



Accreditation Association Sample News Release Template

Customize the following news release by inserting your organization's information in the [brackets]. Print on your organization's letterhead and distribute to your local media to announce your accreditation achievement.

FOR IMMEDIATE RELEASE

Media Contact: [Name],
[Accredited Organization]
[Phone]
[Email]

[Name of Your Organization] of [City] Receives AAAHC Accreditation

[Your Town, Your State] – [Month, Day, Year] – [Name of Your Organization] has achieved accreditation by the Accreditation Association for Ambulatory Health Care (AAAHC). Accreditation distinguishes this surgical center from many other outpatient surgical facilities by providing a safe work environment and the highest quality of care to its patients.

Status as an accredited organization means [Name of Your Organization] has met nationally recognized standards for the provision of quality health care set by AAAHC. Almost 5,000 ambulatory health care organizations across the United States are accredited by AAAHC. Not all ambulatory health care organizations seek accreditation; not all undergoing the on-site survey are granted accreditation.

"We believe our patients deserve the best," stated [First and Last Name of spokesperson], [title] of [Name of your organization]. "When you see our certificate of accreditation, you will know that AAAHC, an independent, not-for-profit organization, has closely examined our facility and procedures. It means that we as an organization care enough about our patients to strive for the highest care possible."

Ambulatory health care organizations seeking accreditation by AAAHC undergo an extensive self-assessment and on-site survey by AAAHC expert surveyors – volunteer physicians, nurses, and administrators who are actively involved in ambulatory health care. The survey is consultative and educational, presenting best practices to help an organization improve its care and services.

"Going through the process challenged us to find better ways to serve our patients, and it is a constant reminder that our responsibility is to our patients and the quality of care we provide," said [Last name of your spokesperson].

(more)

[Name of Your Organization] Receives AAAHC Accreditation (cont.)

AAAHC accreditation is specifically for organizations that provide diagnostic or medical care on an outpatient basis - where an overnight stay would not be required. Among the types of ambulatory health care organizations that can seek AAAHC accreditation are ambulatory and office-based surgery centers, single and multi-specialty group practices, college health centers, dental group practices, community health centers, occupational health centers, and managed care organizations.

[Insert your organization's boilerplate description here - Include information about your organization, such as when it was founded, the type of care provided, size of medical staff, location, phone number, web site, etc.]

The Accreditation Association for Ambulatory Health Care (AAAHC), founded in 1979, is the leader in ambulatory health care accreditation with almost 5,000 organizations accredited nationwide. AAAHC accredits a variety of ambulatory health care organizations, including ambulatory surgery centers, office-based surgery centers, endoscopy centers, college student health centers, military health care clinics, and large medical and dental practices. AAAHC serves as an advocate for the provision of high-quality health care through the development of nationally recognized standards and through its survey and accreditation programs. AAAHC accreditation is recognized as a symbol of quality by third-party payers, medical organizations, liability insurance companies, state and federal agencies and the public.

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