

PRESS RELEASE GUIDELINES

NEW FELLOWS

We share the excitement of your advancement! Enclosed is a sample press release that you may use to highlight your Fellow status in the American College of Healthcare Executives. Your organization's media relations professional can provide guidance on style and formatting. Following are several ways that may help increase your chances of being featured in a chosen publication. We recommend that you place the release on your letterhead and distribute copies to the appropriate media and organizations. Your mailing list might include:

- Local newspapers (try your local library or newspaper Web site for submission addresses)
- Alumni, graduate and undergraduate associations and programs
- Organizations in which you hold membership, particularly if they have a newsletter
- Local and state healthcare associations

Here are some tips that may help to make your release a success:

- Include the name of the writer of the release or the person responsible for the organization's media relations effort. Type "Contact" in the upper right-hand corner of the page followed by the contact's name and information. Then type "FOR IMMEDIATE RELEASE" above the headline. Indicate the date you want the release to be printed. For example:

Contact: [Name]
[Organization]
[Phone number]
[E-mail address]

FOR IMMEDIATE RELEASE

HEADLINE

Chicago, [Date] –

- You may want to change the title of the release to adapt it to your local media.
- If the release runs more than one page, type the word "more" at the bottom center of the page. When you reach the end of the release, type the word "end" or ###.
- In every case, check the style of the publication for which you are writing. Each publication has its own rules on capitalizing titles and using numerals or numbers. Many publications offer press release guidelines and some accept online submissions as well.
- You also may want to send a head-and-shoulders photo of yourself along with the release, particularly to places where it is likely to be published.
- Keep in mind that editors have the authority to adjust the verbiage and angle of the press release and will often cut information due to space limitations.

If we can be of further help, please contact the Division of Membership at (312) 424-9400. Please keep in mind that ACHE cannot distribute your individual press release. Once again, congratulations!

Template release announcing new ACHE Fellow

Contact: [Name]
[Organization]
[Phone number]
[E-mail address]

FOR IMMEDIATE RELEASE

Local executive earns top healthcare management credential

CHICAGO, [Date]—[First name, middle initial, last name], FACHE, [formal title], [organization], [city, state] recently became a Fellow of the American College of Healthcare Executives, the nation's leading professional society for healthcare leaders.

“Because healthcare management ultimately affects the people in our communities, it is critically important to have a standard of excellence promoted by a professional organization,” says Thomas C. Dolan, PhD, FACHE, CAE, president and chief executive officer of ACHE. “By becoming an ACHE Fellow and simultaneously earning board certification from ACHE, healthcare leaders can show that they are committed to providing high-quality service to their patients and community.”

Fellow status represents achievement of the highest standard of professional development. In fact, only 8,500 healthcare executives hold this distinction. To obtain Fellow status, candidates must fulfill multiple requirements, including passing a comprehensive examination, meeting academic and experiential criteria, earning continuing education credits and demonstrating professional/community involvement. Fellows are also committed to ongoing professional development and undergo recertification every three years.

[Last name] of [organization in city, state] is privileged to use the FACHE credential, which signifies board certification in healthcare management and ACHE Fellow status.

For more information regarding the FACHE credential, please contact the ACHE Division of Membership at (312) 424-9400 or contact@ache.org, or visit ache.org/FACHE.

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The American College of Healthcare Executives is an international professional society of more than 30,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations.

ACHE is known for its prestigious FACHE® credential, signifying board certification in healthcare management, and its educational programs including the annual Congress on Healthcare Leadership, which draws more than 4,000 participants each year. ACHE's established network of more than 80 chapters provides access to networking, education and career development at the local level.

In addition, ACHE is known for its magazine, *Healthcare Executive*, and its journals, the *Journal of Healthcare Management* and *Frontiers of Health Services Management*, as well as groundbreaking research, career development and public policy programs. ACHE's publishing division, Health Administration Press, is one of the largest publishers of books and journals on all aspects of health services management including textbooks for use in college and university courses.

Through such efforts, ACHE works toward its goal of being the premier professional society for healthcare executives dedicated to improving healthcare delivery.