

American College
of Radiology™

Focused. Forward. Together.™

Make the Most of Your ACR Accreditation

Turn your achievement into momentum for your practice



Celebrate Your High Standards

Your ACR® accreditation shows that you're committed to the highest standards in imaging — make sure you're shouting it from the rooftops.

Our marketing toolkit gives you a wealth of resources to promote your practice and your accreditation across key audiences, including current and future patients. We make it simple to enhance their confidence and trust.

Share photos of your practice to showcase your accreditation to your patients. [Submit your facility.](#)

Reputation Matters

74%

of ACR-accredited professionals say they are very likely to recommend ACR to others.

55%

of practices tell us they chose accreditation based on the reputation of ACR.

Putting Patients at Ease

“If you see something that says, ‘accredited by the American College of Radiology®’ it puts you at ease. You know these people are trying to stay on top of the quality of their practice. We put that up in the waiting room and it makes the patients feel better.

Raul Moez Comprehensive Cancer Centers of Nevada

Promote Your Practice, Educate Your Patients

The average patient may not grasp the science or medicine behind accreditation. That's why our toolkits include plain language patient education materials. The more you can help patients understand the high quality of care they can expect, the more you can:

- Boost their confidence in treatment.
- Increase their trust in staff.
- Put them at ease so they're more likely to follow through with radiological treatments for better outcomes.

Improved patient care is at the center of everything you strived for in gaining accreditation. Showing them you follow the gold standard of medical imaging is one more way to improve their experience.

Attract the Best Radiologists and Promote Your Facility to Referring Physicians

Nearly half of all radiologists in a recent study said they were concerned about workforce shortages and burnout. Your ACR Accreditation can play a big role in making your facility a preferred employer.

ACR Accreditation signals:

- Commitment to the highest standards of care.
- Participation and adherence to quality.
- Access to cutting-edge resources and the latest innovations.
- Rigorous assessment of equipment and staff.

Quality of Care Meets Peace of Mind

“Using ACR guidelines for peer review ensures that you’re following all the recommendations and giving better care to patients. It definitely enhances patient confidence. They feel they’re getting safe and effective treatment, and it gives them peace of mind.

Matthew Pacella Senior Associate at the University of Rochester Medical Center

Inside Your Marketing Toolkit

Ready to dive into your marketing toolkit?

You’ll find several items to help you promote your achievements. If you haven’t received anything by mail yet, you will. All ACR-accredited facilities receive:

- Certificate of Accreditation. Frame your certificate to showcase your achievement for patients and staff.
- Window decal. Proudly display your accreditation on doors or windows with a visual image of your achievement.

The ACR website features even more customizable materials and tools, including:

- Logo downloads. Put your modality-specific logo on display throughout your facility, website, documentation and more. Downloads are available in JPG, PNG and EPS.
- ACR videos. Access our “We Are Patients” video campaign series to showcase positive patient care experiences in your practice and on your website.
- Patient education one-pager. Explain the value of your accreditation with our ready-to-use download. Print it or share it digitally with your patients.
- Customizable press release. Download a customizable press release to announce your achievement through news outlets and your website.
- Notice to Patients form. Inform patients of their right to submit concerns by posting this form in your office or on your website.
- Patient education video: [What You Should Know About ACR Accreditation](#). ACR accredited means patients can trust you to provide safe, high-quality imaging care.

Diagnostic Imaging Center of Excellence (DICOE) Levels of Achievement

You've achieved the gold standard. Are you ready for the next step up in imaging?

When we say DICOE is one of a kind, we mean it. No other program like it exists. With a true roadmap to improvement and support from the DICOE team, your facility gains the highest achievement for medical imaging excellence.

The DICOE program recognizes organizations for delivering consistently high-quality imaging care, above that expected of the average organization. Your facility may be recognized as DICOE at one of three tiers:



DICOE

Demonstrates the infrastructure, policies and procedures required to assure consistently high-quality care and service.



DICOE With Distinction

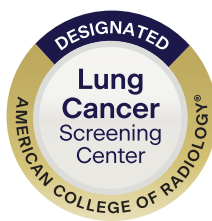
Meets the requirements of DICOE and demonstrates elements of outstanding performance in some of the advanced DICOE domains.



DICOE Pinnacle

Meets the criteria of DICOE With Distinction and demonstrates excellence in outcomes in many advanced DICOE domains.

Designations for Imaging Centers



Showcase Your Hard Work
Setting the standard for high-quality
imaging.



Learn More About Promoting Your ACR Accreditation

We hope this guide helps you leverage your achievement for the good of your practice and patients. For more information, visit

[acr.org/Accreditation](https://www.acr.org/Accreditation)

If you have questions or need any assistance in accessing documents, please submit a support ticket the ACR Accreditation team:

accreditationsupport.acr.org

Located Outside of the US?

Contact [us](#) today to see how we can help you achieve excellence anywhere in the world through the ACR International Recognition for Quality and Safety Program.