



COMMUNITY HEALTH ACCREDITATION PROGRAM

Media Kit

CHAP Business Development
June 2010

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PURPOSE

**To define and advance the highest standards of
community-based care.**

VALUES

**Commitment to Excellence * Collaborative Approach
Consumer Focus * Customer Responsive
Innovation * Integrity**

1 Overview

CHAP congratulates your organization on achieving CHAP accreditation and we thank you for celebrating your CHAP accreditation through promotion in your marketing efforts.

The CHAP Media Kit provides basic information on how you can celebrate and publicize your CHAP accreditation with your staff, customers, and community.

Included in this kit are some simple ideas to help you celebrate your accreditation, publicize this great accomplishment with press releases and on your Website, and leverage the distinction of being CHAP accredited in your advertising and promotional materials.

Also included are technical guidelines for using the CHAP certificate and CHAP Seal artwork.

We hope you find this information helpful as you share this good news!



2 Celebrate CHAP Accreditation

Congratulations! You've demonstrated your organization meets the highest nationally recognized standards through CHAP accreditation. It's time to share that good news and celebrate! Below are some examples of activities you can use to celebrate CHAP accreditation.

Celebrate with Your Staff

You and your staff have worked hard as a team to demonstrate your work is of the highest caliber in your industry. Honoring your staff's commitment and hard work is a great way to build on this success. Organize a staff event to say thank you with a staff picnic or lunch. Use the time to share what you've learned from the experience and what comes next on the journey of continued quality improvement.

Celebrate with Your Customers

Share the good news of CHAP accreditation with your customers. Include a cover letter or memo with your next round of patient communication to explain your accreditation and what it means for them.

Celebrate with Your Community

Schedule an event to celebrate your accreditation with an open house. Invite customers, civic leaders and the public to share this great accomplishment and use the event to promote your services and the good work you do.

3 CHAP Seal Artwork and Source Files

Accredited organizations may download the CHAP Seal artwork and source files from the CHAP website at the following URL (click or copy and paste link into your browser—when prompted, save the file to your local drive):

<http://chapinc.org/chapseal.zip>

Included in the download are four files:

1. chapseal_jpg.jpg – JPEG file for use in hi-resolution print and online projects
2. chapseal_eps.eps – Encapsulated PostScript file for use in high resolution general printing projects
3. chapseal_letterhead_eps.eps – Encapsulated PostScript file for use in letterhead printing projects
4. chapseal_bcard_eps.eps – Encapsulated PostScript file for use in business card printing projects

NOTE: Appropriate graphics editing software (i.e., Adobe Photoshop, Adobe Illustrator, Quark, etc.) may be required to open and manipulate the EPS files in this set. Standard MS Office applications (e.g., MS Word, MS Excel, etc.) can be used to view the EPS files using the “insert object” commands included in those applications—please refer to the documentation included with your software for assistance when inserting or viewing EPS files.

For instructions on displaying the CHAP Seal on your website, please see Section 4.4: “Website” in this document.

4 Publicize CHAP Accreditation

4.1 Accreditation Certificate

CHAP encourages your organization to display your CHAP accreditation certificate with pride in all your service locations.

Included with your letter of accreditation from CHAP is your CHAP accreditation certificate for each location or as defined in your corporate policy. The certificate is size 11” x 13” and can be framed or mounted. Additionally, CHAP Processing includes a photocopy of your certificate on 8.5” x 11” paper for your records. The name of your organization as it appears on your contract with CHAP is pre-printed on your certificate, along with your accreditation dates.

Should you need to purchase more than one CHAP certificate for a location, please contact your Customer Relations Representative to initiate the request process.

4.2 Press Releases

Following are two templates with suggested language for press releases. Each organization should tailor the included language to your specific needs for these, using the fields provided in brackets with underlined text. Organizations should edit other information minimally. Organizations should not edit the CHAP quote provided in the release.

- 1) Press Release Template
- 2) Press Release Template for Deemed Organizations

Note: Although both templates are similar, the Press Release for Deemed Organizations contains language specific to organizations deemed by CHAP as Medicare providers.

4.2.1 1) Press Release Template

[On Organization Letterhead]

FOR IMMEDIATE RELEASE

[Organization] Awarded CHAP Accreditation

[City, State] — [Today's Date] — Community Health Accreditation Program, Inc., (CHAP) announced today that [Organization] has been awarded CHAP accreditation under the CHAP [Service(s) for which accreditation received] Standards of Excellence. This is the [number of years] year[s] CHAP accreditation has been awarded to [Organization].

CHAP accreditation demonstrates that [Organization] meets the industry's highest nationally recognized standards. Rigorous evaluation by CHAP focuses on structure and function, quality of services and products, human and financial resources, and long term viability.

“We are very pleased that [Organization] chose CHAP accreditation,” said Terry A. Duncombe, CHAP President and CEO. “Voluntarily selecting to achieve CHAP accreditation and meeting our high standards of excellence demonstrates [Organization's] commitment to quality. CHAP is delighted to work with their entire team through the ongoing process of quality improvement.”

[Organization] provides a variety of [service(s)] services to patients and their families in [City, County, and/or Region] and surrounding areas. [Include Additional Organization Information.]

CHAP is an independent, not-for-profit, accrediting body for community-based health care organizations. Created in 1965, CHAP was the first to recognize the need and value for accreditation in community-based care. CHAP is the oldest national, community-based accrediting body with more than 5,000 agencies currently accredited nationwide. Through “deeming authority” granted by the Centers for Medicare and Medicaid Services (CMS), CHAP has the regulatory authority to survey agencies providing home health, hospice, and home medical equipment services, to determine if they meet the Medicare Conditions of Participation and CMS Quality Standards. CHAP's purpose is to define and advance the highest standards of community-based care.

For more information about the CHAP accreditation process, please visit the CHAP Website at www.chapinc.org. For additional information on CHAP, please contact Michael Grogan, Director of Business Development, at 202.862.3413 or mgrogan@chapinc.org.

For additional information, contact [Name of Contact at Organization] at [Telephone Number of Organization].

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4.2.2 2) Press Release Template for Deemed Organizations

[On Organization Letterhead]

FOR IMMEDIATE RELEASE

[Organization] Awarded CHAP Accreditation

[City, State] — [Today's Date] — Community Health Accreditation Program, Inc., (CHAP) announced today that [Organization] has been awarded CHAP accreditation under the CHAP [Service(s) for which accreditation received] Standards of Excellence. This is the [number of years] year[s] CHAP accreditation has been awarded to [Organization].

CHAP accreditation demonstrates that [Organization] meets the industry's highest nationally recognized standards. Rigorous evaluation by CHAP focuses on structure and function, quality of services and products, human and financial resources, and long term viability. Through CHAP accreditation, [Organization] is also certified as a Medicare provider.

“We are very pleased that [Organization] chose CHAP accreditation,” said Terry A. Duncombe, CHAP President and CEO. “Voluntarily selecting to achieve CHAP accreditation and meeting our high standards of excellence demonstrates [Organization's] commitment to quality. CHAP is delighted to work with their entire team through the ongoing process of quality improvement.”

[Organization] provides a variety of [service(s)] services to patients and their families in [City, County, and/or Region] and surrounding areas. [Include Additional Organization Information.]

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For additional information, contact [Name of Contact at Organization] at [Telephone Number of Organization].

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4.3 Business Cards and Letterhead

CHAP encourages you to include the CHAP Seal on your business cards and letterhead to share this important distinction with new and existing colleagues and customers.

4.3.1 Business Cards

Due to the size of traditional business cards, the CHAP Seal may be difficult to display legibly. CHAP provides a high resolution EPS file specifically designed for business cards. Please use the file “chapseal_bcard_eps.eps” for use on business cards.

4.3.2 Letterhead

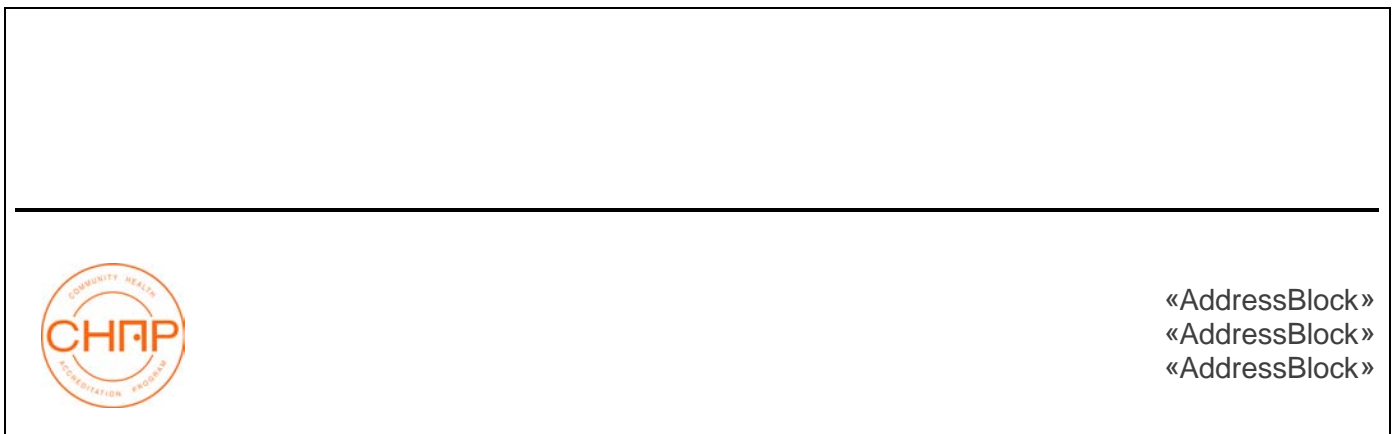
You may choose to display the CHAP Seal in either the upper right hand corner or any location of your organization’s letterhead. Do not display the seal in both the header and footer on the same document. The wording “Accredited by Community Health Accreditation Program” is optional. Please use the file “chapseal_letterhead_eps.eps” for use on letterhead.

Example suggestions:

Header:



Footer:






4.4 Website

CHAP encourages you to display the CHAP Seal prominently on your Website to demonstrate you are CHAP accredited. Use the included guidelines to post the CHAP Seal on your Website and link it to the CHAP Website. The CHAP Seal shows visitors you're committed to quality and helps educate visitors on the value of CHAP Accreditation with a direct link to the CHAP Website.

4.4.1 Link the CHAP Seal on your Website:

To add one of the following CHAP Seals to your Website, copy the HTML code from one of the boxes beside the logo you wish to use and paste the code into the HTML code on your Website.

There are three different versions of the CHAP Seal from which to choose, including CHAP orange, black and white, and a transparent GIF. Choose the Seal that works best for your Web page.

CHAP Seal Description	HTML Source Code	CHAP Seal for Online Communications
CHAP Orange on White in JPEG Format	<pre></pre>	
Black on White in JPEG Format	<pre></pre>	
CHAP Orange Transparent GIF Format for Color Backgrounds	<pre></pre>	

4.5 Customer Communications

CHAP encourages you to use the CHAP Seal on communications with your customers, such as forms or admission documents. Take care to ensure your organization is properly branded with your logo or other artwork, and use the CHAP Seal to complement that art.

4.6 Other Marketing Materials

CHAP encourages you to use the CHAP Seal in other marketing materials such as brochures, presentations and giveaways.

Do not use the CHAP Seal on home medical equipment provided to patients, as specific equipment or products are not supplied or endorsed by CHAP.

4.7 Advertising and Promotional Materials

When using the CHAP Seal in advertising or promotional materials, please take care to ensure your organization is properly branded with its logo or other artwork, and use the CHAP Seal to complement that art.

5 CHAP Artwork Style Guidelines

The CHAP Seal

This information is provided to ensure continuity and increase the brand consistency for Community Health Accreditation Program, Inc. (CHAP) and its value for CHAP accredited organizations. While permitting some flexibility in its applications, CHAP wants to ensure uniformity in the way the CHAP Seal is used. Our goal is to provide accredited organizations with a single uniform graphic in several formats that identifies CHAP and its accreditation programs across many applications.

Where to use the CHAP Seal:

The CHAP Seal shall be used by CHAP accredited organization on Websites, business cards, letterhead, annual reports, forms, admission documents, promotional items, products and other marketing materials.

How to use the CHAP Seal:

- The CHAP Seal must be reproduced without altering the primary elements of the design. Never place a border around the Seal. Never add or remove components to its design.
- The CHAP Seal should hyperlink back <http://www.chapinc.org> when clicked on if used in online communications.

Size and File Types:

The CHAP Seal is provided to CHAP accredited organizations for general print projects in EPS and JPEG formats. Please use the file “chapseal_eps.eps” or “chapseal_jpg.jpg” for general print projects.

The CHAP Seal files should not be displayed in general print projects at a size smaller than 100 x 100 pixels.

Restrictions:

The CHAP Seal should be applied primarily as an identifying element, as opposed to a design element. For example, it is appropriate for an organization to use the CHAP Seal on a business card to show the organization is CHAP accredited. It is not appropriate for an organization to use the CHAP Seal as a background or a series of CHAP Seals to border a document.

Some important aspects to remember when placing the Seal in online or printed collateral:

- Avoid indiscriminate, repetitive use of the Seal, which detracts from its effectiveness and dignity.
- Avoid placing the Seal on strongly patterned backgrounds that will diminish its ability to be recognized.
- The Seal should not be obscured by intersecting lines, rules, shadows, screens or other graphic devices.
- The color of the Seal should not be modified and/or altered from PMS 158, save for black and white treatment if needed.

Consistency:

Effectiveness of the CHAP Seal as an integral part of a visual system of communication depends on consistent adherence to these guidelines. All proposed changes, additions, variations or exceptions not addressed in this guidance must be approved by CHAP.

Only CHAP currently accredited organizations may display the CHAP Seal online or in print media. Upon termination or expiration of CHAP accreditation, organizations must remove the CHAP Seal from electronic media and printed materials immediately.

6 More Information

Please contact Michael Grogan, Director of Business Development, via email at mgrogan@chapinc.org or via telephone at 202.862.3413 x 76 to discuss use of the CHAP seal on other media and communications collateral other than those listed in this document.

CHAP requests that agencies email a link to their online media displaying the CHAP Seal to Michael Grogan, Director of Business Development, at mgrogan@chapinc.org or by post to Michael at CHAP headquarters to the following address:

Community Health Accreditation Program
Attention: Michael Grogan, Director of Business Development
1275 K Street, NW
Suite 800
Washington, DC 20005

Thank you for choosing CHAP and for promoting
CHAP accreditation!