

**ECRI**

The Most Trusted
Voice in Healthcare

MESSAGING GUIDE

SALUTE Honor Roll Organizations

The enclosed messaging and graphics are optional resources designed for SALUTE Honor Roll organizations to share their program participation on their institutional channels – such as their website, newsletters, and social media.

If you have questions or requests, please email SALUTE@ECRI.org. Thank you for your partnership in ECRI's SALUTE Honor Roll.

Graphics Attached

The zipped folder of graphics includes:

- SALUTE Honor Roll badge, which could be added to your website
- 3 graphics designed to promote the SALUTE Program
- 4 graphics designed to announce your organization joined the SALUTE Honor Roll (including 2 graphics with space to add your organization's logo)

Newsletter Blurb

We are proud to announce *[your organization's name]* has joined the SALUTE Honor Roll. This network of healthcare providers is committed to ensuring veterans receive quality care tailored to the unique needs of men and women who served in the armed forces. It's an honor for *[organization name]* to provide medical care to so many heroes who have served our country. Through the SALUTE Honor Roll, we will collaborate with organizations nationwide who are implementing new tools to enhance the patient care we provide every day. Veterans, we SALUTE you. Thank you for entrusting *[organization's name]* to meet your health and wellness needs. [Learn more about the SALUTE program.](#)

Social Media Post Templates

🏆 In honor of the brave men and women who have served in the armed forces who turn to *[your organization's name]* for their medical care, *[your organization's name]* has joined ECRI's SALUTE Honor Roll. We are now on a national network of healthcare providers who are committed to providing the best care possible to veterans. By implementing SALUTE tools from ECRI, and networking with other Honor Roll organizations to adapt evidence-based best practices, we can improve the healthcare experience and health outcomes for veterans.

🔗 Discover the SALUTE program – [ECRI.org/SALUTE](https://www.ecri.org/SALUTE)

#VeteransHealthcare #ECRISALUTE #TotalSystemsSafety

🏆 Veterans deserve quality healthcare tailored to their unique needs and experiences. Inspired by our gratitude to the veterans in our community, our care team is using new tools from the ECRI SALUTE program to enhance veteran care and screen for health issues related to veteran's previous military service.

🔗 Learn more about SALUTE – [ECRI.org/SALUTE](https://www.ecri.org/SALUTE)

#VeteranCare #HealthcareExcellence #ECRISALUTE

🏆 Veterans, your healthcare provider at *[organization's name]* wants to know about your previous military service to give you the best medical care possible. We encourage our veteran patients to use this simple checklist as a reminder to share information in your next check-up that could help us meet your health goals.

Discover the "Be the Expert on You" checklist: <https://home.ecri.org/pages/ecri-salute-program-veteran-resources>

🔗 Learn more about SALUTE – [ECRI.org/SALUTE](https://www.ecri.org/SALUTE)

#VeteranCare #HealthcareExcellence #ECRISALUTE

Talking Points – Additional Resources

For messaging that reiterates the importance of the SALUTE resources and Honor Roll, visit www.ECRI.org/SALUTE. The downloadable toolkit and white paper on equitable care for veterans also includes helpful messaging and statistics on the healthcare landscape for veterans. The SALUTE announcement in the [ECRI Newsroom](#) includes additional talking points.