



INTERNATIONAL ACCREDITATION SYSTEM FOR
INTERVENTIONAL ONCOLOGY SERVICES

IASIOS Accreditation

Marketing Manual

Step-by-step guide to promoting your status as an
IASIOS Enrolled and Accredited Centre

www.iasios.org

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Using this Manual

Congratulations! As a member of the IASIOS community, you are part of an international group committed to advancing the field of interventional oncology (IO) by establishing global, high-quality standards and safety across the patient pathway.

This manual was created to support and assist you in raising awareness of IO and its available treatments by highlighting your IASIOS status in your marketing and communication efforts. It will give you a step-by-step self-guide on using the different materials in the promotional packet you receive as part of your IASIOS annual benefits programme.

The manual is divided into two fundamental parts. The first part contains suggestions for promoting your status as an IASIOS Enrolled Centre, and the second part is for promoting your achievement of becoming an IASIOS Accredited Centre.

All the material provided is exclusively for the use of IASIOS centres. Materials and guidelines are included for the personal use of the department members, for the facility to promote their IASIOS membership and accreditation, and how to get more involved in the IASIOS community.

To quickly access a specific topic in the manual, please refer to the table of contents above. Nevertheless, we recommend scrolling through the manual to evaluate which tools best suit your centre. All underlined words throughout the manual lead to hyperlinks; these hyperlinks and instructions to guide you on using the provided materials can also be found in the [Appendix](#).

If you have any questions regarding these materials and how to use them, the IASIOS team is at your disposal and can be reached at office@iasios.org.

Purpose of Promotion

It is important to let the public know that your facility is in IASIOS to experience the full range of advantages that come with it. Whether your centre wants to initiate a considerable marketing effort or just use a few simple strategies, this step should not be skipped. At IASIOS, we strongly encourage you to take the extra step and promote that you are part of the global IASIOS community. By advertising that you are a member of IASIOS, the only hospital accreditation in the world dedicated exclusively to interventional oncology, your facility can gain international recognition for its competitive advantage of being committed to high-quality standards of care in interventional oncology.

With this accreditation, referring physicians and patients can be assured that they are receiving safe and effective care. It may also attract more young IRs to the hospital in the future, ensuring that the best and brightest minds are available to provide the best possible care.

By enrolling in the IASIOS community and applying the Standards of Quality Assurance, your facility demonstrates that it is committed to:

- Global high-quality standards of care in IO
- Quantifiable benchmarks for patient safety
- Patient-oriented services
- Ensuring better patient outcomes

- Collaboration across disciplines

Promoting your IASIOS accreditation also increases public awareness of interventional oncology and its potential benefits. As a result, more people may be more likely to seek out the hospital's services, leading to increased patient volume and a healthier bottom line for the hospital. In addition, increased public awareness of interventional oncology may result in more research funding for the field, providing even more cutting-edge treatments to patients in the future.

The status you hold is valuable, so make sure you take advantage of it!

The IASIOS Accreditation Seals

The IASIOS seals indicate commitment and dedication to quality in IO. As IASIOS is a multi-stage process, IASIOS offers three tiers of seals which identify the centre as IASIOS Enrolled, Accredited or Centre of Excellence.

We invite all IASIOS centres and members to use this distinction and display the seal proudly to demonstrate your commitment to high-quality care.

IASIOS Enrolled Centre



The IASIOS Enrolled Centre seal is white with black letters, and it is awarded when a facility registers with the IASIOS. It represents the facility's dedication to providing high-quality IO care and indicates that they are in the process of seeking IASIOS accreditation. The seal is held until the facility can fulfil all requirements.

IASIOS Accredited Centre



The Accredited Centre seal The IASIOS Accredited Centre seal is maroon with white letters, and it is a testament to the high standard of IO care a facility provides, per the CIRSE Standards of Quality Assurance in Interventional Oncology. This seal is awarded if a facility complies with the core requirements listed on the IASIOS application form.

IASIOS Centre of Excellence



The Centre of Excellence seal is black with gold letters, and it represents the highest level of accreditation offered by IASIOS. It can only be awarded if a facility complies with all the core and extended requirements listed on the application form and has been an IASIOS Accredited Centre for a minimum of four years.

PART I – IASIOS ENROLLED CENTRES



Announcing your Enrolment

Congratulations on receiving the IASIOS Enrolled Centre seal and becoming part of the community. This is a strong indicator of your commitment to high-quality care in IO. Demonstrating your commitment to those outside of your department will increase your visibility and that of IO, and it may also enhance institutional and professional trust and credibility.

Below are examples and communications templates ready for your internal and external communications. You can spread the good news through your organisation's internal network, hospital newsletters, emails, and patient waiting rooms. You may find it helpful to forward this manual and messages to your centre's communications, marketing, or public relations department; they will assist you in promoting your IASIOS status and bringing attention to it.

Remember your colleagues and internal audience when announcing your participation in IASIOS. You can enhance interdisciplinary collaboration with other clinical disciplines by promoting that you are a member of IASIOS pursuing accreditation for your services.

We suggest you use the ideas listed below to help you communicate effectively about your enrolment and participation in the IASIOS community.

Internal Announcements

First of all, inform your department and those that will be directly affected to celebrate the milestone! IASIOS membership is for everyone involved in the patient pathway in your IO service line.

Next, inform your colleagues in other departments that you have taken on a new challenge and that your department has decided to pursue the world's only accreditation for interventional oncology.

Make a staff-wide announcement about why your participation in IASIOS is important, how it will benefit other departments and the multidisciplinary collaboration, and how the patient will ultimately benefit. The following examples may be helpful when making a staff-wide announcement:

- "We are thrilled to announce that our (Department Name) has signed up for the International Accreditation System for Interventional Oncology Services (IASIOS). As a result, (Facility Name) has received the IASIOS Enrolled Centre seal, representing our dedication to providing high-quality interventional oncology care.

As a member of this global community of interventional oncologists, (Facility Name) contributes to raising the standards for IO and establishing itself as a world-class facility within this field.

(Department Name) has designated a team that will be responsible for setting up and completing the IASIOS application in the upcoming months.

We wish the accreditation team all the best and look forward to celebrating your future achievement!"

- "We are pleased to announce that (Facility Name) has enrolled in the International Accreditation System for Interventional Oncology Services (IASIOS).

Thank you to the accreditation team at (Department Name) for taking this vital step towards excellence. We are confident that our facility will soon receive the IASIOS certification, allowing us to continue our commitment to providing the best health care."

External Announcements

Ensuring that your enrolment news reaches your external stakeholders, the general public, and patients is also important. It is a common practice nowadays for healthcare consumers to evaluate their medical care for evidence of quality.

Your enrolment can be announced on your hospital's news feed, newsletter, blog post, and in your local media. The following suggestions can help your organisation develop a message to include in the external communications that you have in place at your institution.

- "(Facility Name) is pleased to announce that we are now part of the Interventional Accreditation System for Interventional Oncology Services (IASIOS), the only programme in the world that is exclusively certifying interventional oncology. By participating in the IASIOS Accreditation programme, we are joining a global community of centres dedicated to the highest quality standards in IO.

(Insert a quote from the facility's leader to explain why you decided to become an IASIOS member)

We are proud to be leaders in this field, demonstrating a commitment to patient safety and providing high-quality cancer care.

Information about IASIOS accreditation can be found at www.iasios.org "

Here is a great example of an announcement on a hospital website



Figure 1- Helios University Hospital Wuppertal - IASIOS Enrolled Centre

Announcing your Application Submission

Announcing the submission of your completed IASIOS application on social media platforms is very beneficial. By doing so, your facility is demonstrating its unwavering dedication to improving its IO service line and upholding excellence in quality of care. Furthermore, you are setting an example for all facilities to follow, showcasing how your hospital is hard at work to increase patient care quality and safety. Posting your submission or any part of your enrolment process demonstrates dedication to providing the highest level of care for your patients. Sharing your achievements on social media is an excellent way to connect with other facilities, spread the word, and showcase your accomplishments. The following post below is a great example of the type of post and text your facility can publish.



Figure 2- University General Hospital "ATTIKON" - IASIOS Accredited Centre

Press Release

Announce your IASIOS participation to local news outlets, international media, and other business publications in order to spread the word and raise your visibility. [Appendix A](#) contains a customisable press release template to announce your participation as an IASIOS Enrolled centre. Please feel free to add any additional information that you consider best suits your institution's needs.

Promotion from IASIOS

Once you receive your IASIOS Enrolled Centre status, IASIOS will ask you to take a photo of your team to announce your participation in the community. These pictures are important for us to help promote your hospital as a member of the IASIOS community. IASIOS will use your photos to spread the word about your commitment and use it at presentations, when contacted by the press, and on social media.

Team photo

To capture people's attention and engage your audience, it is recommended that you take a good photo. Good images are vital for your website, social media, or advertising materials to help you tell your story. A camera with more than 12 megapixels would be sufficient to get a good-quality image - most modern smartphones and cameras offer this resolution. You can improve your results when taking your photographs as well as the accreditation team's photos by following some of our tips in [Appendix E](#).



Figure 3- Hospital Israelita Albert Einstein- IASIOS Enrolled Centre

Team Portraits

As part of the annual benefits, IASIOS will promote the contributions of our members to the discipline; for example, if you would like the IASIOS office to share about your scientific presentations, published papers, and any other relevant contributions you are making to IO, we would be delighted to use our platform as a medium to promote your achievements as an institution or individual. We highly recommend that you share a portrait picture of individuals who are vital IASIOS accreditation team members.

We usually use the IASIOS members' portrait photographs to promote their presentations during conferences and events. Also, if you would like us to promote your participation at any events, scientific publications, news articles, or any other contributions to IO, you can always contact us at office@iasios.org.



Figure 4 - Promotion at Congresses and Events

Social Media

The social media kit offers you guidelines and templates that can be used to spread awareness of your commitment to the best practices in IO in the digital world. The following section contains message templates to promote your facility's participation as an IASIOS Enrolled Centre on social media and will help you get started.

On your myIASIOS area, you will have access to a social media package which includes a selection of graphics that you can request to be customised from the IASIOS office and use along with the text examples below.

Sharing about your IASIOS participation through social media is essential to reach a wider audience. In order to enhance your message's visibility on social media, we highly recommend including an image, link, or document to your post. Before posting on social media, we suggest you read the step-by-step tips listed below. Please note that the message templates are only suggestions for you to consider, and we encourage you to translate them into your native language, and modify or adapt them to your particular situation as you see fit.

Please tag the IASIOS accounts and use the hashtags suggested in the posts so that IASIOS can see and reshare your content!

Tips for Posting on Social Media

- Choose a **social media message template** for IASIOS Enrolled Centres appropriate for each platform (LinkedIn/Twitter/Facebook).
- Use **hashtags** to get more visibility and reach; see below for examples.

- **Tag the IASIOS** accounts (use @IASIOS for LinkedIn, @The_IASIOS for Twitter, and @The_IASIOS for Facebook). We would be pleased to read and reshare your posts.
- **Tag your hospital, team members,** and other people participating in the accreditation process.
- If your IASIOS participation has been covered in the media, your facility has published a press release or shared the news on its website, please **share the link**. Creating your own press release is as simple as downloading this [sample here](#) and adding a few words!
- Add an **image** to get more attention and engagement on your post.

Follow us on our IASIOS social media accounts:

- [Twitter](#): @The_IASIOS
- [LinkedIn](#): @IASIOS
- [Facebook](#): @The_IASIOS

Hashtags

#IASIOS #IASIOScommunity #IOleaders #InterventionalOncology #StandardsOfQAinIO
 #RaisingtheBarforIO #IASIOSEnrolledCentre #IASIOSAccreditation #QualityDeservesRecognition
 #HospitalAccreditation #IRadAccredited

Key Phrases and Messages

Using the following key phrases will empower your message and will give you additional ideas to make a statement about your participation in IASIOS.

- (Facility Name) is proud to be the (First/second/third, etc.) IASIOS Enrolled Centre in (Country). We hope to see more centres join us in the global community raising the quality of IO standards globally.
- (Facility Name) is proud to be the (First /second/third, etc.) IASIOS Enrolled Centre in (Country). We are proud to join the international community in standardising high-quality patient care in Interventional Oncology.
- We at (Facility Name) are thrilled to join the IASIOS community and are committed to the CIRSE Standards of Quality Assurance in Interventional Oncology.
- (Facility Name) has joined IASIOS, the global interventional oncology community, and is now one of the leading centres in the world offering the highest-quality interventional cancer care.
- (Facility Name) is now an IASIOS Enrolled Centre for Interventional Oncology raising awareness of minimally invasive cancer treatments worldwide. For more information and appointments (Link to the email/webpage/phone number of your facility).

- (Facility Name) is now an IASIOS Enrolled Centre for Interventional Oncology. Interventional Oncology offers minimally invasive treatments to cancer patients, for more information on IO visit <https://www.iasios.org/about/io/>. For diagnosis and treatment, visit (Link to email/webpage/phone number of your facility).

LinkedIn/Facebook Post Templates

- "We are pleased to announce that [INSERT FACILITY NAME] is now part of the international @IASIOS community!
Being an IASIOS Enrolled Centre means we are committed to the Standards of Quality Assurance in Interventional Oncology. As members of IASIOS, we work to continuously improve our standards of care and clinical efficiency while enhancing patients' trust and satisfaction."
#IASIOSEnrolled #IASIOSAccreditation #InterventionalOncology #IASIOS #Patientsfirst
[Include an image and/or link to an article or facility's webpage announcing your enrolment, tag @IASIOS, and add hashtags]
- "We are thrilled to announce that [INSERT FACILITY NAME] has joined the @IASIOS Accreditation programme!
This means our centre is committed to international high-quality standards in interventional oncology. It is with great excitement that we are taking on this challenge that will help us improve our patient pathway. Our ultimate goal is to provide the safest, highest-quality care to our patients at [INSERT FACILITY NAME]!"
#IASIOSEnrolled #IASIOSAccreditation #InterventionalOncology #IASIOS
[Include an image and/or link to an article or facility's webpage announcing your enrolment, tag @IASIOS, and add hashtags]
- "At [INSERT FACILITY NAME], we are honoured to be part of the @IASIOS community.
Being part of the IASIOS accreditation programme demonstrates our commitment to providing the highest quality care and safest minimally invasive cancer treatments to our patients.
We are proud to be part of an international community of interventional oncologists devoted to raising the global standard of care for IO!"
#IASIOS #IASIOSEnrolled #InterventionalOncology #Interventionalradiology
[Include an image and/or link to an article or facility's webpage announcing your enrolment, tag @IASIOS, and add hashtags]

Twitter Post Templates

Tip: Tweets have a limited number of characters and space. We recommend you use a URL shortener ([Rebrandly](#), [TinyURL](#), [Bitly](#)) for your links.

- We are thrilled to announce that [INSERT FACILITY NAME] has joined @The_IASIOS Accreditation programme! With great excitement, we will take on this new challenge and work towards excellence in #InterventionalOncology with the #IASIOSAccreditation
[Include an image and/or link to an article or facility's webpage announcing your enrolment and tag @The_IASIOS]
- We are pleased to announce that [INSERT FACILITY NAME] is now part of @The_IASIOS international community! Being an #IASIOSEnrolled Centre means we are committed to raising the global standard in #InterventionalOncology
[Include an image and/or link to an article or facility's webpage announcing your enrolment and tag @The_IASIOS]
- At [INSERT FACILITY NAME], we are honoured to be part of the global #IASIOSCommunity! Our participation in @The_IASIOS demonstrates our commitment to providing high-quality #minimallyinvasive cancer treatments according to the #StandardsOfQAinIO
[Include an image and/or link to an article or facility's webpage announcing your enrolment and tag @The_IASIOS]

IASIOS Branded Promotional Aids

Announcing that your facility is participating in IASIOS on an internal and external basis can be just the beginning of your marketing efforts and a larger rebranding. You may wish to continue promoting your organisation as one committed to high-quality standards of care by making your IASIOS membership part of your brand identity. Please continue reading this manual to learn how you can continue to promote and make the most of your IASIOS membership.

IASIOS Enrolled Centre Seal

Your IASIOS Enrolled Centre Seal can become an essential distinction for your hospitals and department. Incorporating your seals into your daily communications can increase your department's recognition and acclaim. Use your IASIOS Enrolled seals to show your dedication to high quality care and to stand out from the competition.



Figure 5 – IASIOS Enrolled centre seal

E-mail Signature

As part of your promotional packet, you will receive an email signature banner with the IASIOS Enrolled Centre Seal, which can be used by any member of your institution and located in your [myIASIOS](#) portal.

In [Appendix C](#), you will find detailed instructions on how to set your Enrolled centre email signature on Outlook and Gmail.

You can change your previous email signature or add the IASIOS email signature to your existing one. In addition, the IASIOS seals can be incorporated into a tailored email signature created by your hospital's marketing department, provided the seals are not modified.



Figure 6 - IASIOS email signature

Facility Website

The IASIOS seals can also be displayed on your hospital website to promote your enrolment in the IASIOS accreditation programme. You can include the seal in the webpage's footer, add a banner to the department landing page, or have the seal incorporated into a promotional image. If you do not have access to the webpage backend, send your request to the responsible internal department; this could be IT, communications, or the graphics department.

Some centres, such as the I-Med Radiology Network - Wesley Hospital in Australia, have included a [full page](#) explaining what IASIOS is and what it signifies for their patients.

IASIOS Accreditation

What is IASIOS?

IASIOS is based on the Standards of Quality Assurance in Interventional Oncology, a comprehensive quality assurance document developed by the Cardiovascular and Interventional Radiological Society of Europe (CIRSE). It looks at the **whole process of patient care and treatment, and defines what is required to deliver IO services at a highly effective level.** IASIOS accreditation establishes a framework for the development and implementation of wider **measures for safe and efficient IO practice.** The accreditation system has received wide international support from multiple regional and national medical societies.

What it means for patients

IASIOS can give patients confidence that this accreditation provides reassurance of quality that will result in better patient outcomes.

Why refer?

Interventional Oncologists work as part of a multidisciplinary team which includes medical and radiation oncologists. The radiologists spend time with patients in a consultative process that allows thorough individual assessment for a tailor-made treatment plan that will have the radiologist involved in their care from start to finish. This increased patient focus benefits the patient through expert sub speciality care and quality assurance.

This clinic offers one of the most extensive range of IO procedures in Australia including lung/liver tumour ablations and Selective Internal Radiation Therapy (SIRT) also known as Radioembolization.

Figure 7 - I-MED Radiology - The Wesley Hospital- facility website

Business Card

To include the IASIOS Enrolled Centre seal on an already existing business card design, we recommend using the .PNG seal.

Using the IASIOS Enrolled Centre seal on your business card demonstrates to your patients and colleagues that you are committed to the highest standards of quality, competency, and professionalism in your field. By displaying the IASIOS seals on your business card, you can build trust and credibility and set yourself apart as a trusted and knowledgeable professional in your field.

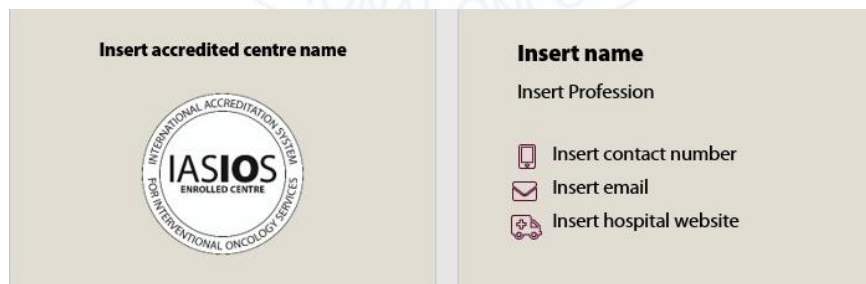


Figure 8 - Business card

Social Media Banners

We have included in the promotional packet digital resources you can use to promote your IASIOS membership on social media. For this, we have created a social media banner for IASIOS Enrolled centres that can be used by individuals or institutions. Alternatively, you can use these as examples

to forward to your communications department for designing and personalising social media banners with your institution's corporate identity, including the IASIOS seals.

Most social media platforms allow you to have a profile picture and a banner on your profile page. If you want to add the Enrolled seal banner to the hospital page or your personal page, you will find the IASIOS Enrolled Centre banners with the Social Media Kit in your myIASIOS area.

To insert the banner, go to your social media platform of preference and add or change the banner in the profile. For detailed instructions on how to set your LinkedIn banners go to [Appendix D](#).



Figure 9 - Social media banners

Conferences and Presentations

Within your IASIOS promotional packet, we have included a PowerPoint presentation ready to be used, which includes slides on what IASIOS is, the CIRSE Standards of Quality Assurance in IO and details about the IASIOS accreditation and its benefits.

Furthermore, if you would like to create your own presentation relevant to your accreditation, we have included a PowerPoint template with the IASIOS Enrolled Centre seals, to be found in your myIASIOS area under "Enrolled Centre PPT Template".

We recommend adding your IASIOS seal onto the cover slide with your hospital affiliation and other credentials when presenting on other topics.



Figure 10 - Presentation slide



Figure 11 - Slide Example



Figure 12 - Slide Example

Other Promotional Activities

If you would like to produce other creative and professional audio visuals and have support from your facility's marketing and communications department, please forward your ideas to office@iasios.org. We would love to share your efforts and help you with promoting them! Among other ideas for what you can do are sharing a video introducing your interventional oncology daily activities, a day in the life of an IO, and success stories from patients who have undergone IO treatments at your facility.

PART II – IASIOS ACCREDITED CENTRES



Announcing your Accreditation

Congratulations on your achievement of attaining the status of IASIOS Accredited Centre!

Communicating about your accomplishments is crucial to transmitting the value you place on excellent patient care. Hospitals are constantly challenged to provide high-quality care in today's healthcare environment, and patients have become increasingly concerned about it.

Announcing your accreditation can improve interdisciplinary work and collaboration with other clinical disciplines. IASIOS centres have provided testimonials on how the IASIOS certification has strengthened relationships with oncologists and other professionals involved in cancer care. Informing your university dean, hospital administration, and other medical colleagues about your certification will contribute to the recognition of your department and its work.

Below are examples of communications templates ready for your internal and external communications. Remember to spread the good news through your organisation's internal network, hospital newsletters, emails, and patient waiting rooms. Forward this manual and messages to your facility's marketing or public relations department and they will be able to assist you in promoting your certification and bringing attention to it.

We suggest you start with the steps listed below if you want to communicate effectively about your IASIOS accreditation achievement and participation in the IASIOS community.

Internal Announcements

Inform your institution and administration about your achievement of the IASIOS accreditation. Congratulate all those involved in the accreditation process as well as those who worked on the application. Notify other colleagues about IASIOS and what signifies your accomplishment. Contact the public relations department and inform them of your facility's milestone. If you work at a university hospital, you may also want to inform your dean. To announce your achievement of the IASIOS certification, you may find below a set of message templates that can be easily customised.

Congratulate your IASIOS team

Send an email to congratulate your team. IASIOS has created the following templates for you to use as a starting point to congratulate your accreditation team:

- "Dear IASIOS Accreditation Team,
I am pleased to inform you that we have been granted full accreditation status by IASIOS on (Month, Year). I want to thank (insert team members' names), and all of you who have worked hard to achieve this accreditation in interventional oncology.
Congratulations on helping reach this important milestone for our institution!"
- "Dear IASIOS Accreditation Team,
(Facility name) has been granted the IASIOS certification, ensuring that our cancer patients receive the highest standards of care and the best interventional oncology services available.
Congratulations on your accomplishment! You have worked tirelessly, and we are very proud of you for all your efforts in making our facility stand out for its high quality."

Unboxing your Certificate

Once you receive your IASIOS certificate, we encourage you to invite the hospital director, accreditation team, staff members and patients to an official ceremony to celebrate the unveiling of your framed certificate. Provide an opportunity for the hospital director, authorized representative, and accreditation team participants to share a few words about this achievement. Involve your public relations department or someone else in your team to make a video of the IASIOS certification ceremony and record all the speeches. Find a good place at your facility's department to display your framed certificate and take pictures with your team and the community. Finally, celebrate this milestone and your quality efforts by sharing with others that your department is now certified in interventional oncology.

We also recommend making a video while unboxing your certificate. For more guidelines on how to make a video to share that you are now certified by IASIOS, go to ["Videos- Unboxing your IASIOS Certificate"](#) below in this manual.

Facility-wide announcement

Along with congratulating and recognising the team for their continued efforts and dedication, we suggest you also send an e-mail to your entire staff notifying them of your accreditation. This will let other departments that you collaborate with know that your department has been accredited. The following examples may be helpful when making a staff-wide announcement:

- "We are thrilled to announce that we have received the IASIOS certification from the International Accreditation System for Interventional Oncology Services (IASIOS) on (Month, Year). As a result, (Facility Name) has integrated high-quality global standards for interventional oncology and improved its entire patient pathway.

Congratulations to the accreditation team at (Department Name) for their continuous hard work and for making our facility stand out in this innovative medical discipline.

We will continue to work to provide our cancer patients with the highest quality care and safest interventional oncology treatments."

- "We are pleased to announce that we have been awarded certification for interventional oncology services by IASIOS. This means (Facility Name) has integrated international safety and quality standards for interventional oncology services.

Thank you to our accreditation team's efforts; our facility is now recognised as one of the world's leading centres in this medical field. Our commitment will always be to provide our patients with the highest quality cancer care!"

External Announcements

Ensuring that your enrolment news reaches your external stakeholders, the general public, and patients is also important. It is common practice nowadays for healthcare consumers to evaluate their medical care for evidence of quality.

Your organisation can use the following templates to create an announcement for your external stakeholders, the general public or patients that can be shared, for example, in a hospital newsletter, blogpost, or another form of external communication.

- “(Facility Name) is pleased to announce that we have achieved certification from the Interventional Accreditation System for Interventional Oncology Services (IASIOS). This four-year accreditation demonstrates our commitment to high-quality global standards and patient safety.

(Insert examples of how your facility met the requirements for the IASIOS accreditation and/or insert a quote from the facility’s leader)

(Facility Name) is grateful to our (Department Name) leadership and staff who have demonstrated their professionalism and expertise to help support safe and excellent interventional oncology services.

Information about the IASIOS accreditation can be found at www.iasios.org”

- “(Facility Name) is thrilled to announce that we have been awarded the IASIOS Accredited seal for interventional oncology services. This means (Facility Name) has integrated international safety and high-quality standards for patient care into delivering IO services.

(Insert examples of how your facility met the requirements for the IASIOS accreditation and/or insert a quote from the facility’s leader)

(Facility Name) is grateful to our staff, who have demonstrated their professionalism and expertise over the years to ensure that we provide safe and high-quality cancer care to our patients.

Information about the IASIOS accreditation can be found at www.iasios.org”

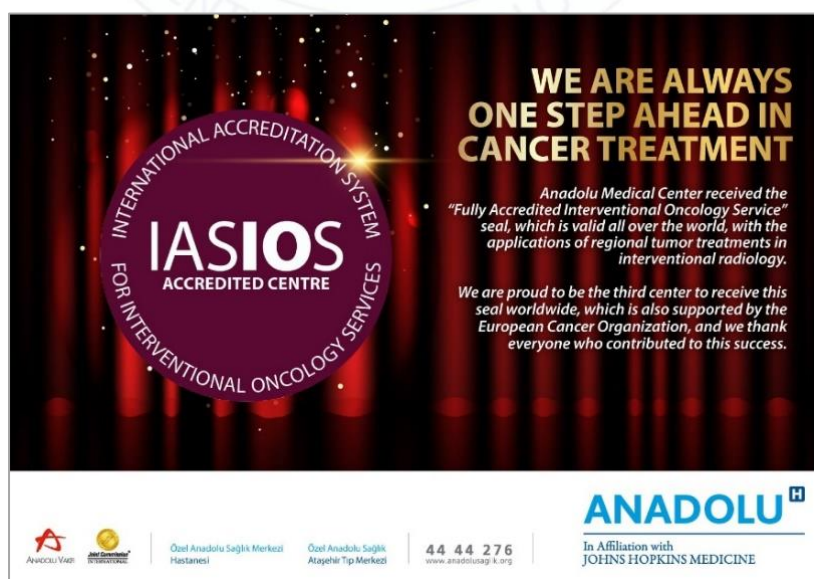


Figure 13 - External Announcement

Media Announcements

Use the opportunity of achieving this accreditation milestone to reach the general community by announcing your accreditation and facility's services for oncology patients in local news outlets and international media. You may want to hold a press conference, participate in radio interviews or write an article to promote your IASIOS certification and answer questions concerning the accreditation process and what it signifies for your patients.

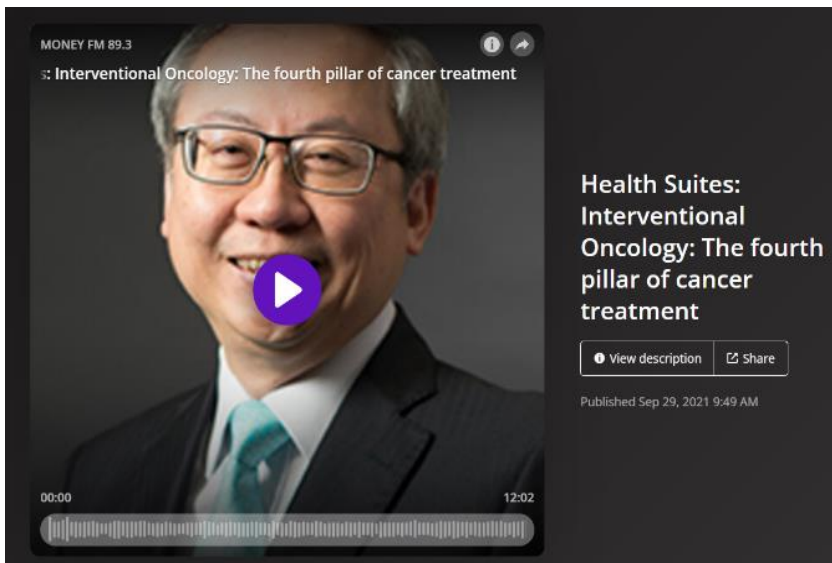


Figure 14 - Announcing your IASIOS Certification

Press Release

As part of the IASIOS Promotional Packet we have included a press release sample that you can easily customise in order to announce your IASIOS certification and send to national and international media outlets. In [Appendix B](#), you will find a customisable press release for IASIOS Accredited Centres. Please feel free to add any additional information that suits the needs of your institution.

Promotion from IASIOS

Once you have received your IASIOS Accredited Centre status, we will be thrilled to use our platforms to promote your centre and advertise your achievement.

Team Photos

IASIOS will ask you to take photos of your team with the IASIOS certificate to announce your

accreditation officially and display it on the [IASIOS website](#) along with the other IASIOS Accredited centres. These pictures will be essential for us to help you promote your hospital and team members as part of the IASIOS community. IASIOS will use your photos for promotional purposes during conferences, booths, media, and on all IASIOS social media channels.

Taking these pictures will give you a unique opportunity to showcase your facility creatively to other IASIOS members and the international IO community. It will also increase the visibility of your department inside and outside your organisation.

You can improve your results when taking your photos as well as the accreditation team's photos by following some of our tips in [Appendix E](#).



Figure 15 - IASIOS Accredited Centres

Written Testimonial

The IASIOS website features photos of the IASIOS Accredited Centres along with their testimonials. In addition to requesting your team photo with the certificate, IASIOS will ask you to submit a short text (ca. 50-100 words) describing how IASIOS has benefited and impact your facility. As a result, you will be able to voice your opinion, share your experience, and read about the experiences of others in the IASIOS community. See examples of our IASIOS Accredited Centres testimonials on our [website here](#).

Social Media

The social media kit offers you guidelines and templates that can be used to spread awareness of your IASIOS Accredited Centre status. The following guide contains messages templates to promote your facility's achievements on social media and will help you get started.

Congratulations again on receiving your IASIOS Accreditation! Celebrate your achievement by sharing the news on social media. In order to enhance your message's visibility on social media, we

highly recommend that you include an image, link, or document to your post. Before posting on social media, we suggest that you read the step-by-step listed below. Please note that the message templates are only suggestions for you to consider. Feel free to translate the message into your native language, modify or adapt these templates to your particular situation.

Please tag the IASIOS accounts and use the hashtags suggested in your posts in order for IASIOS to be able to see and reshare your content!

Tips for Posting on Social Media

- Choose a **social media message template** for IASIOS Accredited Centres appropriate for each platform (LinkedIn/Twitter/Facebook)
- Use **hashtags** to get more visibility and reach, see below for examples.
- **Tag the IASIOS** accounts (use @IASIOS for LinkedIn, @The_IASIOS for Twitter, and @The_IASIOS for Facebook). We would be pleased to read and reshare your posts
- **Tag your hospital, team members**, and other people who played an important role during the accreditation process
- If your accreditation has been covered in the media, your facility has published a press release or shared the news on its website, please **share the link**. Creating your own press release is as simple as downloading this [sample here](#) and adding a few words!
- Add an **image** to your post to make your message more visible.

Follow us on our IASIOS social media accounts:

- [Twitter](#): @The_IASIOS
- [LinkedIn](#): @IASIOS
- [Facebook](#): @The_IASIOS

Hashtags

#IASIOS #IASIOScommunity #IOleaders #InterventionalOncology #StandardsOfQAinIO
#RaisingtheBarforIO #IASIOSAccreditedCentre #IASIOSAccreditation #QualityDeservesRecognition
#HospitalAccreditation #IRadAccredited

Key Phrases and Messages

Make your IASIOS certification part of your centre brand identity. Using the following key phrases will empower your message and will give you additional ideas to make a statement about your IASIOS accreditation. Please feel free to adapt these templates to suit your particular situation.

- (Facility Name) is thrilled to be the (first/second/third, etc.) IASIOS Accredited Centre in (your country). The IASIOS Accredited Seal is one of the most prestigious awards that can be given to a facility and we are proud to receive it!

- (Facility Name) is proud to be the (first/second/third, etc.) IASIOS Accredited Centre in (your country). We are proud to be part of the global community standardising high-quality patient care in Interventional Oncology.
- We at (Facility Name) have taken our facility to the next level with IASIOS by certifying the quality of our IO services and standardising the whole patient pathway.
- Achieving the IASIOS accreditation provides our hospital with global recognition for the quality of our IO services and gives patients the security and peace of mind that they are receiving the highest quality care.
- (Facility Name) has achieved IASIOS accreditation on (date). We are thrilled to be part of the IASIOS community committed to the CIRSE Standards of Quality Assurance in IO.
- (Facility Name) has been accredited by IASIOS in Interventional Oncology, as one of the leading centres in the world to offer high-quality interventional oncology care.
- By being IASIOS certified, we demonstrated that we follow appropriate quality guidelines and that our minimally invasive treatments are used safely.
- (Facility Name) is now an IASIOS Accredited Centre raising the global standards of care for interventional oncology. For more information and appointments (Link to email/webpage/phone number).
- (Facility Name) is now an IASIOS Accredited Centre for Interventional Oncology. Interventional Oncology offers minimally invasive treatments to cancer patients, for more information on IO visit <https://www.iasios.org/about/io/>. For diagnosis and treatment, visit (Link to email/webpage/phone number of your facility).

LinkedIn/Facebook Post Templates

- “[INSERT FACILITY NAME] has successfully completed the international IASIOS Accreditation!

It was a remarkable team effort, with support from [INSERT HERE INFORMATION, NAMES, ACCREDITATION ROLE]. IO therapy providers must follow proper guidelines to ensure safe and effective treatments. By achieving the IASIOS accreditation, we ensure that our patient pathway meets high quality and safety standards.

@IASIOS complimented our team for tremendous commitment and engagement in our quality and accreditation efforts. The assessors have recognised our team’s dedication and hard work, and we have earned a place among the world's most prestigious IO facilities!”

#IASIOSAccredited #IASIOSAccreditation #StandardsofQAinIO #InterventionalOncology

(Include an image/ link to an article/ or your facility's webpage featuring your seals, tag @IASIOS, and add hashtags)

- “We are thrilled to announce that [INSERT FACILITY NAME] has been accredited by @IASIOS! Our facility has received an official IASIOS seal stating that we met the

requirements for hospital accreditation by demonstrating compliance with all the core criteria from the CIRSE Standards of QA in IO.

This recognition reflects our commitment to patient safety and the provision of high-quality care. We are proud of this significant achievement and will continue to work towards excellence!"

#IASIOSAccredited #IASIOSAccreditation #StandardsofQAinIO #InterventionalOncology

(Include an image/ link to an article/ or your facility's webpage featuring your seals, tag @IASIOS, and add hashtags)

- "[INSERT FACILITY NAME] is proud to be among the hospitals in [INSERT COUNTRY NAME] with the @IASIOS international accreditation!

This achievement would be impossible without the commitment and teamwork headed by [NAME, POSITION]. Many thanks to [INSERT HERE NAMES] and the entire team for helping us achieve this certification in interventional oncology!

#IASIOSAccredited #IASIOSAccreditation #StandardsofQAinIO #InterventionalOncology

(Include an image/ link to an article/ or your facility's webpage featuring your seals, tag @IASIOS, and add hashtags)

- "[INSERT FACILITY NAME] in [INSERT COUNTRY NAME] has been awarded international accreditation by @IASIOS for its [DEPARTMENT NAME], furthering its mission [INSERT FACILITY MISSION].

IASIOS Accreditation is the world's only international accreditation programme specifically for IO. The Accredited Centre Seal is a quality symbol reflecting a facility's commitment to providing safe patient care. This accomplishment affirms our standing as world's leading providers of interventional oncology services.

Congratulations to the team at [INSERT DEPARTMENT NAME] on an outstanding result and the well-deserved accreditation!

#IASIOSAccredited #IASIOSAccreditation #StandardsofQAinIO #InterventionalOncology

(Include an image/ link to an article/ or your facility's webpage featuring your seals, tag @IASIOS, and add hashtags)

- We are honoured to receive accreditation and recognition from @IASIOS. This accomplishment demonstrates [INSERT FACILITY NAME] commitment to patient safety and high-quality standards in interventional oncology.

The accreditation process allowed us to review our hospital systems and aspects of our patient service line to improve our procedures and deliver top-notch care to our cancer patients.

Congratulations to our entire team for all the efforts and excellent work. The achievement

of this milestone is one to be celebrated at our institution!

#IASIOSAccredited #IASIOSAccreditation #StandardsofQAinIO #InterventionalOncology

(Include an image/ link to an article/ or your facility's webpage featuring your seals, tag @IASIOS, and add hashtag)

Twitter Post Templates

Tip: Tweets have a limited number of characters and space. We recommend you use a URL shortener ([Rebrandly](#), [TinyURL](#), [Bitly](#)) for your links.

- [INSERT FACILITY NAME] has successfully completed the international #IASIOSAccreditation! @The_IASIOS complimented our team for our #quality efforts. We have earned a place among the world's most prestigious IO facilities!

[Include an image/ link to an article/ or facility's webpage featuring your seals and tag @The_IASIOS]
- We are thrilled to announce that [INSERT FACILITY NAME] has been accredited by @The_IASIOS! Our facility has received an official #IASIOSAccreditation seal stating that we met the requirements for hospital accreditation by demonstrating compliance with the #StandardsofQAinIO

[Include a link to an article or facility's webpage featuring your seals and tag @The_IASIOS]
- [INSERT FACILITY NAME] is proud to be among the hospitals in [INSERT COUNTRY NAME] with #IASIOSAccreditation. Many thanks to the entire team for helping us achieve @The_IASIOS international certification in #InterventionalOncology!

[Include an image/ link to an article/ or facility's webpage featuring your seals and tag @The_IASIOS]
- The [INSERT FACILITY NAME] has been awarded @The_IASIOS #IASIOSAccreditation seal! We are proud of this significant achievement and will continue to work towards excellence and high-quality #cancer care!

[Include an image/ link to an article/ or facility's webpage featuring your seals and tag @The_IASIOS]

IASIOS Branded Promotional Aids

Your IASIOS international accreditation proves that your institution is one of the world's top centres with gold standards in IO. To support facilities in promoting their success, IASIOS provides its Accredited centres with various promotional resources. After your accreditation has been announced internally and externally, you may wish to continue promoting your organization as one that is committed to high-quality standards of care in IO. Please continue reading this manual to learn how you can continue to promote and make the most of your IASIOS certification.

IASIOS Accredited Centre Seal

The IASIOS seals can become part of your brand identity and an important distinction for hospitals and doctors. Incorporating your seals into your daily communications can help improve the reputation of your institution as well as increase the recognition and distinction of your department internationally. Use your IASIOS Accredited seals to show you are certified and committed to global quality standards in IO.



Figure 16 – IASIOS Accreditation Seal

Your IASIOS Certificate

As a demonstration of your hard work and commitment to quality standards, you will receive an official IASIOS certificate to display in honour of your dedication to earning the IASIOS accreditation.

After receiving notification that your facility has been granted the IASIOS certification, you will be asked to provide contact details for the shipment. As IASIOS is an international programme, we request that you send us your facility's English name (if available), address and contact information. Once you have achieved the IASIOS Accreditation, you will receive the following:

- The official framed IASIOS certificate (430 x 330 x 40 mm) ready to be displayed at your institution
- A second printed copy of your IASIOS certificate that can be displayed in your reception, office, waiting room, or anywhere else you deem appropriate.
- A digital copy of your IASIOS certificate to promote your accreditation on your website, social media platforms, and hospital advertising materials. You can access your digital certificate through your [myIASIOS](#) account.

Display your IASIOS certificate proudly in a prominent location in your centre. We encourage you to share the meaning of this certification with the community. If you wish to display your achievement in different parts of your facility, IASIOS centres will also have the opportunity to order additional certificates.

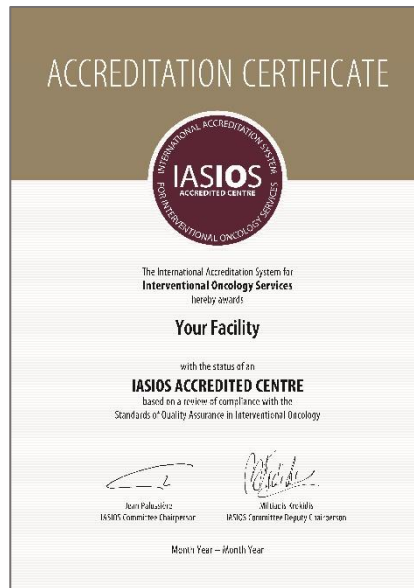


Figure 17 -Your IASIOS Certificate

E-mail Signature

As part of your promotional packet, you will receive an email signature banner with the IASIOS Accredited Centre seal, which can be used by any member of your institution and can be found under your [myIASIOS](#) portal.

In the [Appendix C](#), you will find detailed instructions on how to set your Accredited centre email signature on Outlook and Gmail.

You can either change your previous email signature or add the IASIOS email signature to your existing one. In addition, the IASIOS seals can be incorporated into a tailored email signature created by your hospital's marketing department if no modifications are made to them.



Figure 18 - Email Signature

Facility Website

The IASIOS seals can also be displayed on your hospital website to promote your IASIOS certification. You can include the seal in the footer of the webpage, add a banner to the IO landing page, or have the seal integrated into a promotional image. All website backends are different, if you do not have access to the webpage backend, send your request to the responsible internal department; this could be IT, communications, or the graphics department.

Centres such as the I-Med Radiology Network- Wesley Hospital in Australia have included the seal to their homepage design.



Figure 19 -I-MED Radiology - The Wesley Hospital Website

The Singapore General Hospital included their team picture with their certificate of accreditation as a publication on their website.

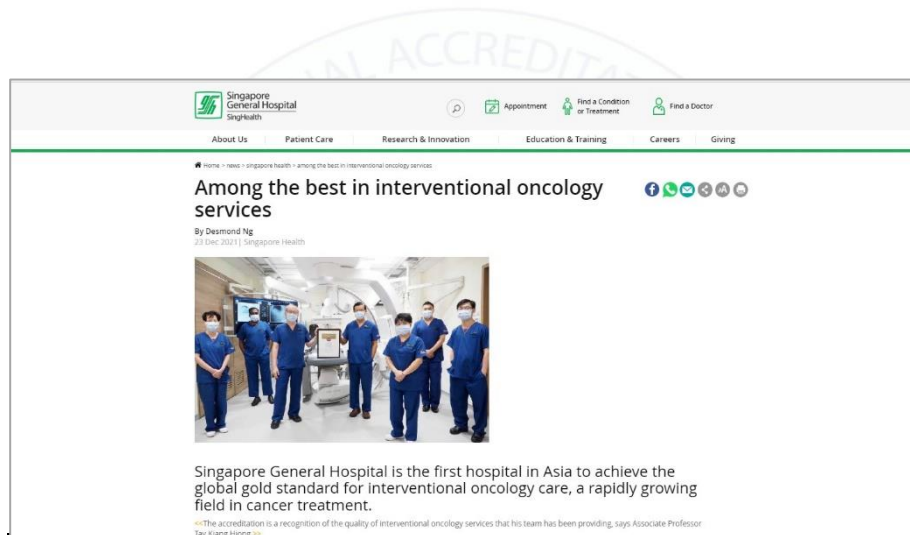


Figure 20 - Singapore General Hospital publication

Business Card

To include the IASIOS Accredited Centre seal on an already existing business card design, we recommend using the .PNG seal.

Using the IASIOS accreditation seals on your business card demonstrates to your patients and colleagues that you have met the highest standards of quality, competency, and professionalism in your field. It shows that you have undergone rigorous evaluations, and have been recognized for your commitment to providing safe and effective care. By displaying the IASIOS Accredited Centre seals on your business card, you can build trust and credibility, and set yourself apart as a trusted and knowledgeable professional in your field.

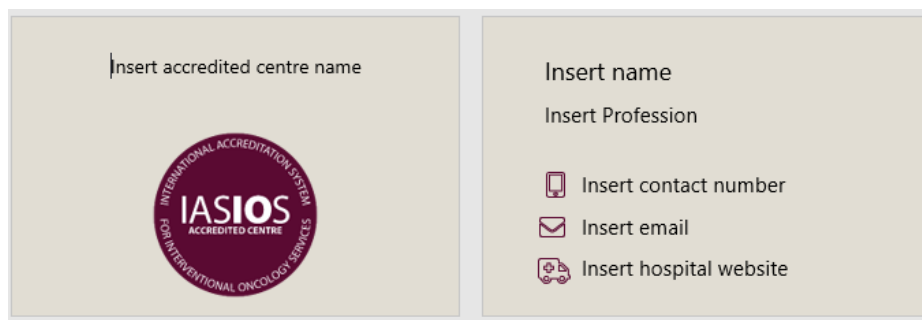


Figure 21 - Business Card

Social Media Banners

We have included in the promotional packet digital resources you can use to promote your IASIOS accreditation. For this we have created social media banners for IASIOS Accredited centres that can be used by individuals or institutions. Alternatively, you can use these as examples that you can forward to your communications department for designing and personalizing social media banners with your institution's corporate identity, including the IASIOS seals.

Most social media platforms allow you to have a profile picture and a banner on your profile page. If you want to add the Accredited seal banner to the hospital page or your personal page, you will find the IASIOS Accredited Centre banners with the Social Media Kit in your myIASIOS area.

To insert the banner, go to your social media platform of preference and add or change the banner in the profile. For detailed instructions on how to set your LinkedIn banners go to [Appendix D](#).



Figure 22 - IASIOS social media banner

Conferences and Presentations

Within your IASIOS promotional packet, we have included a PowerPoint presentation ready to be used, which include slides on what IASIOS is, The CIRSE Standards of Quality Assurance in IO and details about the IASIOS accreditation and its benefits.

Furthermore, if you would like to create a personalised presentation on IO, or any relevant topic to your accreditation, we have included a PowerPoint template with the IASIOS Accredited Centre seal, to be found in your myIASIOS area under "Accredited Centre PP Template".



Figure 23- Presentation slide

Don't forget to use your seals on your slides for other presentations to show your achievement to the audience.



Figure 24 - Seal on slide Example



Figure 25 - Seal on slide Example

Video Promotion

Recording videos could be a great opportunity for you and your team to show others your achievement. Videos can also help promote your facility and the IASIOS programme on the digital media, ultimately leading to major visibility of interventional oncology departments worldwide.

It is always a good idea to consult first with your facility's communications, marketing or public relations department, as they may have specialised equipment and would be able to handle all the technical aspects of video recording. If you do not have any support but are motivated, there are many things that can be done without specialised knowledge using only your smartphone. In [Appendix F](#) you will find tips and technical advice to assist you in getting the best results out of your video.

To promote your IASIOS Accreditation, here are some suggestions for videos you can record:

1. Unboxing your IASIOS certificate
2. Touring your department and getting to know the IO team
3. Video testimonials from the team about how IASIOS has benefited you
4. Explaining the significance of your IASIOS accreditation

Unboxing Video

Unboxing videos are very popular on social media. Make a video while you are unboxing your IASIOS certificate, and share this milestone with others. You can choose if you want to do this in a more private setting or while holding a public [ceremony unveiling your certificate](#). You can ask one member of your team or your marketing department to record the video while you unbox your certificate and choose a place to hang it. You can set a background music to make your video more appealing or modify the speed of the recording. Lastly, share the video on social media and tag all IASIOS social media channels ([LinkedIn](#), [Twitter](#), [Facebook](#)).

Department Tour

You can also make a video touring your healthcare facility and showcasing your workplace. Make use of this opportunity to present the best of your department. For example, you can show your medical equipment and describe in the video how you use them to provide IO treatments in a safer manner. Another possibility is to show each room and workstation while explaining how you deliver your medical services at your facility in accordance with quality standards in IO. Introduce each member of your team and let them explain what role they played and how they prepared during the IASIOS accreditation process. Produce a video in which you present your team and outline which changes were made and which benefits were gained as a result of the IASIOS accreditation.

Testimonials

The IASIOS team has prepared a set of questions and prompts you can use to record your videos. This is not about saying the right words but telling your story and how you succeed in the IASIOS certification. Feel free to choose the questions that have the strongest statement in your particular situation. There is no need for you to send a professionally finished video; the IASIOS office will edit and combine the videos to create a cohesive story.

Before recording and answering the questions, remember:

- Be confident and smile
- Give yourself 2-3 seconds after pressing record and before answering, as well as after answering the last question and before pressing stop.
- Repeat each question as a full sentence before answering
- Answers to each question should not exceed 1-2 minutes
- It is ok to make mistakes, and you can restart as many times as you want. Pause and begin again from the point where you made a mistake.
- Read the guidelines for making videos in [Appendix F](#)

Questions and Prompts

Before recording any specific questions, please begin your video by briefly introducing yourself, your facility, and the IASIOS accreditation team.

- Why did you decide to join the IASIOS community?
 - "The reason why we decided to join the IASIOS community is..."
- What would be your top 3 tips to complete the accreditation process successfully?
 - "My top 3 tips for the accreditation process are..."
- What about the IASIOS application process has benefited your department and facility the most?
 - "One thing from the IASIOS application process that has benefited my department/hospital the most is..."

- What are the main benefits of joining IASIOS for your patients?
 - "One of the main benefits that IASIOS has provided to our patients is ..."
- Can you give us one or two examples of what you had to change at your facility to meet the IASIOS requirements?
 - "One thing that we had to change at my facility/department to meet the IASIOS requirements was..."
- What have been the biggest obstacles you have faced in making progress on the application?
 - "The biggest obstacle we faced in making progress on the application was..."
- How do you think IASIOS will shape the future for interventional oncology?
 - "I believe/think IASIOS will ..."

Other Promotional Activities

If you would like to produce other creative and professional audio visuals and have support from your facility's marketing and communications department, please forward your ideas to office@iasios.org, and we will help you implement your ideas. Among other ideas for what you can do are sharing a video introducing your interventional oncology daily activities, a day in the life of an IO, and success stories from patients who have undergone IO treatments at your facility.

Getting Involved in the Community

IASIOS is not only an accreditation but also a global network of IOs and a supportive community interested and committed to growing the discipline and helping their patients. Being part of the IASIOS community gives you an opportunity for professional development, networking, and promotion of individual practitioners as well as their facilities and more.

IASIOS is committed to supporting and promoting the growth of Interventional Oncology globally. As the IASIOS community grows, additional services from the Annual Benefits Programme and events will be organised exclusively for IASIOS members to empower practitioners and enhance the visibility of IO on a global scale.

You can also take an active part in this process and use the opportunities your certification and community membership provide. Below are a few suggestions and ideas that you can use to get more involved in the community and increase awareness of interventional oncology. We value your opinion at IASIOS and will consider any suggestions you may have, please feel free to share any additional thoughts with us at office@iasios.org



Figure 26 - IASIOS Cocktail Reception 2022

Join the IASIOS Council

Among the advantages of becoming an IASIOS Accredited Centre is the opportunity to nominate a member of your accreditation team to serve on the IASIOS council.

The IASIOS Council is governed by the IASIOS Committee. Being a member of the IASIOS council is a unique and prestigious recognition since the members who form this group are some of the most highly qualified professionals in their respective fields. IASIOS Council members are dedicated professionals assessing the applications to determine a facility's suitability for accreditation. The term of office of Council members is four years, renewable for another four. You can find more information about our current council members on the IASIOS website [here](#).



Figure 27 - IASIOS Council Work Experience

IASIOS Council

International group of dedicated experts from the world's top IO hospitals in Asia, Australia, Europe, North America and South America assess applications to determine a facility's suitability for accreditation and work under the governance of the IASIOS Committee



Figure 28 - IASIOS Council

Share your Experience

Becoming an IASIOS Accredited Centre requires meeting all the core criteria from the standards of quality assurance in interventional oncology. To meet this set of the standards, many centres must make changes and implement new practices, although all centres will encounter the same requirements, you may face different challenges and complications during the process. Talking about your experience with the IASIOS accreditation can help other centres work through the challenges and complications they can encountered along the way. There are many ways you can help the community of enrolled and participating IASIOS centres seeking accreditation, for example:

- Host an Ask me Anything (AMA) session for hospitals speaking your native language. Our IASIOS team would be able to join onsite or virtually for any additional support and would provide presentation slides.
- Become a mentor to IOs seeking support from their centre to enrol.
- Give a talk at IO congresses, workshops, and other events.

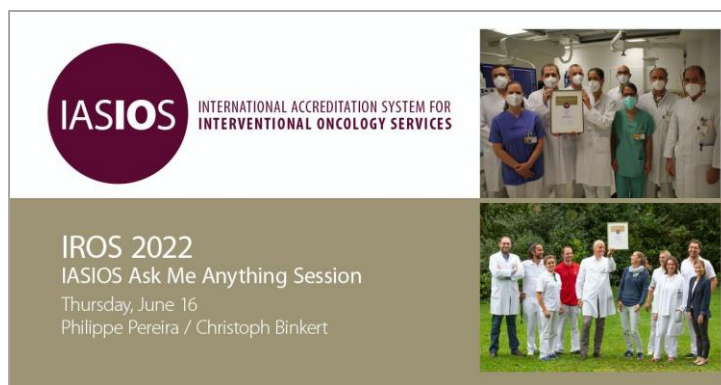


Figure 29 - AMA Session, IROS 2022

Publish an Article

Accreditation gives you experience and knowledge you can use to transmit others. Another advantage of getting the IASIOS accreditation is that you can use your expertise to publish a scientific paper. Going through the IASIOS accreditation process will let you identify gaps and improve as an institution and an individual professional. We encourage you to reflect on the process and use the experience you have been through to share with others the importance of quality assurance and the standardisation of practice in interventional oncology and interventional radiology.

Sharing about your experiences and obstacles will help others improve their IO practices; additionally, you will have the advantage of letting the scientific community know about what and how you have enhanced interventional oncology services at your facility. Having the same bottom line and standards will facilitate multi-facility studies, and comparing data between different centres will be easier. You can publish a paper about interventional oncology and reflect on the benefits of your certification process. Other IASIOS centres have done this exercise; besides having a topic for a scientific publication, it will help you to reflect on the process you have been through and spread the word on how standardising can benefit this medical field and how interventional oncology is revolutionizing modern cancer care.



Figure 30 -Singapore General Hospital CVIR Article

Appendix A – Press Release Template IASIOS Enrolled Centre

PRESS RELEASE

[CITY, Month, Day, Year]

FACILITY CONTACT: Name, position, email, phone number

IASIOS: office@iasios.org, +43 1 904 2003 57

[FACILITY NAME] is Raising the Bar for Interventional Oncology as an IASIOS Enrolled Centre

Quality assurance is a top priority for exceptional healthcare providers. We are pleased to announce that [FACILITY NAME] has joined the IASIOS Accreditation program, demonstrating its commitment to providing high-quality interventional oncology (IO) care. IASIOS provides facilities with guidance on standardising their patient pathways and building quantifiable benchmarking systems. With the establishment of IO as the fourth pillar of cancer care, facilities providing IO therapies must follow appropriate guidelines if the treatments are to be used safely and appropriately.

As a member of IASIOS, [FACILITY NAME] ensures that their patients receive the highest quality care according to internationally accepted standards. IASIOS is based on the CIRSE Standards of Quality Assurance in Interventional Oncology, a document that has been globally supported by the European Cancer Organisation (ECO) and 40 international societies.

The accreditation team is led by [AUTHORISED REPRESENTATIVE /TEAM LEADER], who had the following to say about the accreditation on behalf of the hospital, said:

“[INSERT QUOTE HERE FROM AUTHORISED REPRESENTATIVE/TEAM LEADER ON WHY THE FACILITY HAS DECIDED TO JOIN THE IASIOS PROGRAMME]”

As an IASIOS Enrolled Centre, [FACILITY NAME] joins a global community of IO centres that develop and promote IO practice while raising awareness about its benefits among patients and medical providers. IASIOS community members also have the opportunities to learn from each other and network in a variety of exclusive social events, seminars and workshops.

About Your Facility

[INSERT HERE INFORMATION ABOUT YOUR FACILITY]

About IASIOS



The International Accreditation System for Interventional Oncology Services (IASIOS) is the first accreditation system designed for medical facilities operating in interventional oncology and aspiring for formal recognition. The global IASIOS accreditation streamlines the whole patient pathway and provides facilities with essential quality standards for safer procedures and patient satisfaction. Centres that are enrolled in the IASIOS system can utilise the support provided by the IASIOS office and optional consultancy while they are in the process of improving their IO service lines and preparing their IASIOS application. In addition to the accreditation, IASIOS is a membership programme providing a global network of like-minded interventional oncologists. For more information, please visit www.iasios.org

Appendix B – Press Release Template IASIOS Accredited Centre

PRESS RELEASE

[CITY, Month, Day, Year]

FACILITY CONTACT: Name, position, email, phone number

IASIOS: office@iasios.org, +43 1 904 2003 57

[FACILITY NAME] Awarded the IASIOS Accreditation for Interventional Oncology

[FACILITY NAME] has earned the IASIOS Accredited Centre Seal, demonstrating continuous compliance with the standards that ensure high-quality care and best practices in interventional oncology (IO). The IASIOS Accredited Seal is a testament to safe patient care and excellent services provided by a facility, in compliance with the CIRSE Standards of Quality Assurance in Interventional Oncology, a document supported by the European Cancer Organisation (ECO) and more than 40 regional and national radiology societies worldwide.

In [MONTH, YEAR], [FACILITY NAME] demonstrated compliance with the IASIOS guidelines and requirements and achieved the IASIOS certification. As part of the accreditation process, assessors evaluated the three dimensions of the Standards of QA in IO by using quantifiable benchmarks: staff and facilities, treatment planning and delivery, and safety and quality. To attain IASIOS accreditation, facilities must achieve a minimum set of standards and undergo an internal case review.

[PERSON NAME, POSITION] led and served as the Authorized Representative for the IO service at the Centre. The accreditation process was carried out by [DEPARTMENT NAME]. The dedicated work of this team was instrumental in completing the IASIOS application process. [AUTHORIZED REPRESENTATIVE or TEAM LEADER] on behalf of the hospital said:

[INSERT QUOTE FROM AUTHORISED REPRESENTATIVE OR TEAM LEADER] [INSERT HERE EXAMPLES ON HOW YOUR FACILITY PREPARED FOR THE ACCREDITATION AND HOW IT HAS BENEFITED YOUR HOSPITAL]

As an IASIOS member, [FACILITY NAME] is now part of a worldwide community of top IO centres working together to develop, further, and promote the practice of IO and raise awareness of the benefits of this discipline amongst both patients and medical providers. We at [FACILITY NAME] look forward to collaborating with and learning from others in the community as we work towards the establishment of a unique global approach to IO across the globe.

About Your Facility

[INSERT HERE INFORMATION ABOUT YOUR FACILITY]

About IASIOS



The International Accreditation System for Interventional Oncology Services (IASIOS) is the first accreditation system designed for medical facilities operating in interventional oncology and aspiring for formal recognition. The global IASIOS accreditation streamlines the whole patient pathway and provides facilities with essential quality standards for safer procedures and patient satisfaction. Centres that are enrolled in the IASIOS system can utilise the support provided by the IASIOS office and optional consultancy while they are in the process of improving their IO service lines and preparing their IASIOS application. In addition to the accreditation, IASIOS is a membership programme providing a global network of like-minded interventional oncologists. For more information, please visit www.iasios.org

Appendix C – Setting up your IASIOS Email Signature

Setting up your signature in Outlook.

Once you have logged into your Outlook email where you want to add the email signature:

1. In the search tool, input "signature" select "signature" from the drop-down and once again on the right menu

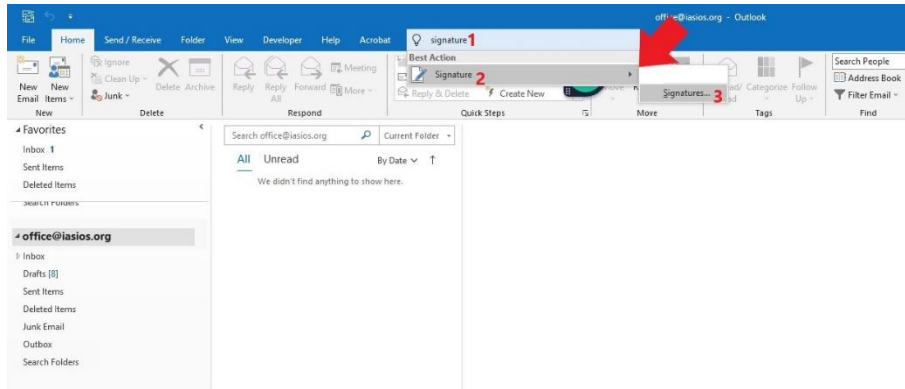


Figure 31- Outlook

2. If you are adding the email signature banner to an existing signature, select it and insert the image at the end of the signature with the insert button.

If you are creating a new signature, after you have added your name and information, add the signature to the end of the signature. Make sure to set the signature for new messages and replies from the selected email account.

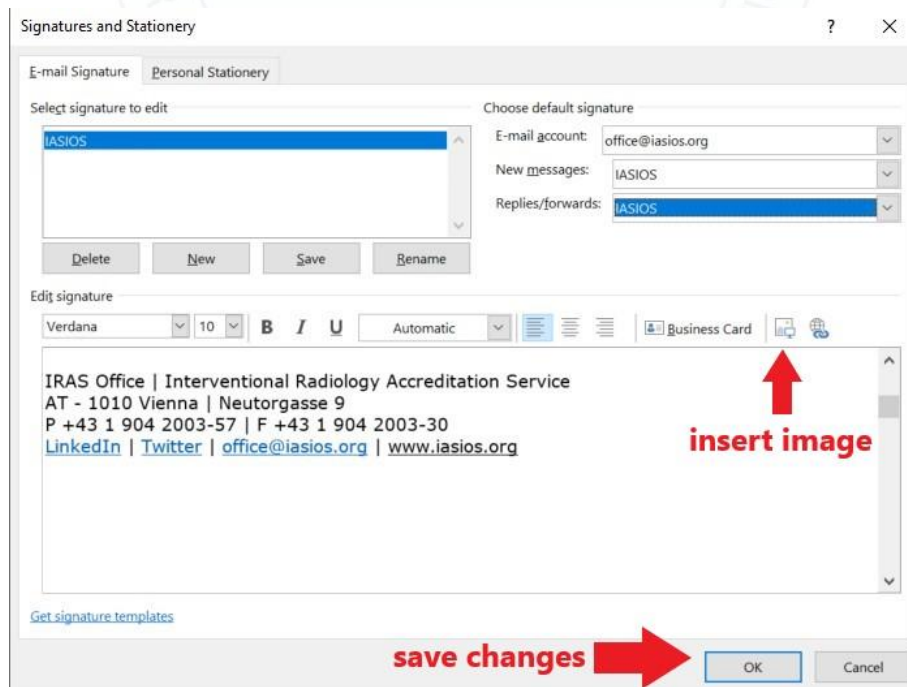


Figure 32- Outlook Signature instructions

3. Save all changes once your signature is ready by clicking "OK"

When embedding the banner in your signature please follow the steps blow to help the banner show up in the best resolution:

1. Embed the banner directly from the original file
2. Right click on the banner while editing the signature
3. From the drop-down menu select image
4. From image box select compress
5. In the Compress box make sure to select (All images in the document, make sure to deselect the boxes for images compress.)
6. Then select "ok" and "apply" and then "ok - out of the forms"

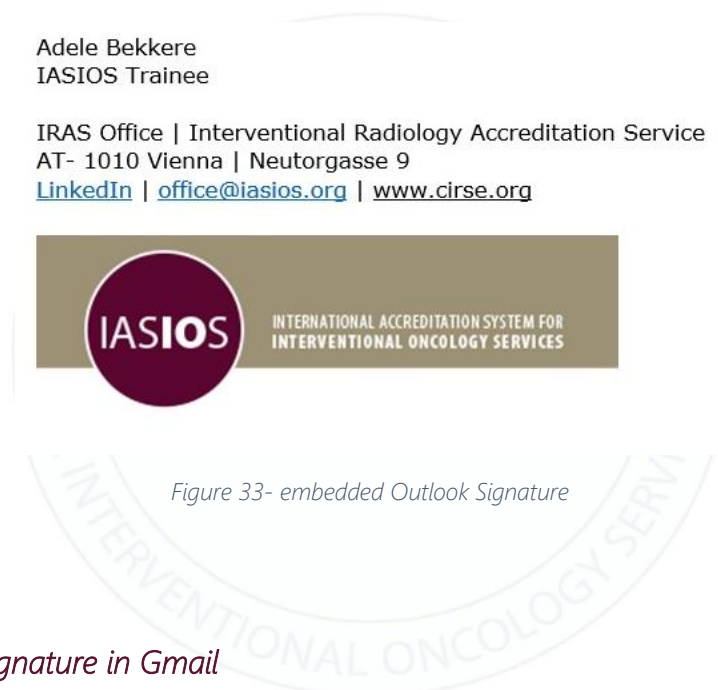


Figure 33- embedded Outlook Signature

Setting up your signature in Gmail

Once you have logged into the Gmail account you want to add the email signature to:

1. Open the settings on the top right side of your screen and click on "see all settings"
2. Scroll down to the signatures; if you want to add it to an existing signature, insert the image after your name and information. If you want to add a new signature, click on "create new signature" name your signature, type any relevant contact information you wish and insert the email banner image at the end of the signature.

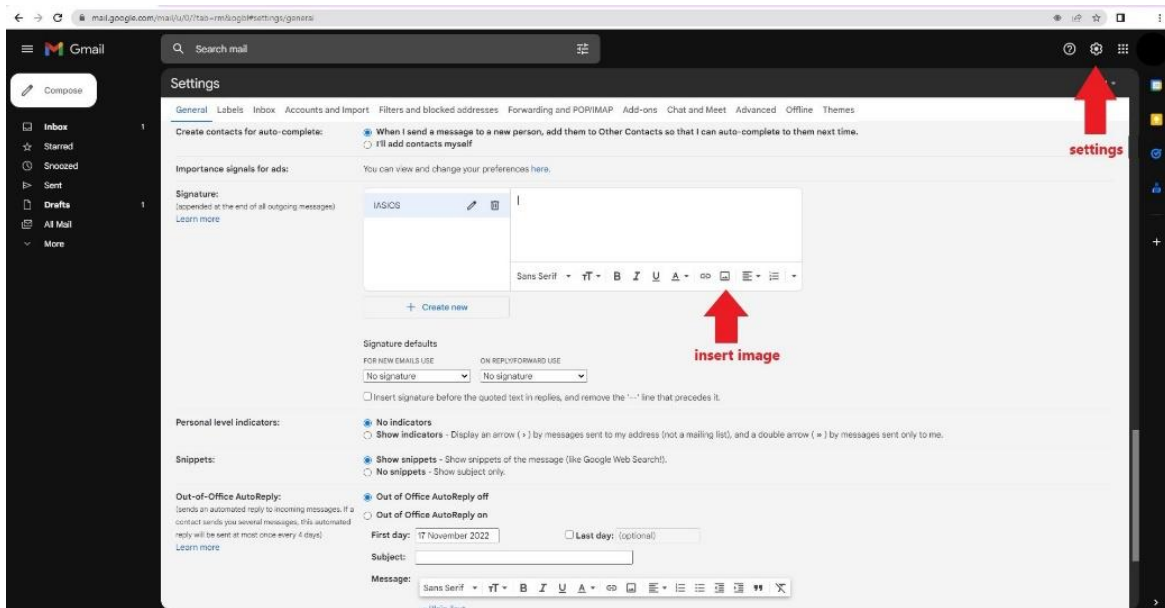


Figure 34- Gmail Signature

3. Click on the Upload tab and drag the image from the folder on your computer or upload it from your library.

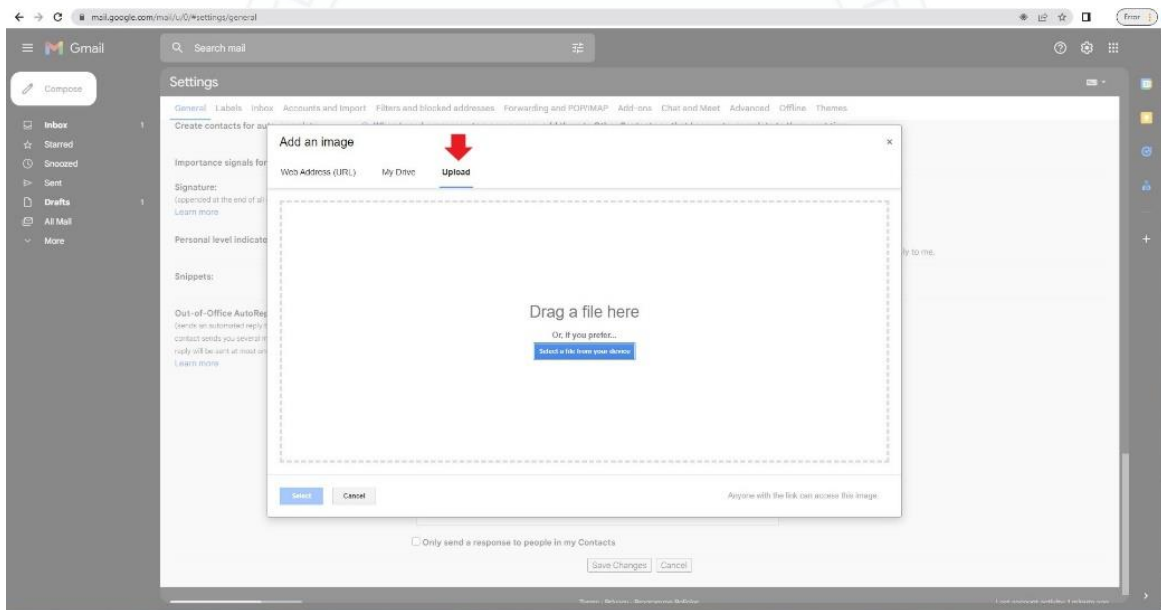


Figure 35- Gmail Signature

4. Once you have added the email signature banner and made any changes to your signature, save changes at the very end of the settings page

Appendix D – Setting up your IASIOS LinkedIn Profile Banner

To add or change your profile banner on LinkedIn

1. Go to your profile by clicking your profile image and then visit my profile

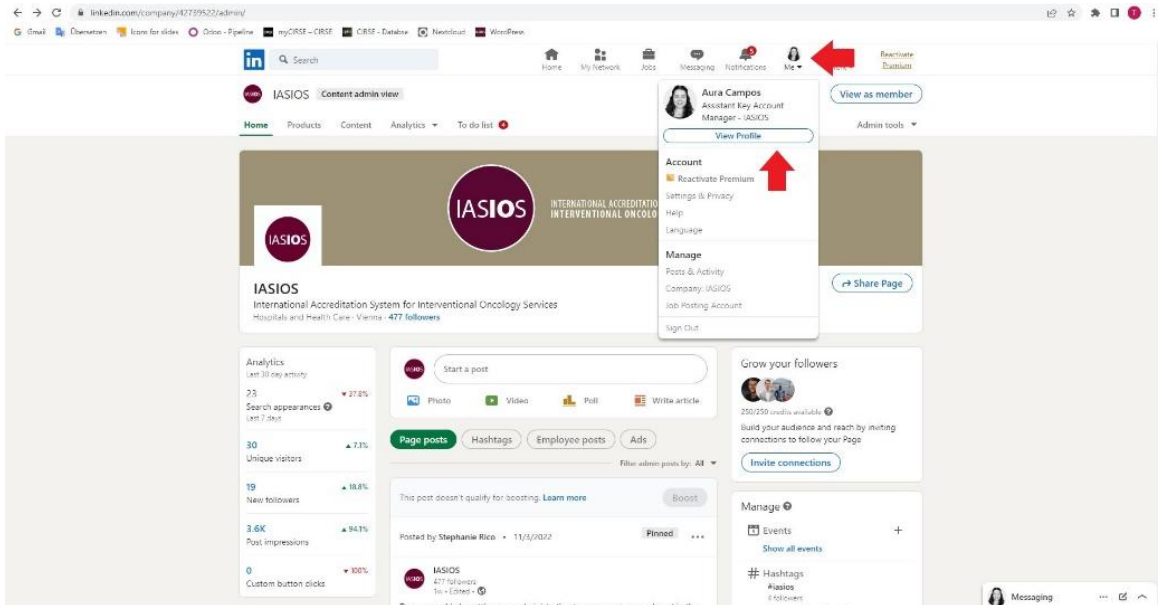


Figure 36- LinkedIn Banner

2. From your profile, click on the edit button for the banner

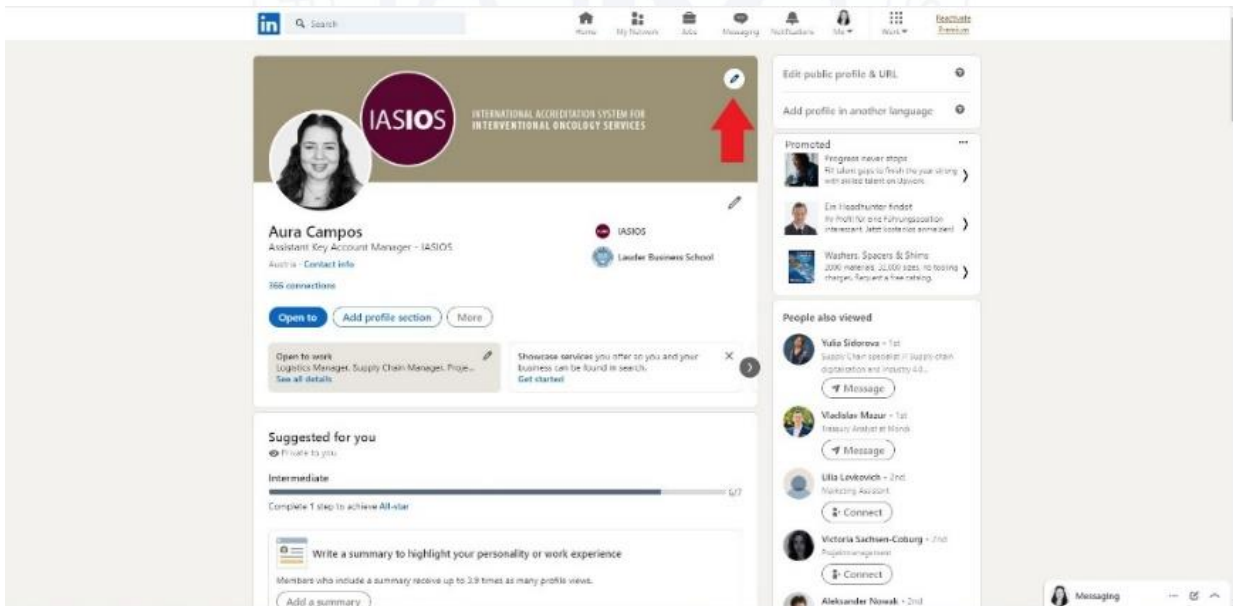


Figure 37- LinkedIn Banner

3. Insert the LinkedIn banner with the IASIOS seals

If you do not yet have a profile banner, you will edit profile background

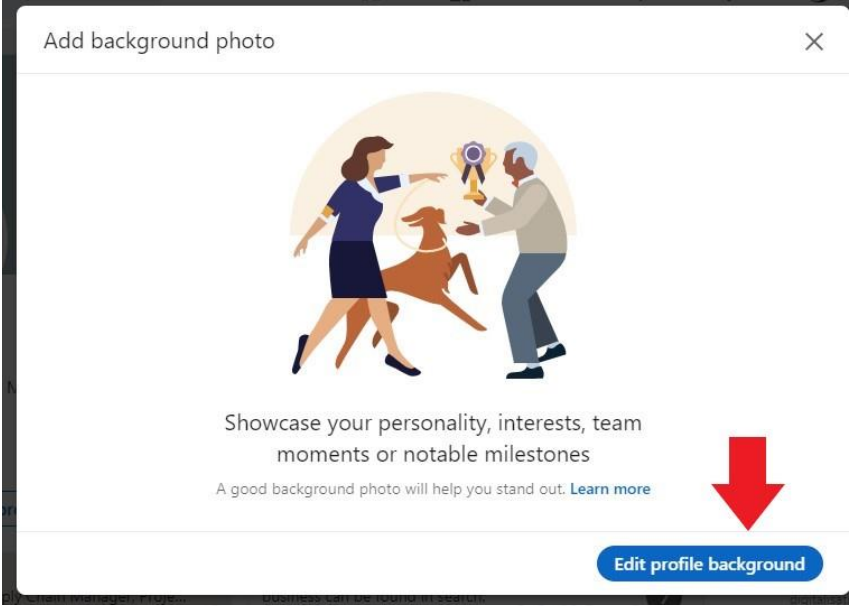


Figure 38- LinkedIn Background

If you already have a banner, you will choose change banner and apply changes.

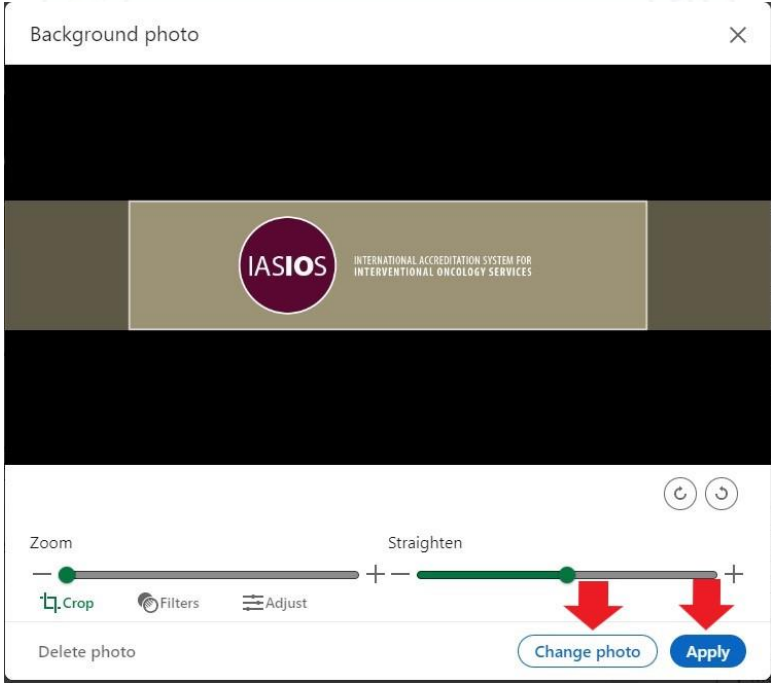
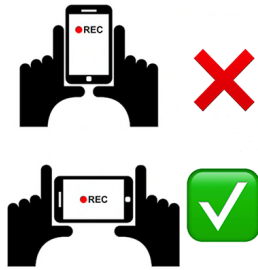


Figure 39- LinkedIn Banner

Make sure your banner is centred and has the right width.

Appendix E – Tips for Taking Photos



Camera angle

Use a horizontal camera orientation when taking a picture with more than five individuals in the frame.



Indoor/Outdoor

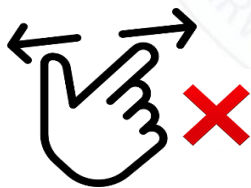
Location

Choose a location that identifies your institution. There is no limitation on where your team picture can be taken, whether inside your department building, outside the building with signage in the background, or in the surgery room. Try different locations.



Lighting

When shooting during the day, it is always preferable to use natural light, but we recommend you utilise the artificial lighting you have on hand if you need to shoot indoors. Evaluate the different options you have available.



Zoom

Avoid using the zoom when taking pictures; it will reduce the quality of your pictures.



Repeat

Repeat if needed; taking more than one picture and using different angles is always a good option. A variety of shots will increase your chances of obtaining a better photo and the opportunity to share your story several times.

Appendix F – Tips for Filming Videos

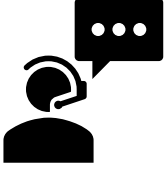
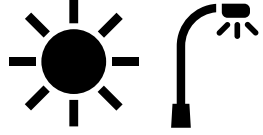




<p>Subject position</p>  <p>Give your video a documentary look. Avoid looking at the camera and try looking to the side. It may help to look at a person standing next to the camera. See the picture example below.</p>	<p>Lighting</p>  <p>Find a place with good lighting facing you instead of behind you. Preferably natural light, for example, next to a window. Consider using a light to illuminate people's faces if you are filming indoors.</p>	<p>Location</p>  <p>Choose a location indoors or outdoors with a pleasing aesthetic and a well-organized background.</p>
<p>Stability</p>  <p>Place the camera on a tripod or in a static area to avoid a shaky video.</p>	<p>Speak clearly</p>  <p>Speak loudly but without shouting so the camera/phone registers each word well. Avoid recording in a noisy place.</p>	<p>Record twice</p>  <p>If possible, record the audio with a second device (e.g., a microphone, voice recorder, or a second smartphone)</p>

Figure 40 - Filming tips



Figure 41- Subject Position Example- Documentary Style