

Putting Your Accreditation

to Work for You



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You've taken all the necessary steps to get your business accredited by a CMS recognized accreditation board. You are meeting the required standards to improve consistency in how your business operates and the patient care you provide. You are doing everything you can to get it right.

So, if you are working so hard to meet such high standards – shouldn't your customers and patients know about it?

Put your accreditation to work for you by promoting it whenever and wherever possible. Your accreditation is a mark of exceptional quality and maintaining your accreditation ensures your customers and patients that you are meeting the highest standards for the profession. Promoting your accreditation will give your business the validity your patients and customers are seeking. Here are six ways you can promote your accreditation and in turn – your business.



- **Send out a press release.** Now that you are accredited, let the public know. Sending a press release to your customers, referral sources, and local newspapers announcing your accreditation helps to get your company's name out there and positively promote the quality of your business. Not every business can meet the requirements for accreditation. Becoming accredited is a big deal – so act like it! There's no shame in a little bragging. Your customers will appreciate the pride you are taking in your business. Check with your accrediting organization for a sample press release to guide you in creating your own unique announcement.

- **Display your facility accreditation certificate and window decal.** Customers are trained to look for credentials when they walk into a business. Everywhere you go, from the dentist office to the hair salon, you will find framed credentials signifying that the professionals you have chosen have completed some sort of education and training validating their qualifications. Displaying your facility accreditation certificate and placing an accreditation decal in your business's front window ensures your customers that you are an educated,

trained, and highly qualified business that has pledged to adhere to rigorous standards in business practice and patient care.

- **Include your accrediting organization's logo on your business's marketing collateral.** Items that are used daily, such as business cards and company letterhead, will help to remind everyone of your accreditation and superior business standards. Call to request a hi-resolution or EPS version of your accrediting organization's logo or inquire about it on their website.

- **Post an accreditation seal or logo on your business website.** The quickest and easiest way to promote your accreditation is including an accreditation logo on your company website. Be sure to link the logo to your accrediting organization's website to allow your customers and patients to find out what accreditation is all about and how it translates into better care and service for them.

- **Think outside the box!** While traditional marketing can be a safe and successful route, more unique strategies can gain you the attention you seek. With the economic down turn, it is more important than ever to differentiate yourself from the competition, so why not try something a little different?

- Some business owners have taken their advertising to the streets – wrapping company vehicles with their

logo, company name and other visuals that speak to their customer.

- Think about product give-aways with your own branded image and accreditation logo. Items such as lingerie wash bags, manicure sets, glass emery boards, first aid kits, etc.

- If your budget is limited, try delving into the social media arena. Create a company Facebook profile, twitter account, or blog at absolutely no cost. These social media venues allow you to keep in touch with customers, telling them about new products and answering any questions they may have. Some sites, such as Facebook, also give you the option of advertising to targeted markets at a fraction of the cost of traditional print or television advertising.

Accreditation is an important step in improving how your business operates and the patient care you provide. Whatever you can do to promote this significant achievement will only help your business grow. So get out there and let it be known. ~