HEALTH GRADES, INC. - ADVERTISING GUIDELINES

The following are provided as general guidelines. These guidelines may be changed or updated by Healthgrades at any time without notice to or consent from Customer. Any use of the Healthgrades' logo, and any reference to the Healthgrades' ratings and/or data, in any advertisement or promotion, including but not limited to advertisements, publications, internal communications, or any type of collateral, must be submitted to Healthgrades for documented approval prior to publication, distribution or use.

All Advertisements

1. Must include an approved version of the Healthgrades logo (or company name for radio or text use) in a size that is clearly readable. EXCEPTION: Press releases, which should not contain the Healthgrades logo or be on Healthgrades letterhead. Logos can be found at: www.healthgrades.com/logos
2. May include the appropriate trophy/shield graphic, as supplied by Healthgrades.
3. When referencing the company, the name "Healthgrades" must be used (not "Healthgrades.com" or "Health Grades"). When referencing the ratings Website, the address www.healthgrades.com should be used.
4. All advertisements must include appropriate Healthgrades trademarks (with the exception of press releases).

   Trademarked (™) elements include:
   - Healthgrades tagline: How America Finds a Doctor™
   - America's 50 Best Hospitals™
   - America's 100 Best Hospitals™
   - Distinguished Hospital Award for Clinical Excellence™
   - Patient Safety Excellence Award™
   - America's 100 Best Hospitals for [Specialty]™
   - [Specialty] Excellence Award™ (e.g., Stroke Care Excellence Award™)
   - Outstanding Patient Experience Award™
   - Emergency Medicine Excellence Award™
   - Women's Health Excellence Award™

   Registered trademark (®) elements include:
   - All elements of Healthgrades logo
   - Healthgrades name (Healthgrades®)

5. In text, the first prominent appearance of the name "Healthgrades" should include indication of the registered trademark (®).
6. The first prominent appearance of the name of an award on a web page or in a document must include the ™ symbol.
7. **Claims available for use by client in advertisements are issued as part of each ratings analysis and delivered as appropriate to the client by Healthgrades.**
8. All claims must include the year in which the quality achievement is received. Past year's quality achievements may be promoted as long as the Healthgrades analysis years are present.
9. All claims must utilize acceptable procedure, diagnosis, service line/focus area names, labels, and/or descriptions as defined by Healthgrades in the pre-approved quality achievements or otherwise be specifically approved for use by Healthgrades.
10. All claims must be clearly attributed to the licensed individual hospital or system name, as per Healthgrades.
11. Any actual outcome data (e.g. mortality, complications) presented must include associated predicted outcomes. . Use of statistics from Healthgrades studies is permitted in marketing materials and/or client achievement-related press releases *with approval from the Director of Quality Products.*
12. Use of competing hospitals' ratings or information is not included in the licensing agreement and is strictly prohibited in any form.
13. Use of one service line/focus area message is not permitted to be used to promote another service line/focus area (e.g. a vascular message is not permitted to promote a hospital's cardiac program). Each case may need specific review by Director of Quality Products.
14. The words "won", "winning", "earned", "award-winning", and "awarded" may not be used in conjunction with Healthgrades quality achievements. The use of "recipient", "received", "named", "achieved", or "nationally recognized" are acceptable.
15. "Only Recipient in State/Region" quality achievements are allowed if the designation is accurate (to be determined by Healthgrades).
16. For the Patient Safety Excellence Award™:

       a.   Any form of "safe" or "safest hospital" cannot be used.
       b.   There can be no association between the Agency for Healthcare Research and Quality (AHRQ) and the Healthgrades Patient Safety Excellence Award™ or its recipients.
       c.   Reference to the Patient Safety Indicators (PSI's) "as developed by AHRQ" is allowed.

17. For the Outstanding Patient Experience Award™:
       a.   Any reference to "Outstanding Patient Satisfaction" cannot be used.
       b.   Reference to the HCAHPS or CAHPS® Hospital Survey "as reported to CMS" is allowed.
       c.   There can be no association between CMS, AHRQ, HQA, NQF or the website www.hospitalcompare.hhs.gov and the Healthgrades Outstanding Patient Experience Award™ or its recipients.

18. The following standard claims may be used by client, as applicable and as supplied by Healthgrades, at any time during the term of the agreement:

    a. America's 50 and 100 Best Hospitals (Overall)
       i.   For America's 50 Best Hospitals award:
         1.   "One of Healthgrades America's 50 Best Hospitals in [year]".
         2.   "Ranked Among the Top 1% in the Nation for Overall Clinical Excellence in [year]".
       ii.   For America's 100 Best Hospitals award:
         1.   "One of Healthgrades America's 100 Best Hospitals in [year]".
         2.   "Ranked Among the Top 2% in the Nation for Overall Clinical Excellence in [year]".
       iii.   For _both_ America's 50 and 100 Best Hospital awards:
         1.   "Recipient of Healthgrades Distinguished Hospital Award for Clinical Excellence™ <number> of years in a row" (number of consecutive years as applicable).

    b. Distinguished Hospital Award For Clinical Excellence™
       i.   For the Distinguished Hospital Award for Clinical Excellence™, the following quality achievements are approved for client use at any time during the term of the agreement:
         1.   "Recipient of Healthgrades Distinguished Hospital Award for Clinical Excellence™ in [year]"
         2.   "Ranked Among the Top 5% in the Nation for Clinical Excellence by Healthgrades in [year]"

    c. Service Line/Focus Area Specialty Excellence[SEA] and America's 100 Best Hospitals for [Specialty] Awards™
       i.   For SEA awards, the following quality achievements are approved for client use (if applicable) at any time during the term of the agreement:
         1.   Recipient of the [year] Healthgrades [Service Line/Focus Area] Excellence Award™.
         2.   Ranked Among the Top 10% in the Nation for [Service Line/Focus Area]
         3.   If qualified, a hospital may also use Ranked Among the Top 5% in the Nation for [Service Line/Focus Area]
       ii.   For A100B [Specialty] awards, the following quality achievements are approved for client use at any time during the term of the agreement:
         1.   Recipient of the [year] Healthgrades America's 100 Best Hospitals for [Specialty]™
         2.   Ranked Among the Top 10% in the Nation for [Specialty].
         3.   If qualified, a hospital may also use Ranked Among the Top 5% in the Nation for [Specialty].

    d. Maternity Care and Gynecologic Surgery Quality Achievements
       Women's Services (comprised of Maternity Care and Gynecologic Surgery service lines) Quality Achievements
       i.   Maternity Care
         1.   If qualified, a hospital may use:
           a)   Recipient of the [year] Healthgrades Maternity Care Excellence Award™
           b)   Recognized by Healthgrades in [year] for Superior Performance in Maternity Care
           c)   Among Top 10% of Hospitals Evaluated for Maternity Care in [year]
           d)   Among Top 5% of Hospitals Evaluated for Maternity Care in [year]
           e)   Five-Star Recipient for Maternity Care
       ii.   Gynecologic Surgery
         1.   If qualified, a hospital may use:
           a)   Recipient of the [year] Healthgrades Gynecologic Surgery Excellence Award™
           b)   Recognized by Healthgrades in [year] for Superior Performance in Gynecologic Surgery
           c)   Among Top 10% of Hospitals Evaluated for Gynecologic Surgery in [year]
           d)   Among Top 5% of Hospitals Evaluated for Gynecologic Surgery in [year]
           e)   Five-Star Recipient for Gynecologic Surgery

e. **Women's Health Quality Achievements**
   i. If qualified, a hospital may use:
      1. Recipient of the [year]Women's Health Excellence Award™
      2. Ranked Among the Top 10% in the Nation for Women's Health in [year]
      3. Ranked Among the Top 5% in the Nation for Women's Health in [year]
f. **Bariatric Surgery**
   i. If qualified, a hospital may use:
      1. Recipient of the [year] Healthgrades Bariatric Surgery Excellence Award™
      2. Recognized by Healthgrades in [year] for Superior Performance in Bariatric Surgery
      3. Among Top 10% of Hospitals Evaluated for Bariatric Surgery in [year]
      4. Among Top 5% of Hospitals Evaluated for Bariatric Surgery in [year]
      5. Five-Star Recipient for Bariatric Surgery
g. **Patient Safety Excellence Award™**
   i. If qualified, a hospital may use:
      1. Recipient of the [year] Healthgrades Patient Safety Excellence Award"
      2. Named Among the Top 10% in the Nation for Patient Safety by Healthgrades
      3. Named Among the Top 5% in the Nation for Patient Safety by Healthgrades
h. **Outstanding Patient Experience Award^{TM}**
   i. If qualified, a hospital may use:
      1. Recipient of the [year] Healthgrades Outstanding Patient Experience Award™
      2. Named Among the Top 15% in the Nation for Outstanding Patient Experience™ by Healthgrades
      3. Named Among the Top 10% in the Nation for Outstanding Patient Experience™ by Healthgrades
      4. Named Among the Top 5% in the Nation for Outstanding Patient Experience™ by Healthgrades

Advertising Guidelines for Quality Online Banner Advertisements

1) The opportunity is provided for all Healthgrades Quality clients except QA + Basic
2) Healthgrades will develop the ads with:
   a. Healthgrades Clinical Achievements/Awards messaging (Determined by Client Manager with Client)
   b. Client supplied logo
   c. Client Color palette (up to 2 colors)
   d. Client font
   e. Advertisements will not include phone numbers of any kind.
   f. Banner click through URL must be the Hospital Profile Page URL on Healthgrades.com
3) Advertising specifications:
   a. ** File Size: 40K maximum per file **
   b. ** Must contain a 1-pixel black border **
   c. File formats must be: .gif, .jpeg, html, flash, or any rich media
   d. [Note: flash files (i.e. swf) require a back-up image file]