recognizes our pursuit of excellence in healthcare and our efforts to make **(Hospital Name)** a better place to work, a better place to practice medicine, and a better place for patients to be treated.

**(Include link to press release or blog post)**

# Social Media Tips

## Use Paid Social Promotion to Amplify the News

On a limited budget, you can also use paid social media promotions to expand the reach of your messaging. You can geotarget and specify demographics so that your paid posts are seen by individuals in your target market.

For more information about Facebook marketing, [click here](#).

For more information about Twitter marketing, [click here](#).

For more information about LinkedIn marketing, [click here](#).

# Website, Blog, and Video

## Add a Badge to Your Website

If you want to display this amazing achievement on your website, feel free to copy and paste the small snippet of code for our Award Winner web badges in any text field on your homepage. Download and copy the code to add a [200 px badge here](#) or a [300 px badge here](#) or access the text files from the personalized notification website.

## Publish a Blog Post

Write a post on your organization's blog to spread the news about your award. Include photos from any celebrations you may have hosted, as well as quotes from your organization's CEO/president. Use the fill-in-the-blanks press release template as your guide.

If you post to your organization's blog, be sure to let PRC know by emailing [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com) and we will backlink to your post.

## Create and Share a Video

Create video case studies on what makes your organization embody excellence. Share the videos on your website, turn into marketing/content pieces and share on social channels. These should be short clips—one minute is fine. Be sure to upload to YouTube if your hospital or network has a channel.

You can film your organization's executives discussing what the award means, or you can film staff or even patients who have experienced excellence and can talk about why your facility is deserving of a competitive award like this. Or you could film a behind-the-scenes look to give viewers a peek inside an award-winning facility. Remember it doesn't have to cost a lot to shoot a video, most smartphones have the capacity to shoot HD quality video.

PRC would love if you shared your YouTube and social media videos with us, [Awards@PRCCustomResearch.com](mailto:Awards@PRCCustomResearch.com).