

**Health Policy Forum  
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**The Role of Healthcare Quality Ratings in Marketing  
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More health care facilities are using quality and health care ratings as part of their marketing strategy. Common health care ratings that are showing up in ads include JCAHO certification, Press Ganey, Baldrige Award, and *US News & World Report*.

Why do organizations utilize these ratings and awards in their marketing? Third-party endorsement is useful for building credibility, differentiating the facility from its competitors, and maintaining market share. Still, ratings are often suspect, in that there is no standardized methodology used, and there is currently no evidence that these ratings and endorsements actually will improve market share.

Marketing is approached from two different perspectives, to gain market share and to protect it. Facilities have used these types of marketing to:

- Prove improvement
- Make a competitive statement
- Build credibility
- Create value
- Express culture
- Affirm relationships

There are ten criteria facilities can utilize to determine whether it is useful and appropriate to include the various ratings and awards as part of a marketing plan. Basically, they consist of answers to the following:

To what degree is the rating:

- important to your CEO, board and physicians?
- able to help your organization reach its marketing goals?
- compatible with your overall marketing messages?
- an effective way to differentiate from your competitors?
- meaningful to your physicians, patients and community?
- worthy of the resources required to promote it?
- valuable in motivating staff and employees?
- reflective of your mission, brand and culture?
- essential for helping to promote a specific service line?
- likely to be sustained in the near future?

**Listen to the podcast of this Forum presentation and view the slides with examples of marketing materials at: [http://www.jefferson.edu/dhp/education\\_ls.cfm#2](http://www.jefferson.edu/dhp/education_ls.cfm#2)**