**SAMPLE NEWS RELEASE**

**Template for Responsible Use of Health Data Certification**



(Insert media contact information)

**(Organization name) awarded Responsible Use of Health Data Certification from The Joint Commission**

(CITY, State, Date) – (Organization name) has earned The Joint Commission’s Responsible Use of Health Data (RUHD) Certification by maintaining the appropriate sensitivities needed to safely use data for purposes beyond clinical care, known as secondary use of data. The certification provides an objective review as to whether a healthcare organization is utilizing best practices in its secondary data use.

The certification is based on principles from the Health Evolution Forum’s “The Trust Framework for Accelerating Responsible Use of De-identified Data in Algorithm and Product Development.” (Organization name) underwent a virtual review on (date) during which a team of Joint Commission reviewers evaluated compliance with certification standards in these key areas:

* De-identification of data
* Data controls
* Limitations on use
* Algorithm validation
* Patient transparency
* Oversight structure

“Responsible Use of Health Data Certification recognizes a healthcare organization’s commitment to assure responsible data stewardship,” 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’s certification process to help use health care data for the greater good and to mitigate risk through protocols on transparency, limitations of use and patient engagement.”

(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)