

# PRESS & PR PACK GUIDE: **DIAMOND STATUS**



## Congratulations!

### On achieving Diamond Status in the EMS Angels Awards 2024.

Your efforts are making a huge difference to stroke patients across the globe.

We'd like to help you share your good news with the world, not only because you deserve the recognition, but because we hope it will inspire others to sign up.

Please feel free to use the contents of this press pack which contains everything you need to share your ongoing success with fellow professionals and peers. The pack contains:



#### PDF PRESS RELEASE

You can forward this to local media, relevant publications, and partners.



#### EMAIL FOOTER ICON

This logo can be added to your default email signature set-up, so that it appears at the bottom of each email you send, continually promoting your Diamond Status.



#### SOCIAL MEDIA TEMPLATE

For use on:

LinkedIn

Twitter

Instagram

Facebook

This should give you everything you need to spread the word on your social media platforms, to local and national press, and through your internal communications channels.

Once again, well done for all your hard work over the last year to help improve stroke treatment and the lives of stroke patients.

Best wishes,

*Angels Awards Team*



DIAMOND  
COMPONENT PARTS  
FOR PROOFING



Email footer icon  
Size: TBC

PDF press release  
Size: A4

Social media template  
Size: A5

# DIAMOND STATUS



## [EMS TEAM] WINS AN INTERNATIONAL AWARD FOR EXCELLENCE IN STROKE CARE

### RACE AGAINST TIME

When someone has a stroke, every minute counts. Time is brain, and the longer it takes for a stroke patient to access treatment, the more devastating the consequences.

The sooner they reach a hospital where they can receive urgent treatment by a qualified and committed stroke team, the better their chances of living a disability-free life.

Emergency medical service providers play a crucial role in this race against time. By diagnosing stroke correctly, choosing and prenotifying the right hospital and recording relevant patient information, they perform actions that directly impact the outcomes for stroke patients.

The EMS Angels Awards honour EMS teams who provide the highest standard of prehospital care to stroke patients. These are teams that go the extra mile to ensure stroke patients can access fast and effective treatment, and who consistently monitor their performance in the continuous pursuit of excellence.

This year, [EMS team] is proud to be the recipient of a [Gold/Platinum/Diamond] award, and to be recognised for our dedication to raising the standard of stroke treatment and improving the lives of stroke patients in our community.

### REWARDING EXCELLENCE

Every 30 minutes a stroke patient who could have been saved, dies or is permanently disabled because they were treated in the wrong hospital. But we are working together to change this.

The Angels Initiative works with hospitals and EMS providers to ensure more patients reach the best treatment faster.

This involves standardising and optimising prehospital stroke care, monitoring performance, and data sharing between hospitals and EMS providers.

The EMS Angels Awards were established to acknowledge the top-performing providers of prehospital stroke care. To qualify for an award, an EMS team must meet a set of stringent criteria based on international guidelines.

Through its EMS Angels Awards programme, the Angels Initiative aims to raise the standard of stroke care, implement quality monitoring in the prehospital phase and create an international EMS community committed to stroke care excellence.

### GIVING LIFE A CHANCE

The Angels Initiative is a non-promotional healthcare improvement project that is building a global community of stroke centres and stroke-ready hospitals, and working every day to improve the quality of treatment for every stroke patient.

The mission of the Angels Initiative is to give life a chance – by increasing the number of patients treated in stroke-ready hospitals and by optimising the quality of treatment in all existing stroke centres and among prehospital care providers.



# EMS ANGELS Awards





We are proud to have reached **Diamond Status** status in the EMS Angels Awards 2024.

The awards acknowledge and honour the best-performing prehospital stroke care providers across the globe.

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