**FOR IMMEDIATE RELEASE  
DATE**

**CONTACT:  
Organization/Practice PR contact name/phone, email**

**[Hospital name] nationally recognized for its commitment to quality care for heart attacks in (Metro area)**

*The American Heart Association presents the Mission: Lifeline STEMI Receiving Center (SELECT LEVEL: Gold Silver, Bronze, Participant) award for implementation of quality treatment, care coordination for heart attack patients*

**CITY, STATE**— (Hospital Name) has received the American Heart Association’s [Mission: Lifeline® STEMI Receiving Center](https://www.heart.org/en/professional/quality-improvement/mission-lifeline/mission-lifeline-hospital-stemi-and-nstemi-recognition) (SELECT LEVEL: Gold Silver, Bronze, Participant) recognition for its commitment to offering rapid, research-based care to people experiencing a specific type of [heart attack](https://www.heart.org/en/health-topics/heart-attack/treatment-of-a-heart-attack) known as an ST elevation myocardial infarction (STEMI), known to be more severe and dangerous than other types of heart attacks.

Each year, about 285,000 people in the U.S. experience this type of heart attack,caused by a complete blockage in a coronary artery.[[1]](#footnote-24087) Nearly 40% of people who go to the emergency room with acute coronary syndrome are diagnosed with a STEMI. Like all heart attacks, this requires timely treatment to restore blood flow as quickly as possible.

Mission: Lifeline is a national, community-based initiative improving systems of care for patients with STEMI, non-ST elevation myocardial infarction (NSTEMI), stroke and out-of-hospital cardiac arrest. The program focuses on streamlining processes to speed the delivery of proper treatment for time sensitive, neuro-cardiovascular disease states.

Recognition as a Mission: Lifeline Receiving Center is designed to showcase hospitals that provide 24/7 support for STEMI. These important facilities coordinate with a network of referring hospitals and emergency medical services to provide guideline-directed STEMI and NSTEMI care.

“Care coordination is particularly important when someone experiences a STEMI heart attack, and American Heart Association guidelines call for specific actions in the hospital and following a hospital stay,” said James G. Jollis, M.D., volunteer for the American Heart Association’s Get With The Guidelines® - Coronary Artery Disease Systems of Care Advisory Work Group and cardiologist with The Christ Hospital Physicians – Heart & Vascular in Cincinnati. “Hospitals/Organizations like (Hospital Name) are recognized for consistently supporting patients with science-based treatment and care coordination, ensuring the best opportunity for recovery.”

The Mission: Lifeline Receiving Center award is earned by hospitals that demonstrate a commitment to treating patients according to the most up-to-date research-based guidelines for STEMI care as outlined by the American Heart Association.

“(Hospital Name) is dedicated to improving the quality of heart care and the American Heart Association’s Mission: Lifeline program helps us achieve that goal,” said (Hospital Spokesperson). “The Mission: Lifeline program puts proven knowledge and guidelines to work on a daily basis so patients have the best possible chance of survival.”

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**About [Hospital Name]:**

**[Insert Hospital boiler plate]**

**About Mission: Lifeline**

Mission: Lifeline® is the American Heart Association's national initiative to advance the system of care for patients with acute, high-risk time sensitive life and/or quality of life-threatening disease states. The overarching goals of Mission: Lifeline are to bring stakeholders together in a collaborative manner and to reduce mortality and morbidity for these patients while improving overall quality of care and patient outcomes. For more information, visit heart.org

***ADDITIONAL RESOURCES***

**Social Media Posts**

**Twitter**

We’re proud to be nationally recognized by @American\_Heart with a Mission: Lifeline Receiving Center award for our commitment to providing high-quality heart attack care! #MissionLifeline

Be confident in consistent care. (hospital name) has earned a Mission: Lifeline Receiving Center award. #MissionLifeline

(Hospital name) is dedicated to ensuring heart attack patients have access to best practices and life-saving care, that’s how we earned a Mission: Lifeline Receiving Center award. #MissionLifeline

**Facebook**

We are proud to be nationally recognized by the American Heart Association for our commitment to providing research-based, high-quality heart attack care with a Mission: Lifeline Receiving Center award. Find out more at <https://bit.ly/3l2fUdc>

[Hospital] has earned a Mission: Lifeline Receiving Center award, which demonstrates adherence to the latest, research-based clinical guidelines to support better outcomes for patients. Learn more at <https://bit.ly/3l2fUdc>

Be confident in consistent care. (Hospital name)’s dedication to ensuring heart attack patients have access to best practices and life-saving care has earned us a Mission: Lifeline Receiving Center award. Learn more at <https://bit.ly/3l2fUdc>

1. <https://pubmed.ncbi.nlm.nih.gov/30335314/> (Epidemiology section). [↑](#footnote-ref-24087)