



Communication Guidelines for The Joint Commission and American College of Obstetricians & Gynecologists Collaborative Verification

The following communication guidelines have been developed by The Joint Commission to provide guidance to organizations who have received Joint Commission Verification for Maternal Levels of Care for promoting their verification using The Joint Commission and the American College of Obstetricians & Gynecologist's designated verification mark. Use of this logo is permitted as an alternative to the checkmark, however both options are permissible for any verified organization.

These guidelines will assist organizations to appropriately portray their verification 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 verification program can use any of the following statements when publicizing and promoting your verification:
 - [Name of organization] has been verified as a Level [insert level, I, II, III or IV] by The Joint Commission. This means that this [center or program]:
 - has the capabilities to provide [basic care (for level I), specialty care (for level II), subspecialty care (for level III)] for pregnant mothers
 - OR ... is a Regional Perinatal Health Care Center with the capability to care for the most complex maternal conditions and critically ill pregnant women and fetuses
 - Your Joint Commission verified program should not use the following words to describe your verification: only, best, leading, better, etc.
 - For example, "... only verified maternal program in this city." You can begin publicizing and promoting once you receive your official verification.
- Use of The Joint Commission/American College of Obstetricians & Gynecologists designated verification mark:
 - If your organization has been verified, you may download the high-resolution verification mark on your organization's secure Joint Commission Connect Extranet.
 - Please note that you may need to obtain the required log in information from your organization's Joint Commission Connect Security Administrator.

There are many ways to celebrate your verification. 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 verification, 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 verification in your patient literature or on your website.
- Include an announcement or feature story in your internal and external publications.
- Encourage your leaders to speak about your verification at conferences and in other venues.
- Display your verification 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.

Maternal Levels of Care Verification

