



Promoting Your Participation in the ELEA Innovation Award

Thank you for being a part of the Innovation Award!

The [Home Centered Care Institute](#) (HCCI), with support from the [ELEA Institute](#), is proud to recognize your organization's commitment to advancing palliative care in Illinois. Your participation in this initiative demonstrates leadership in expanding services, improving patient outcomes, and building sustainable care models through Chronic Care Management (CCM).

Why Promote Your Involvement?

Sharing your participation helps:

- Highlight your organization's innovation and leadership.
- Build trust with patients, caregivers, and partners.
- Inspire others in the healthcare community.

Sample Social Media Post

We're thrilled to announce that [Practice Name] has been chosen to participate in the **Innovation Award**, a forward-thinking initiative led by the **Home Centered Care Institute (HCCI)** and supported by the **ELEA Institute**.

This initiative allows us to strengthen our commitment to compassionate, home-based palliative care by integrating **Chronic Care Management (CCM)** services that improve outcomes and support long-term sustainability.

Together, we're shaping a healthier future for patients and families across Illinois—right from the comfort of home.

#HomeCenteredCareInstitute #HCCI #ELEAInstitute #InnovationAward #PalliativeCare
#ChronicCareManagement #HomeBasedPrimaryCare

Tips for Social Media & Website Promotion

- Use the Innovation Award and HCCI hashtags.
- Tag Home Centered Care Institute in your posts when possible.
- Share photos of your team participating in webinars or training.



- Highlight patient impact stories (with consent).
- Link to your website's announcement or blog post about the award.

Branding & Media Resources

To ensure consistent and professional messaging, please refer to the following resources found in your [HCCI Learning Hub™](#):

- [🔗 HCCI Marketing Toolkit](#)
- [🔗 HCCI Brand Guidelines](#)
- [🔗 Innovation Award Logo](#)
- [🔗 ELEA Innovation Award Overview](#)

For questions or support, please contact Raabiah Ali | Program Manager | Rali@hccinstitute.org.