



Ready-made assets to help your healthcare organization champion patient empowerment

September 9th is Health Empowerment Day

Created to inspire action, Health Empowerment Day encourages individuals to ask questions, schedule checkups, explore treatment options, and seek second opinions—whatever it takes to feel confident in their care. It’s a moment to spotlight what truly matters: helping people take charge of their healthcare journey.

But empowerment shouldn't stop after one day. At Healthgrades, we believe in giving people the tools to own their health 365 days a year. This toolkit equips your organization to not only celebrate Health Empowerment Day but also make a lasting impact through resources that support patients year-round.

Help patients prepare to make the most of their appointments:

- Explore our At Your Appointment Guides
- Explore Shareable Patient Resources

Downloadable Graphics

Highlight your organization’s participation with our official Health Empowerment Day logos and editable design templates. Available in multiple formats, the logos can be used in your internal communications, social media graphics, email banners, and promotional materials. The editable design templates have a placeholder for your brand’s logo and include social media graphics and printable posters.

Download Graphics

Social Media Best Practices

Join the conversation and uplift the voices of patients taking control of their health. Here’s how to engage:

- Tag **@Healthgrades** on LinkedIn, X, and Instagram so we can amplify your posts!
- Use the hashtag **#HealthEmpowermentDay** to connect with the wider community
- Encourage your team, physicians, and patients to share their stories
- Highlight tools and actions that help people make informed healthcare decisions

Sample Posts

Post #1
September 9 is Health Empowerment Day! Today’s a reminder to take that next step in your healthcare journey—whether that’s asking a new question, scheduling a checkup, or learning more about treatment options. Discover how we empower patients at [Organization Name] and are celebrating with our community and @Healthgrades: [LINK] #HealthEmpowermentDay #OwnYourHealth

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Post #2
At [Organization Name], we’re proud to support Health Empowerment Day and help people feel informed and confident about their care every day of the year. Explore how we champion patient-centered care and join the celebration with @Healthgrades! [LINK] #HealthEmpowermentDay #OwnYourHealth

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Post #3
A small action today can lead to a big difference in your health journey tomorrow. That’s what Health Empowerment Day is all about—taking meaningful steps, no matter how small, to feel more informed, confident, and in control of your care. Learn how we help people take charge of their health: [LINK] #HealthEmpowermentDay #OwnYourHealth @Healthgrades

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Tip: Include the Health Empowerment Day logo in your social posts!

Ideas to Celebrate Health Empowerment Day

- **Distribute question cards** with suggested prompts to spark meaningful doctor-patient conversations
- **Share planning checklists** that help patients track questions, appointments, and follow-ups
- **Host a virtual Q&A session** with a care coordinator to help demystify healthcare topics
- **Share testimonials on social media** on how patients advocated for themselves or navigated an important care decision
- **Create an empowerment wall** with physical or virtual notes for staff and patients to share what “owning your health” means to them
- **Provide mini-workshops** that help patients build practical skills like prepping for appointments or reading test results
- **Offer drop-in sessions** where patients can speak 1:1 with a health coach for quick guidance
- **Email an annual screening checklist** to prompt patients to schedule recommended appointments
- **Highlight weekend hours and online scheduling** options to show how easy it is to access timely care

Inspire Change This Health Empowerment Day

Learn more about Health Empowerment Day and how you can join health systems across the country in taking action. [Join the movement.](#)