



# Overview of The Power of Quality Campaign

Quality has been the cornerstone of the American College of Surgeons (ACS) since its founding 110 years ago. With the Power of Quality Campaign well underway, the ACS is on a mission to improve surgical quality and patient care across the country. We will expand the reach of ACS Quality Programs to more hospitals, enlist more surgeons in quality improvement efforts, encourage adoption of quality metrics into public policy, and increase patient recognition of the important role these programs play in health care.

## / Benefits to Hospitals

Current national strategies for achieving high-quality care are not working well enough; there is too much variability in care and patient outcomes.

ACS Quality Programs are needed to improve surgical care and offer a roadmap for an entire care team to achieve high quality and reduce variability<sup>1</sup>. Additionally, as the healthcare community continues to face regulatory and costs hurdles at every turn in a post-pandemic environment, ACS Quality Programs are now more critical than ever before.

### **PATIENTS TRUST THE ACS WHEN SEEKING CARE.**

They prefer the Surgical Quality Partner Diamond to US News and World Report by a margin of 55% to 34%, based on survey research<sup>2</sup>.

### **HOSPITALS AND HOSPITAL SYSTEMS THAT IMPLEMENT ACS QUALITY PROGRAMS:**

- Prioritize a proactive quality and safety culture
- Improve patient outcomes
- Save money and lives by utilizing existing resources more efficiently
- Reduce unnecessary hospital stays
- Take advantage of live clinical data, rather than billing data to improve care delivery
- Share best practices across departments and specialties
- Prioritize focus on critical external regulatory issues

<sup>1</sup> [www.commonwealthfund.org/publications/fund-reports/2021/aug/mirror-mirror-2021-reflecting-poorly](http://www.commonwealthfund.org/publications/fund-reports/2021/aug/mirror-mirror-2021-reflecting-poorly)

<sup>2</sup> Source: Brunswick Insight survey of 500 patients expecting surgery for themselves or a family member in the next 12 months. Fielded from July 6-8, 2022.

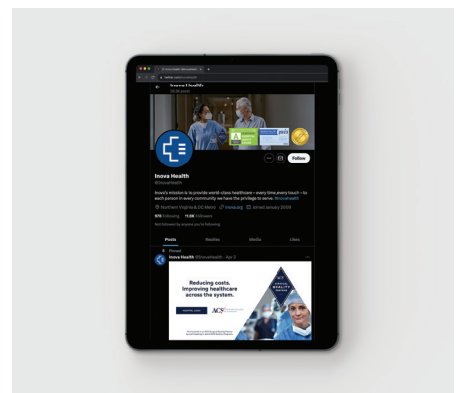
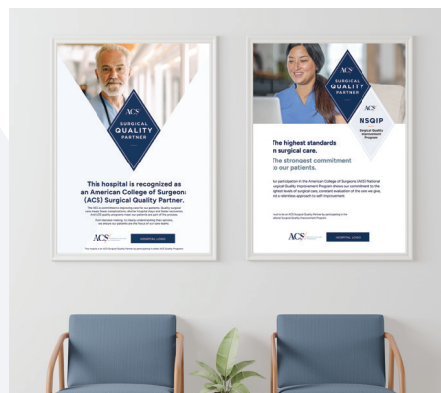
# Power of Quality Resources for Hospitals

The ACS is highlighting the importance of surgical quality and helping hospitals get more value out of their investment in these programs with a focused communications and marketing effort through the ACS Power of Quality Campaign. Hospitals participating in NSQIP, NSQIP-Pediatric, or TQIP and/or are verified and accredited in one of our ACS Quality Programs<sup>3</sup> earn distinction as an ACS Surgical Quality Partner (SQP).

## WHAT SQP HOSPITALS GET:

Working with the hospital's communications team, the ACS can provide, at no extra cost:

- One complimentary Surgical Quality Partner diamond plaque. Additional plaques are available for purchase.
- A free SQP digital marketing toolkit, including customizable diamond files, web banners, social media cards, digital displays, news releases, and more.
- Print-ready promotional materials, such as wall clings and posters.
- Media relations support.
- Potential co-branded advertising.



<sup>3</sup> QVP, NSQIP, NSQIP Pediatric, CoC, NAPBC, NAPRC, MBSAQIP, Trauma VRC, TQIP, GSV, EGS, Vascular-VP, CSV

## HOW TO ACCESS THE SQP TOOLKIT:

The digital marketing toolkit is accessible for free through the Surgical Quality Partner Store. Hospital partners can also use the store to order more SQP plaques. Anyone with questions about Surgical Quality Partner materials can reach out to [SQP@facs.org](mailto:SQP@facs.org).



Learn more at  
[powerofquality.com](http://powerofquality.com)

## THE ASK FOR SQP HOSPITALS:

- Display your complimentary physical SQP diamond plaque on-site, as well as others if you wish to purchase additional plaques
- Utilize SQP digital assets across owned channels (e.g., on websites, social media)
- Identify patient success stories, so that the ACS can create compelling multiformat content to promote a hospital's quality journey
- Participate in media opportunities, facilitated by the ACS
- Continue tracking improvement progress achieved through participation in ACS Quality Programs

By implementing these tactics, hospitals signal to patients and the community, a commitment to providing the highest quality care.