



Connected to Epic? How to Let People Know.

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If you have a product that connects to Epic, you might want to share the news. If you're creating a press release, web page, social media post, or other marketing materials referencing your integration with Epic, keep the guidelines below in mind to help you accurately represent your relationship with Epic. You are encouraged to submit your marketing content to open@epic.com to give Epic the opportunity to review. Please allow up to two weeks for review.

Make your product the primary focus of your marketing materials.

You did the work; you should get the attention.

- Make your press release actionable for customers by focusing on noteworthy events, such as a successful first app install, a newly listed app, or a major update that customers could take advantage of.
- Reference Epic factually when helpful for communicating your message but keep the focus on your product.
- Avoid using Epic, Connection Hub, or Showroom in the title.
- Avoid using Epic logos.

Describe the work you have done with Epic accurately.

Share your work transparently to avoid confusion.

- Avoid implying a partnership with or approval from Epic.
- For example, avoid phrases like:
 - "Epic and ____"
 - "Certified by Epic"
 - "Epic-approved"
 - "Epic partner"
 - "____ with Epic"
 - "Epic confirms/validates we ____"
- Epic is vendor-neutral, so avoid implying exclusivity.
 - For example, avoid phrases like:
 - "Selected by Epic"
 - "Epic recommends ____"

Be specific with how you reference Epic or Connection Hub.

There are lots of ways to work with Epic – don't leave customers guessing.

- Examples:
 - "____ now available in Epic Connection Hub."
 - "____ listed in Epic Connection Hub."
 - "____ has successfully integrated with Epic."



Avoid speaking for Epic.

Let us tell our own story.

- No "About Epic," "About Connection Hub," or similar sections.
- We do not provide quotes; however, you can work with a mutual customer to request someone on their staff provide a quote.

If your app is listed on Connection Hub, consider linking to your listing.

Make it easy for customers to find your product.

When referencing your Connection Hub listing in a press release, use the following language at the end of the press release and link to your listing: "You can find ____ in Connection Hub on Epic Showroom."

Include Epic's trademark statement.

We respect your trademarks - do the same for us.

- Example attribution: "Epic is a registered trademark of Epic Systems Corporation."
- It's not necessary to include ® with Epic trademarks.
- Social media posts referencing Epic do not require the Epic trademark statement.
- Physical booth materials (e.g. backdrops, handouts) referencing Epic used for industry conferences do not require the Epic trademark statement.
- Refer to the full list of [Epic Trademarks and Service Marks](#).

Epic screenshots? Let's talk.

If you would like to include screenshots of Epic in your materials for marketing or similar purposes, you can work with one of our mutual customers to create the screenshot(s) for you. The customer can then contact their Epic representative to work with our Content Sharing team to ensure the screenshots are in line with our [Comms Policy](#).

Screenshots of Hyperspace should include our copyright statement with the current year somewhere on the image: © 2025 Epic Systems Corporation. Screenshots of MyChart should include: MyChart® is a registered trademark of Epic Systems Corporation.
