AORN Seal of Recognition™
Program Description and Terms of Use

Introduction

The Association of periOperative Registered Nurses (AORN) has developed a comprehensive review and recognition process (AORN Recognition Program) to assist health care professionals in selecting quality training, education and in-service programs that are consistent with the AORN Guidelines for Perioperative Practices (previously titled Perioperative Standards and Recommended Practices).

The AORN Seal of Recognition™ ensures that perioperative training, education and in-service programs presented in seminars, publications, web-based programs, and other resources are sound, reliable and based on AORN’s Guideline for Perioperative Practice. The AORN Seal of Recognition provides a visual representation and confirmation that the content of training, education and in-service programs has satisfied a quality review by AORN. The Seal of Recognition is intended to convey to health care professionals and customers that the content meets AORN’s Guidelines for Perioperative Practice.

The Value of the AORN Seal of Recognition

For providers of health care training, education and in-service programs, the AORN Seal of Recognition is a valuable confirmation that your program is a premier and recognized resource for perioperative nurses. AORN is considered an authority throughout the perioperative community on safe operating room practices, evidence-based practices, perioperative research, and guiding principles that support day-to-day nursing practice. The AORN Seal of Recognition will communicate to over 41,000 AORN members and the rest of the perioperative and health care community that your program is dedicated to that same excellence in patient care.

AORN’s Guidelines for Perioperative Practice contains the AORN-approved standards, recommended practices and guidance statements. They represent what is believed to be optimal and achievable perioperative nursing practice and are based on the highest level of evidence available. All training programs and materials vetted through the AORN Recognition Program will be compared for consistency with the AORN Guidelines for Perioperative Practice.

Eligible Materials

Training, education and in-service activity content that is related to advancing perioperative practice, developed around the safe use of equipment and/or products used in the perioperative setting, and conforms to AORN’s Guidelines for Perioperative Practice (most current edition) are eligible for the AORN Recognition Program.

Suitable examples for the AORN Seal of Recognition include, but are not limited to:
- In-service training and programs, including web programs, webinars and on-line activities;
- Tool kits, white papers, posters and guidelines;
- Training and in-service manuals/brochures intended for patients, consumers, and/or health care professionals (generally product care and safety brochures, not product marketing);
- Electronic media (DVDs, CD-ROMS, etc.); and
- Operator’s manuals or user guides.

NOTE: AORN does not endorse any commercial product or service, and nor is the AORN Recognition Program a review of products or services. The AORN Recognition Program only reviews the content associated with training, education and in-service programs and materials. The AORN Recognition Program is separate from the AORN, ANCC Accredited Provider Unit and therefore does not include any CE credit for programs. Training and in-service materials submitted for review through the AORN Recognition Program are considered promotional and commercial in nature and therefore do not meet the ANCC criteria for continuing education contact hours. Continuing education courses that provide contact hours are not eligible for the AORN Recognition Program.

Application and Review Process

Each application is reviewed by members of a peer group of registered nurses who are expert in perioperative nursing practice and the AORN Guidelines for Perioperative Practice. Content is reviewed for consistency with the applicable AORN’s Guidelines for Perioperative Practice. Pictures or videos must also follow recommended practices and best clinical nursing practices. Applications will be reviewed and kept in confidence by AORN.

Applying for Recognition

Applicants for the AORN Recognition Program must submit the following:

1. Completed on-line application including:
   a. Applicant information and contact information
   b. Brief description of training, education or in-service program and related objectives
   c. Signature and acceptance of the payment terms and Terms of Use

2. Materials to be reviewed
   a. In final draft format (note any materials submitted for review are subject to changes prior to approval) preferably in a format that can be edited such as Microsoft Word or PowerPoint presentation document
   b. Links to training or in-service programs for website review are also accepted
   c. “Training” refers to a single training program or title and not a series or grouping of training activities or titles. Different formats, e.g., operator’s manual, DVD, webinar, etc., of the same training may be submitted without incurring additional fees

Materials submitted in the initial application are considered one submission. Any subsequent materials requested to be reviewed by AORN, even if related to the same program or Recommended Practice, constitute a new submission subject to the then-applicable application fee.

The AORN Recognition Program is a process. Applicants will be notified within six weeks of receipt of the materials by AORN. The notification will indicate if the applicant was awarded the AORN Seal of Recognition, or it will recommend changes to the training, education or in-service program. The applicant may at that time choose to make the recommended modifications and resubmit for a second (and final) review, or withdraw the application. No refunds are provided if the application is not awarded the AORN Seal of Recognition.

Materials that are approved for recognition may not be modified without additional approval through the AORN Recognition Program. The AORN Seal of Recognition cannot be used by an applicant for any documents or materials other than what was specifically submitted and approved by AORN.

Payment

Once an application is received by AORN an invoice will be processed and sent to the applicant with standard payment terms net due upon receipt. Payment must be received by AORN prior to the Seal of Recognition approval being provided. Credit card payments are accepted.
Fee Structure
Fees are due at the time of application or invoice and are non-refundable. AORN will not initiate its clinical review of any materials until receipt of all fees.

Application Fee for AORN Seal of Recognition \textbf{\$6,000}
- Includes clinical review and recommendations
- Second (and final) clinical review if applicable

If applicant is awarded the AORN Seal of Recognition, AORN will provide the following:
- Electronic file of the AORN \textit{Seal of Recognition} logo
- License to display the logo (per the terms of the agreement) for one year
- A one-year listing in the AORN \textit{Seal of Recognition} directory

Renewal Fee \textbf{\$1,500}
- Annual fee to continue to use the AORN \textit{Seal of Recognition} on the \textit{same} materials
- Includes a new clinical review for consistency with any updated or new standards
AORN Seal of Recognition™

Terms of Use

Overview
This Agreement defines the terms of use for the AORN Seal of Recognition™ and serves as the Applicant’s acceptance of these terms and agreement to correctly use of the AORN Seal of Recognition logo. These terms should be distributed to Applicant representatives, creative staff or agency and other pertinent individuals to ensure the AORN Recognition Program is implemented in accordance with the terms below.

Recognition Period
The AORN Seal of Recognition can be used for a period of one year after the effective date defined in the approval of recognition notification. At the end of the one year term Applicant may choose to renew the AORN Seal of Recognition. If the Applicant does not opt to renew the AORN Seal of Recognition, this Agreement and the Applicant’s right to use the AORN Seal of Recognition logo expire automatically.

Renewal and Termination Process
AORN will review expiring materials with no or minimal changes for a renewal fee of $1500 per year. If the material to be renewed is substantially modified or if the applicable AORN Guidelines for Perioperative Practice have been updated since the initial approval, the then-current new application fee will apply. Minimal v. substantial modifications will be determined at AORN’s discretion.

Ninety (90) days prior to the end of each term, AORN will notify the Applicant of the pending expiration of the AORN Seal of Recognition and request the Applicant to sign the renewal or termination form (see attached). If the Applicant chooses not to renew, all use of the AORN Seal of Recognition printed or otherwise shall cease at the defined expiration date.

If Applicant chooses to renew, the materials should be submitted to AORN for review as soon as possible after receipt of the renewal notification to allow for time to review the materials prior to expiration. If needed, an additional grace period of 60 days will be allowed at the end of each term to provide for the review process and/or changes to the materials. Grace periods will only be granted if a signed renewal form has been received by AORN along with payment. If the revised document is still under review after the 60 day grace period, the use of the AORN Seal of Recognition must cease until such approval is received.

Revoking or Suspending the AORN Seal of Recognition
AORN will periodically audit the usage of the AORN Seal of Recognition in the approved materials, as well as Applicant’s marketing collaterals, websites, publications, etc. at its discretion. Upon request, Applicant must provide AORN all submitted materials and marketing collateral related to the materials for AORN’s review and approval. In the event AORN determines that use of the logo is not in compliance with the guidelines provided in this document, AORN will issue a correction notice. Applicants will have 10 business days to make the identified correction(s) and submit to AORN for review. If AORN determines the Applicant’s usage of the AORN Seal of Recognition remains out of compliance, AORN will immediately issue a notification to the Applicant that the seal be removed from any and all material(s) immediately, the remainder of the one-year term will be forfeited, and this Agreement and the Applicant’s right to use the AORN Seal of Recognition will be terminated. No refunds will be provided.

If there is a change in the owner, manufacturer, distributor or provider of approved material(s), this Agreement and the Applicant’s right to use the AORN Seal of Recognition logo expire automatically unless Applicant seeks advance written approval from AORN.
AORN Seal of Recognition Logo Usage

The following are the Usage Guidelines for publishing, reproducing, printing, and any other use of the AORN Seal of Recognition logo.

1. Applicant must have received written approval from AORN that the materials have been reviewed and awarded the AORN Seal of Recognition.
2. All fees must be paid before the logo may be used.
3. No documents print or digital will carry the AORN Seal of Recognition without having been submitted and approved through the AORN Recognition Program.
4. Wherever the AORN Seal of Recognition is used or mentioned in writing, it must be accompanied by (a) the title of the materials that was awarded the Seal or Recognition (refer to graphic example on page 3 of this document), and (b) the following disclaimer:

   Disclaimer
   The AORN Seal of Recognition has been awarded to <Title of Training or In-Service Program> on <insert date of approval> and does not imply that AORN approves or endorses any product or service mentioned in any presentation, format or content. The AORN Recognition program is separate from the AORN, ANCC Accredited Provider Unit and therefore does not include any CE credit for programs.

5. The AORN Seal of Recognition cannot be applied or tied to a company, product or services in a way that implies endorsement, certification, or sponsorship of the company, its operations, services, or products by AORN.
6. The AORN Seal of Recognition cannot be applied to products or product packaging.
7. Awarding the AORN Seal of Recognition does not imply a partnership, strategic alliance, or other collaborative relationship between AORN and the Applicant.
8. Applicant’s right to use the AORN Seal of Recognition logo is non-assignable.
9. Applicants may not use the AORN Seal of Recognition to disparage AORN, its products or services, or in a manner which, in AORN’s reasonable judgment, would diminish or otherwise damage AORN’s goodwill or reputation.
10. Applicants may not alter the AORN Seal of Recognition in any manner. It must be applied in all cases without modification as it was provided by AORN.
11. The AORN Seal of Recognition must appear (consistent with these guidelines) with reasonable spacing and sizing between each side of the AORN Seal of Recognition and other graphic or textual elements. Spacing around the AORN Seal of Recognition must appear independent of any other trademark, seal, indicia, corporate logo, statements, quotes, or any other branded element or mark.
12. Applicant acknowledges that all rights to the AORN Seal of Recognition are the exclusive property of AORN and all goodwill generated through the use of the AORN Seal of Recognition are intended specifically and only for the material reviewed by AORN.
13. AORN reserves the right in its sole discretion to modify these Usage Guidelines and Terms of Use at any time and to take appropriate action as necessary to protect its intellectual property and reputation, including revoking or suspending Applicant’s right to use the logo.

Graphics and Production Guidelines

The guidelines for use of graphic files provided by AORN are as follows.

- The .eps files can be inserted into print publications for high quality publications. They are vector art, and can be sized to any size and will maintain image quality.

- The .tif files are also appropriate for print use (and may have a better preview if using in a program like MS Word). These .tif files should not be enlarged more than 20% of their present size, of 1 ¼ inch.

- The .gif files are for use on a web page or electronic publication. Do not enlarge icons from 120 Pixels.
The following are the color and black and white versions of the AORN Seal of Recognition. Modification of the logos as they appear below is prohibited. When using the AORN Seal of Recognition, allow for adequate spacing around it. This space is to be determined by measuring the height of the AORN and marking off this distance from the outermost boundaries. To ensure readability and easy identification of the logo, no text, graphics or edges should fall within this space.

The following are examples of incorrect use of the AORN Seal of Recognition and such use is prohibited:

- **Altering Colors**
- **Replacing Type**
- **Distorting Logo**
- **Displaying without Logo Type**

**Disclaimer and Indemnity**

AORN shall not be liable to Applicant or any other party for any loss of revenue or profit or for indirect, incidental, special, consequential or similar damages, whether based in tort (including without limitation negligence or strict liability), contract or other legal or equitable grounds even if AORN has been advised or had reason to know of the possibility of such damages.

AORN specifically disclaims all express, statutory or implied warranties, including but not limited to those concerning merchantability or fitness for a particular purpose or non-infringement of any third-party rights regarding the materials.

Applicant hereby agrees to indemnify and hold AORN and its agents and employees harmless from and against any and all claims or liability, including costs and attorneys fees, arising from or in connection with Applicant’s participation in the AORN Recognition Program and/or use of the AORN Seal of Recognition logo, including but not limited to products liability and negligence claims related to Applicant’s training, educational or in-service program materials and any negligence claim brought against AORN relating to Applicant’s participation in the AORN Recognition Program.

**Accepted and Agreed**

As an authorized representative of ______________________________ (“Applicant”), I agree to the above Terms of Use for the AORN Recognition Program and use of the AORN Seal of Recognition logo.

___________________________________  Date____________________

Name:  ______________________________________
Title:  ______________________________________
AORN SEAL OF RECOGNITION™
RENEWAL FORM

Date:
Company Name:
Contact:
Address:
City, State Zip

Your approved period for use of the AORN Seal of Recognition for the “XXXXXXXXXXXX” will expire on _______________. In order to continue use of the AORN Seal of Recognition logo, you will need to check the renewal box below, sign and return to AORN prior to the expiration date above.

All renewed materials must be submitted to AORN to verify no changes have been made and that no updates have been made by AORN to the applicable to AORN’s Guidelines for Perioperative Practice.

☐ Yes, please renew the AORN Seal of Recognition: Fee: $1,500

As an authorized representative of ______________ ("Company"), I agree to the Terms of Use as stated in the initial contract with AORN. ADDITIONALLY, I confirm that no changes have been made to the approved materials.

Signature___________________________________ Date____________________

☐ No, we do not wish to renew.

As an authorized representative of ______________ ("Company"), I confirm that we will cease the use of the AORN Seal of Recognition on all materials as of ______________. I understand that if we choose to use the AORN Seal of Recognition at a later time the company will have to apply for review again and pay the then-applicable initial submission application fee. Renewal fees will not apply.

Company may retain materials bearing the AORN Seal of Recognition for their records for future use, but may not, under any circumstances, distribute such materials unless the materials are resubmitted to AORN for review and the appropriate payment as been received by AORN.

Signature___________________________________ Date____________________

Note: Failure to return renewal form will be interpreted as declination of renewal, and Company must cease all use of the AORN Seal of Recognition after the period expiration date.