

Surgical Quality Partner Toolkit for Hospitals

Hospitals that participate and are verified or accredited in one of our ACS Quality Programs earn distinction as an ACS Surgical Quality Partner (SQP). We are excited to provide you with a wealth of valuable resources to help you promote your designation! These resources have been carefully curated to showcase your participation as an ACS Surgical Quality Partner.



Login to the SQP e-store to access your complimentary assets and resources.

SQP Diamond Plaque

The SQP plaque is the centerpiece of your Surgical Quality Partner designation. Complimentary plaques are available for a limited time so we encourage you to take advantage of this as soon as possible. Displaying your diamond plaque on a wall in your hospital shows your community that your hospital is committed to delivering the highest quality surgical care.



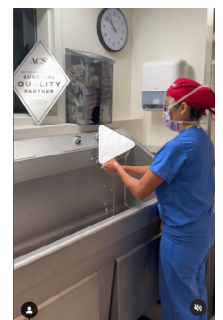
DIGITAL MARKETING RESOURCES

The SQP store provides additional products you can order to promote your SQP status and a toolkit of digital marketing resources that your hospital can use to promote your designation on your website and social media platforms, across the walls of your hospital and in paid media. These files are ready to use and can be customized easily with your hospital logo. These are assets that showcase your status as an ACS Surgical Quality Partner by participating in at least one of 13 ACS Surgical Quality Programs.

These include:

- Digital files of the SQP diamond
- Web banners
- Social media cards
- Printable promotional posters
- Press release
- Digital displays

Here are some ways that Surgical Quality Partner hospitals have been taking advantage of these marketing resources on their own platforms!



HOW TO ACCESS THE SQP TOOLKIT:

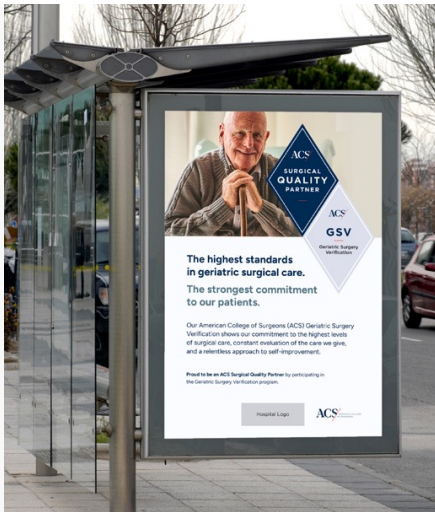
The SQP marketing toolkit is accessible for free through the Surgical Quality Partner Store. Anyone with questions about Surgical Quality Partner materials can reach out to SQP@facs.org.

Learn more at
powerofquality.com

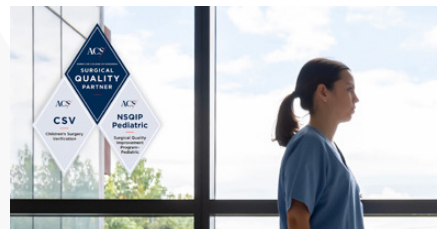


Asset Examples

Here are some examples of assets that can be used for marketing purposes both in your city and in your hospital.



These print banners are customizable based on hospital name and which programs you participate in. These can be used externally or inside your hospital.



Wall and glass clings that can be featured anywhere in the hospital.



In your toolkit, you will also find email signatures. These can be exported to include as a template under your current signature.



Posters featuring your hospital name and its recognition as an ACS Surgical Quality Partner.

Also available to you are program specific assets, such as digital banners.

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