PRESS RELEASE GUIDELINES

NEW FELLOWS

Congratulations on earning the premier credential in healthcare management. Enclosed is a sample press release that you may use to highlight your Fellow status in the American College of Healthcare Executives. It includes a quote from ACHE’s president and CEO, general information about the FACHE credential and ACHE’s boilerplate (optional).

In addition to the press release, we offer tips that may help increase your chances of being featured in the media. We also recommend you seek out your organization’s public relations professional for guidance on style and formatting.

Your press release should include “FOR IMMEDIATE RELEASE” one line above the headline, which you may want to change to adapt to your local media, and the date you want the release to be printed. At the bottom of the release, include the name of the writer of the release or the person responsible for the organization’s public relations effort and their contact information: name, organization, phone number and email address.

PRESS RELEASE TIPS

Send your press release to local newspapers; alumni, graduate and undergraduate associations and programs; organizations in which you hold membership, particularly if they have a newsletter; and local and state healthcare associations.

We recommend you email your press release. But check with the organization first for how they would like to receive it, whether in a Word doc, embedded in an email or via regular mail. If you do send by mail, print your release on high-quality 8.5 x 11-inch paper. If you choose to include a photo, print publications will require a high-resolution, head and shoulders snapshot. This can be emailed. Mailed photos should be 5 x 7 inches, glossy. Include your name, title and a caption on with the photo. For photo to appear on web, it can be low resolution. Keep in mind that editors may adjust the nonfactual verbiage of the press release and cut information due to space limitations.

If we can be of further help, please contact the Division of Member Services at (312) 424-9400 or email contact@ache.org. Please keep in mind that ACHE cannot distribute your individual press release. Once again, congratulations!
Template release announcing new ACHE Fellow

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 (ACHE), the nation’s leading professional society for healthcare leaders.

“The healthcare management field plays a vital role in providing high-quality care to the people in our communities, which makes having a standard of excellence promoted by a professional organization critically important,” says Deborah J. Bowen, FACHE, CAE, president and chief executive officer of ACHE. “By becoming an ACHE Fellow and earning the distinction of board certification from ACHE, healthcare leaders demonstrate a commitment to excellence in serving their patients and the community.”

Fellow status represents achievement of the highest standard of professional development. In fact, only 9,100 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 Member Services at (312) 424-9400, by emailing contact@ache.org, or visit ache.org/FACHE.
About the American College of Healthcare Executives

The American College of Healthcare Executives is an international professional society of more than 40,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations. ACHE offers its prestigious FACHE® credential, signifying board certification in healthcare management. ACHE’s established network of more than 78 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 career development and public policy programs. Through such efforts, ACHE works toward its goal of being the premier professional society for healthcare executives dedicated to improving healthcare delivery. The Foundation of the American College of Healthcare Executives was established to further advance healthcare management excellence through education and research. The Foundation of ACHE is known for its educational programs—including the annual Congress on Healthcare Leadership, which draws more than 4,000 participants—and groundbreaking research. Its publishing division, Health Administration Press, is one of the largest publishers of books and journals on health services management including textbooks for college and university courses.

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