



VASCULAR QUALITY INITIATIVE

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TO: VQI Members

Subject: Carotid Care Quality Champion Program

While the SVS PSO posts a listing of the Carotid Care Quality Champions on the VQI website, we can and want to do more to help celebrate your success. We also want to provide VQI members with the tools and guidance to communicate their good work, as recognized through this program.

Given that the VQI operates under the construct of a Patient Safety Organization, there are certain limitations on the data we can share and how members can use and communicate the results of data received from the VQI/PSO. The PSO is not allowed to publicly report any outcomes data, which is the primary reason we have chosen to refer to centers who are a part of the program as “champions.” The Carotid Care Quality Champion distinction is linked to activities that show a center’s commitment to quality improvement and patient engagement, but is not and cannot be referenced as an indicator directly tied to quality of care.

To help you celebrate your success, in a manner that is consistent with PSO guidelines, we are providing you with a number of tools and resources:

- 1) Each eligible site will receive an approved program badge and program graphics for use on their website and social media. With the exception of personalizing social media graphics with your institution’s logo, these files may not be modified and they cannot be used for competitive marketing purposes.
- 2) A standard press release has been created, which your institution can use in your local media market. If your institution chooses to use the release, we ask that no content be modified, except for the name of your institution, the quote from your institution’s leadership and the boilerplate language describing your institution.
- 3) Your site will be listed on a searchable landing page of program participants. This page will also include a variety of patient resources from the PSO. You are permitted to share this url in applicable patient communications.
- 4) In addition to the landing page, your institution will be provided with a patient-facing thought leadership article that you can post to your website, add to external newsletters, etc. The contents of this article may not be modified and it must be attributed to the original author.
- 5) The Fivos marketing team, [marketing@fivoshealth.com](mailto:marketing@fivoshealth.com), will work with PSO staff and your institution to approve final drafts of the press release and field requests for other materials.

**Quick Facts to Remember:**

- SVS VQI/SVS PSO data cannot be used for competitive marketing purposes. As stated in the contract with each VQI member, VQI/PSO data are subject to the privilege and confidentiality provisions of the PSO Act and under no circumstances may a site use or disclose any Patient Safety Work Product (PSWP) for marketing or competitive purposes.
- The SVS VQI and SVS PSO prohibits competitive marketing in order to maintain a safe environment, where data are entered and used to improve quality. This is a major reason that the VQI employs a PSO model.
- The PSO cannot publicly report outcomes data.
- This is a recognition of participation in the CAS and/or CEA registries and should not be interpreted or positioned as a direct indicator of the Quality of Care provided by your institution.
- Data from the SVS VQI/SVS PSO can never be used for punitive purposes.

Sincerely,

Jens Eldrup-Jorgensen, MD, SVS PSO Medical Director