



Promotional Guidelines for Joint Commission Memory Care Certification for Assisted Living Communities

The following communication guidelines have been developed by The Joint Commission to provide guidance to organizations that have initially received or renewed Joint Commission Memory Care Certification for Assisted Living Communities following an on-site survey. Accredited assisted living communities achieving memory care certification after this date may use The Joint Commission's *Gold Seal of Approval*® and the designated certification mark. These guidelines will assist organizations to appropriately portray their certification in the most credible and accurate manner. Any questions about these guidelines should be directed to: marketinginfo@jointcommission.org.

Publicity and Promotion

Your Joint Commission certified community can use any of the following statements when publicizing and promoting your certification:

- [Name of organization] has attained Memory Care certification for Assisted Living Communities by The Joint Commission. This means that this [center or program]:
 - has met and seeks to maintain The Joint Commission and the Alzheimer's Association's high standards in providing memory care.

You should not use the following words to describe your certification: only, best, leading, better, etc. For example, "... only certified memory care program in this city."

You can begin publicizing and promoting once you receive your official certification.



Memory Care Certification for Assisted Living Communities

Use of The Joint Commission/Alzheimer's Association designated certification mark:

If your organization has achieved this certification, you may download the [high-resolution certification mark](#) from our publicity kit.

Celebrate Your Certification

There are many ways to celebrate your certification. The following suggestions may be useful to you:

- Conduct a news conference with your local media. Invite reporters to meet with your CEO, medical director, quality assurance/improvement director and other key staff members.
- Inform key audiences of your certification, including employees, volunteers, physicians, nurses, community leaders, benefactors, health plans, local employers, business coalitions, referral sources, and government agencies as well as state associations, nursing societies and other health care and professional associations of which you are a member.
- Include information regarding your certification in your patient and resident literature or on your website.
- Include an announcement or feature story in your internal and external publications.
- Encourage your leaders to speak about your certification at conferences and in other venues.

- Display your certification in a poster or banner placed in a prominent place in your organization or on a billboard or exterior building sign.
- Display pamphlets, posters, and table tent cards in your organization.