2024 LEAPFROG TOP HOSPITALS

PR & Communications Guide

Congratulations again on your achievement of Leapfrog Top Hospital! Leapfrog Top Hospital is one of the most exclusive hospital quality awards in the country, and we want to help you make the most of your prestigious designation. Please review the content in this communications guide and don’t hesitate to ask if you have any questions.

**As you’re aware, this news is confidential until the embargo breaks at 6:00 am ET on December 17, 2024**. This information may only be shared internally with your executive team and **may not be shared externally** to press or anyone else.

# Top hospital awards ceremony

Leapfrog will recognize Top Hospitals at the Leapfrog Annual Meeting and Awards Dinner on December 17 at the Gaylord National Harbor just outside of Washington, D.C. The Awards Dinner portion of the evening begins at 5:30 pm with a cocktail hour. Afterward, the dinner and awards ceremony will be held in Riverview Ballroom. It is open seating, and dress is business formal. During the ceremony, each hospital will have a chance to go up onstage and accept the award and then have a photo opportunity with Leapfrog leadership. Photos will be available via email following the awards ceremony.

Here’s a [link to the event page](https://www.leapfroggroup.org/about/2024-leapfrog-annual-meeting-and-awards-dinner) for more information and to register. As a reminder, you receive one free ticket for being a Top Hospital. If you can’t find your code, contact Mallory Fries at [MFries@Leapfrog-Group.org](mailto:MFries@Leapfrog-Group.org) as soon as possible.

If you are unable to attend and would like your award shipped, please contact Mallory Fries at the email address above.

# MEDIA RELATIONS

[Leapfrog’s Top Hospital announcement](http://www.leapfroggroup.org/tophospitals) typically earns significant media coverage nationally as well as in local markets. In past years, Top Hospitals have held hospital-wide celebrations, had t-shirts made for their staff, hung banners above their entranceways, broadcast radio ads, produced special videos for YouTube and issued press releases to local media.

A template press release is included as an appendix to this document. Hospitals may deviate from the template as they wish, and Leapfrog does not require approval of your release prior to distribution.

# 2024 TOP HOSPITALs

There are 112 Top Hospitals including:

* 8 Top Children’s
* 28 Top General
* 7 Top Rural
* 69 Top Teaching

An embargoed list of all hospitals will be made available to Top Hospitals on December 16, 2024.

# TOP HOSPITAL LOGO USAGE

You are encouraged to announce your achievement as a Leapfrog Top Hospital in your public relations activities. If you wish to use the Top Hospital logo in your communications or to use the designation in commercial advertising and other promotions, Leapfrog requires a licensure agreement. You may have heard from Lindsay Belville with more information on this opportunity. Lindsay can be reached at [Licensing@leapfrog-group.org](mailto:Licensing@leapfrog-group.org) for more information.

Regardless of whether you choose to license the logo, you are still able to announce your Leapfrog Top Hospital achievement on your website in plain text format, to your staff and via press releases to local media.

# Included within this press kit

* Template press release for your hospital’s use
* Sample social media messages
* Clarification between Leapfrog Top Hospitals and Leapfrog Hospital Safety Grade

**Mallory Fries at The Leapfrog Group is the primary contact for the Top Hospital awards. Please feel free to contact her at any time at** [**MFries@leapfrog-group.org**](mailto:MFries@leapfrog-group.org) **or 202-292-6713. Thank you and congratulations again!**

**2024 LEAPFROG TOP HOSPITALS**

Template Press Release

**[Your Hospital’s Media Contact Information]**

**Embargoed Until Tuesday, December 17, 2024, at 6:00 am ET**

**[Your Hospital] Earns 2024 Leapfrog Top Hospital Award for Outstanding Quality and Safety**

**TOWN, STATE, December 17, 2024** – Highlighting its nationally recognized achievements in patient safety and quality, [Hospital Name] was named a Top [Children’s/General/Rural/Teaching] Hospital by The Leapfrog Group. Announced today, the Leapfrog Top Hospital award is widely acknowledged as one of the most competitive awards American hospitals can receive. The Top Hospital designation is bestowed by [The Leapfrog Group](http://www.leapfroggroup.org), a national watchdog organization of employers and other purchasers known as the toughest standard-setters for health care safety and quality. Top Hospitals will be honored tonight at the 2024 Leapfrog Annual Meeting and Awards Dinner in Washington, D.C.

[Quote from your hospital’s leadership]

Nearly 2,400 hospitals were considered for the award. Among those, [Hospital name] received a Top [Children’s/General/Rural/Teaching] distinction. A total of 112 Top Hospitals were selected, including:

* 8 Top Children’s
* 28 Top General
* 7 Top Rural
* 69 Top Teaching

The quality of patient care across many areas of hospital performance is considered in establishing the qualifications for the award, including infection rates, practices for safer surgery, maternity care and the hospital’s capacity to prevent medication errors. The rigorous standards are defined in each year’s [Top Hospital Methodology](https://www.leapfroggroup.org/ratings-reports/top-hospitals).

"Protecting patients from preventable harm is central to The Leapfrog Group’s mission," said Leah Binder, president and CEO of The Leapfrog Group. "[Hospital Name] has set the standard for patient safety, earning the prestigious distinction of a Top Hospital. This elite honor reflects the exceptional efforts of the entire team and places [Hospital name] among the nation's elite in health care. Congratulations to all who made this remarkable achievement possible."

To qualify for the distinction, hospitals must rank top among peers on the Leapfrog Hospital Survey, which assesses hospital performance on the highest standards for quality and patient safety, and achieve top performance in their category. To see the full list of institutions honored as 2024 Top Hospitals, visit [www.leapfroggroup.org/tophospitals](http://www.leapfroggroup.org/tophospitals).

**About The Leapfrog Group**

Founded in 2000 by large employers and other purchasers, [The Leapfrog Group](https://c212.net/c/link/?t=0&l=en&o=3605500-1&h=1349734791&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3296256-1%26h%3D2780019392%26u%3Dhttps%253A%252F%252Fwww.leapfroggroup.org%252F%26a%3DThe%2BLeapfrog%2BGroup&a=The+Leapfrog+Group) is a national nonprofit organization driving a movement for giant leaps for patient safety. The flagship [Leapfrog Hospital Survey](https://c212.net/c/link/?t=0&l=en&o=3605500-1&h=2171624836&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3296256-1%26h%3D906739319%26u%3Dhttps%253A%252F%252Fwww.leapfroggroup.org%252Fsurvey-materials%252Fsurvey-login-and-materials%26a%3DLeapfrog%2BHospital%2BSurvey&a=Leapfrog+Hospital+Survey) and new [Leapfrog Ambulatory Surgery Center (ASC) Survey](https://c212.net/c/link/?t=0&l=en&o=3605500-1&h=149442672&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3296256-1%26h%3D2417882682%26u%3Dhttp%253A%252F%252Fwww.leapfroggroup.org%252Fasc%26a%3DLeapfrog%2BAmbulatory%2BSurgery%2BCenter%2B(ASC)%2BSurvey&a=Leapfrog+Ambulatory+Surgery+Center+(ASC)+Survey) collect and [transparently report](https://c212.net/c/link/?t=0&l=en&o=3605500-1&h=3141820703&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3296256-1%26h%3D1825536576%26u%3Dhttps%253A%252F%252Fratings.leapfroggroup.org%252F%26a%3Dtransparently%2Breport&a=transparently+report) hospital and ASC performance, empowering purchasers to find the highest-value care and giving consumers the lifesaving information they need to make informed decisions. The [Leapfrog Hospital Safety Grade](https://c212.net/c/link/?t=0&l=en&o=3605500-1&h=328992900&u=https%3A%2F%2Fc212.net%2Fc%2Flink%2F%3Ft%3D0%26l%3Den%26o%3D3296256-1%26h%3D2825901247%26u%3Dhttps%253A%252F%252Fwww.hospitalsafetygrade.org%252F%26a%3DLeapfrog%2BHospital%2BSafety%2BGrade&a=Leapfrog+Hospital+Safety+Grade), Leapfrog's other main initiative, assigns letter grades to hospitals based on their record of patient safety, helping consumers protect themselves and their families from errors, injuries, accidents and infections. For more, [follow us on Twitter, Facebook and LinkedIn and sign up for our newsletter](https://c212.net/c/link/?t=0&l=en&o=3605500-1&h=3729351091&u=https%3A%2F%2Fmailchi.mp%2Fleapfrog-group%2Fstay-up-to-date-with-the-leapfrog-group&a=follow+us+on+Twitter+and+Facebook%2C+and+sign+up+for+our+newsletter).

**About [Your Hospital]**

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**2024 LEAPFROG TOP HOSPITALS**

Sample Social Media Messages

# Facebook or linkedin

***Posts with photos or videos perform better on Facebook, so consider filming a short announcement or including the licensed Top Hospital seal. You can tag us in your posts by typing in @TheLeapfrogGroup***

* We’re excited to announce <insert organization’s name> has been named a #TopHospital by The Leapfrog Group! This award recognizes hospitals across the U.S. for excellence in quality of care and #PatientSafety. <insert link to your announcement>
* We are proud to be one of only 112 hospitals nationwide to be recognized as a Leapfrog #TopHospital! This is a testament to our commitment to serving our community and providing high-quality, safe care. <insert link to your announcement>
* We know how crucial it is for our patients to feel confident in the care they receive. For that reason, we proudly report on our quality and safety with The Leapfrog Group. We’re so excited to receive a #TopHospital award! <insert link to your announcement>
* Less than 5% of eligible hospitals earned the honor of #TopHospital from The Leapfrog Group, and we’re proud to say we’re one of them! #PatientSafety, quality and transparency are our top priorities. <insert link to your announcement>
* This year, nearly 2,400 hospitals reported safety and quality information to The Leapfrog Group. We’re thrilled to announce that we are among the less than 5% of hospitals that achieved #TopHospital status! <insert link to your announcement>
* As a 2024 Leapfrog #TopHospital, we are committed to putting our patients first! We’re proud to prioritize #PatientSafety every day. <insert link to your announcement>

# x/Twitter

***Here’s a tip: use tools like*** [***bit.ly***](https://bitly.com/) ***or*** [***goo.gl***](https://goo.gl/) ***to make your links shorter, so they fit better in your tweets!***

* <Insert organization’s name> is a proud 2024 @LeapfrogGroup #TopHospital! <insert link to your announcement>
* Less than 5% of eligible hospitals earned #TopHospital status from @LeapfrogGroup – and we’re one of them! <insert link to your announcement>
* We’re one of only seven rural hospitals to win @LeapfrogGroup’s #TopHospital award for 2024! <insert link to your announcement>
* Only eight children’s hospitals achieved @LeapfrogGroup’s #TopHospital status this year, and we’re one of them! <insert link to your announcement>
* Only 69 teaching hospitals achieved @LeapfrogGroup’s #TopHospital status this year, and we’re one of them! <insert link to your announcement>
* Our community deserves the highest quality care – that's why we’re dedicated to transparency and #PatientSafety. <insert link to your announcement> #TopHospital
* Did you hear the news? We've been recognized as a #TopHospital by @LeapfrogGroup! <insert link to your announcement>
* Choosing a hospital recognized for its dedication to #PatientSafety is important – we're proud to be one of them! #TopHospital <insert link to your announcement.>
* What makes [insert organization’s name] stand out? Our dedication to a higher standard of care <insert link to your announcement> #TopHospital
* <Insert organization’s name> for the win! We’re among less than 5% of eligible hospitals to earn @LeapfrogGroup’s #TopHospital status <insert link to your announcement>
* We are committed to your safety. That makes us all winners! <insert link to your announcement> #TopHospital