

Marketing Guidelines

Congratulations on your **2014 Performance Leadership Award!** We've created this document to help you maximize internal and external communication around this significant achievement.

Your designation as a 2014 award winner provides you with an immediate opportunity to differentiate your hospital from peers and local competitors, creates a source of accomplishment among staff, and sends a powerful message to your community.

With the materials provided by iVantage, your status can help:

- Augment retention and recruitment efforts
- Enhance employee satisfaction
- Support physician and patient choice and selection
- Gain recognition among employers and community leaders

The following marketing-related materials are available for use:

- **Performance Leadership Award Logo**

JPEG and high resolution EPS files are available to award winners. You are not required to seek approval to use the logo nor is approval from iVantage required for its application on the web, social media, or internal/external marketing materials such as banners, billboards or print advertisements.

- **Press Release Template**

Media outreach is an effective way to build brand awareness and support among internal and external audiences. The template provided by iVantage can be easily customized to highlight your hospital's achievement. Hospitals **are not required** to seek iVantage's approval to issue a press release.

- **Social Media**

Social media sites such as Twitter and LinkedIn are terrific channels for spreading the word about your achievement. When posting, we recommend using hashtags like #ruralhealth, #ruralhospitals and #hospitalstrengthindex. And don't forget to follow us @ivantagehealth.

If you have any questions about the information within this guidelines document, please don't hesitate to contact Amy Weickert at 207-245-6769 or aweickert@ivantagehealth.com.

