

The following communication guidelines have been developed by The Joint Commission to provide guidance to organizations that have initially received or renewed Joint Commission Memory Care Certification for Nursing Care Centers following an on-site survey. Accredited nursing care centers achieving memory care certification after this date may use The Joint Commission's *Gold Seal of Approval*® and the designated certification mark. These guidelines will assist organizations to appropriately portray their certification in the most credible and accurate manner. Any questions about these guidelines should be directed to: marketinginfo@jointcommission.org.

Your Joint Commission certified center can use any of the following statements when publicizing and promoting your certification:

- [Name of organization] has attained Memory Care certification for Nursing Care Centers by The Joint Commission. This means that this [center or program]:
has met and seeks to maintain The Joint Commission and the Alzheimer's Association's high standards in providing memory care.

You should not use the following words to describe your certification: only, best, leading, better, etc. For example, _____ er,

- Display your certification in a poster or banner placed in a prominent place in your organization or on a billboard or exterior building sign.
- Display pamphlets, posters, and table tent cards in your organization.