



Participant **MEDIA KIT**



**Quality Improvement
Organizations**
Sharing Knowledge. Improving Health Care.
CENTERS FOR MEDICARE & MEDICAID SERVICES

SUPERIOR HEALTH
Quality Alliance
Great Lakes Region



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Improving Health Quality

Superior Health Quality Alliance (Superior Health) is a joint venture that serves as a Quality Innovation Network–Quality Improvement Organization (QIN-QIO) in the Centers for Medicare & Medicaid Services’ (CMS) 13th Scope of Work (13SOW). We deliver no-cost quality improvement support to Medicare communities, nursing homes, hospitals, and clinicians.

As part of this effort, we focus on four critical clinical areas defined by CMS: prevention and chronic disease management, patient safety, behavioral health, and care coordination. Learn more by visiting the areas below or go to <https://www.superiorhealthqa.org/>.



Nursing Homes

Superior Health leverages years of experience to improve the quality of care and the quality of life of people living in nursing homes.



Hospitals

Superior Health works with hospitals to reduce all-cause harm and readmissions through targeted strategies, data insights, and implementation of evidence-based best practices for better patient outcomes



Clinics

Clinics offer a wide range of services to help patients stay healthy and address their health needs through prevention, treatment, wellness, and engagement.



Community Care

Community services play a crucial role in health care by helping with access to care, prevention, education, support, navigation and cultural competency.



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Enroll in the 13SOW

PRESS RELEASE TEMPLATE

(Fill out and send this press release to your local media outlets.)

FOR IMMEDIATE RELEASE [Date]

Contact: [Name] [Title] [Organization] [Phone] [Email] [Website]

[Participant ORGANIZATION NAME] Joins Superior Health to Advance Quality Improvement in [STATE/REGION]

[City, State] — [Participant Organization Name] is proud to announce its collaboration with the **Superior Health Quality Alliance (Superior Health) Quality Improvement Network—Quality Improvement Organization** to strengthen health care quality, improve patient outcomes, and support evidence-based practices across the region.

Through this collaboration, [Participant Organization Name] will participate in targeted quality improvement initiatives designed to enhance care coordination, reduce preventable harm, and support health care providers in delivering high-value, patient-centered care. Superior Health works with organizations across multiple states to advance national health care priorities and accelerate measurable improvement.

“[Insert quote from participant organization leader about why participation matters],” said [Name, Title] of [Participant Organization Name].

Superior Health provides technical assistance, data-driven insights, and evidence-based tools to help health care organizations address key areas such as prevention and chronic disease management, patient safety, behavioral health, and care coordination.

“I’m so proud of the way our teams and communities step up to collaborate, innovate, and provide person-centered quality improvement initiatives,” said Tania Daniels, PT, MBA, Superior Health Chief Executive Officer. “Our programs are truly integrated across settings and services—all during a time of immense need.”

- MORE-

As part of this collaboration, **[Participant Organization Name]** will engage in activities such as:

- Participating in learning collaboratives and training sessions
- Implementing best practices to improve clinical outcomes
- Sharing data and insights to support continuous improvement
- Working with community participants to address health disparities

This partnership underscores a shared commitment to improving the health and well-being of individuals and communities throughout **[State/Region]**.

About [Participant Organization Name]

[Insert 3–5 sentence description of the participant organization, its mission, services, and the population it serves.]

About Superior Health Quality Alliance QIN-QIO

Superior Health improves health care quality, experience and health equity across the continuum of care. We focus on innovation, effectiveness and efficiency in designing and implementing quality improvement initiatives that are person-centered and integrated across settings and services. We serve six states in the Great Lakes Region, including: Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin.

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SOCIAL MEDIA ANNOUNCEMENT

Tout your participation in the 13SOW. Post the following image and announcement on all of your social media platforms. Download the image below or access it via the following link: <https://www.superiorhealthqa.org/wp-content/uploads/2026/02/Social-Media-image.jpg> Once you see the image, right click to save it.

We're excited to share big news!

[Participant Organization Name] is proud to collaborate with the **Superior Health Quality Alliance (Superior Health) Quality Improvement Network–Quality Improvement Organization** to strengthen health care quality and improve outcomes for the communities we serve.

Through this collaboration, we'll work alongside Superior Health to make advancements in prevention and chronic disease management, patient safety, behavioral health, and care coordination.

“[Insert brief quote from participant leader about why this collaboration matters]” — [Name, Title]

We're looking forward to driving meaningful, measurable improvement together.

[#QualityImprovement](#) [#HealthEquity](#) [#PatientSafety](#)
[#SuperiorHealthAlliance](#) [#QINQIO](#)



PARTICIPATION SEAL

Download the seal below to display on your website and other materials. Or access it via the following link: <https://www.superiorhealthqa.org/wp-content/uploads/2026/02/Superior-Health-Certified-Partner-Seal.png> Once you see the seal, right click to save the image.

Tout your participation in the 13th Scope of Work. And let your patients know you are committed to quality patient-centered care.





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