**SAMPLE NEWS RELEASE**

**Certification template for Advanced Certification in Perinatal Care**

(Insert media contact information)

**(Organization name) awarded Advanced Certification in Perinatal Care from The Joint Commission**

(CITY, State, Date) – (Organization name) has earned The Joint Commission’s Gold Seal of Approval® for Advanced Certification in Perinatal Care (ACPC) by demonstrating continuous compliance with its performance standards. The Gold Seal is a symbol of quality that reflects a health care organization’s commitment to providing safe and quality patient care.

The certification recognizes (organization name’s) efforts to achieve integrated, coordinated and patient-centered prenatal through postpartum care, including for both complicated and uncomplicated pregnancies. The certification uses standards, guidelines and The Joint Commission’s perinatal care measure set for managing and monitoring aspects of perinatal care that are critical to improving and maintaining the health of newborns and their mothers.

(Organization name) underwent a rigorous, unannounced onsite review on (date). During the visit, a team of Joint Commission reviewers evaluated compliance with related certification standards including (insert most relevant standards areas – examples include: program management, supporting self-management, and delivering and facilitating clinical care). Joint Commission standards are developed in consultation with health care experts and providers, measurement experts and patients. The reviewers also conducted onsite observations and interviews.

“Advanced Certification in Perinatal Care recognizes healthcare organizations committed to striving for excellence and fostering continuous improvement in patient safety and quality of care,” says Ken Grubbs, DNP, MBA, RN, executive vice president of Accreditation and Certification Operations and chief nursing officer, The Joint Commission. “We commend (organization name) for using The Joint Commission certification process to reduce variation in clinical processes and to strengthen its clinical program to drive safer, higher quality and more compassionate care for individuals served.”

(Insert quote from organization leader)

(Insert specific examples of how organization prepared for certification process and/or specific certification’s eligibility requirements)

For more information, please visit [The Joint Commission website](https://www.jointcommission.org/).

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(Insert organization boilerplate)