

The following communication guidelines have been developed by The Joint Commission to provide guidance to Joint Commission Certified Comprehensive Stroke Centers, Thrombectomy-Capable Stroke Centers, Primary Stroke Centers, Acute Stroke Ready Hospitals, Comprehensive Cardiac Centers, Primary Heart Attack Centers, Acute Heart Attack Ready Centers and Advanced Heart Failure Programs for promoting their advanced certification using The Joint Commission's Gold Seal and the American Heart Association/American Stroke Association(AHA/ASA) designated certification marks. These guidelines will assist organizations to appropriately publicize their certification. Do not use any of the following statements when publicizing and promoting your advanced certification:

- [Name of organization] has attained advanced certification by The Joint Commission. This means that this [center or program]:
 - provides the next generation of [stroke or cardiac] care
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Do not use the Gold Seal or AHA/ASA logo from The Joint Commission and the American Heart Association/American Stroke Association (AHA/ASA) designated certification marks.

- If your organization has achieved one of these certifications, you may use the certification marks 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 advanced certification.

- Inform key aud