## Sample Institutional Press Release

## The below sample press release is intended for use as a guide in crafting a release specific to your practice. All information in brackets should be customized to fit your practice and should not be used verbatim.

## EMBARGOED FOR RELEASE: CONTACT: [Contact Name]

## [Month] xx, 2014 at xx PM (ET) [Contact Phone]

# PRACTICE NAME Recertified for Cancer Care from

# Largest Oncology Society in United States

(*City, State*) – [PRACTICE NAME] has received reaccreditation by the QOPI Certification Program (QCP™), an affiliate of the American Society of Clinical Oncology (ASCO). QCP builds on ASCO’s Quality Oncology Practice Initiative (QOPI®), providing a three-year certification for outpatient hematology-oncology practices that meet nationally recognized standards for quality cancer care.

“We’re very proud of this recertification from ASCO and QCP which emphasizes our commitment to providing high quality care for our patients,” said [PRACTICE REPRESENTATIVE]. **This is a sample quote. Do not use verbatim as this quote was distributed to all practices.]**

[PRACTICE NAME] first achieved certification in [Month, Year]. In applying for recertification, [PRACTICE NAME] participated in a voluntary comprehensive site assessment against clearly specified standards that are consistent with national guidelines and was successful in meeting the standards and objectives of QCP.

*“Practices that achieve recertification continue to show their strong dedication to providing patients with high quality cancer care,” said ASCO President Julie M. Vose, MD, MBA, FASCO. “The QOPI Certification Program assists practices in maintaining quality and safety excellence by providing assessment measures and information for continual quality improvement.”*

***This is a quote provided by ASCO for use in your press release. Please do not edit. Please also note that ASCO’s president changes in June of every year so if you delay your announcement past then, please check with the*** [***qopicertification@asco.org***](mailto:qopicertification@asco.org) ***before issuing your release.***

QOPI is a voluntary self-assessment and improvement program launched by ASCO in 2006 to help hematology-oncology and medical oncology practices assess the quality of the care they provide to patients. Through the QOPI program, practices abstract data from patients’ records up to twice per year and enter this information into a secure database. More than 900 oncology practices have registered for the QOPI program.

The QCP was launched in January 2010, with more than 250 practices already certified. This certification for outpatient oncology practices is the first program of its kind for oncology in the United States. Oncologists can achieve certification by participating in a voluntary comprehensive site assessment against clearly specified standards that are consistent with national guidelines. The QCP seal designates those practices that not only scored above the threshold on the key QOPI quality measures, but met chemotherapy safety standards established by ASCO and the Oncology Nursing Society (ONS).

***Background information on QOPI for use in your press release.***

QOPI® analyzes individual practice data and compares these to more than 160 evidence-based and consensus quality measures. The information is then provided in reports to participating practices. Individual practices are also able to compare their performance to data from other practices across the country. Based on this feedback, doctors and practices can identify areas for improvement.

To become certified, practices have to submit to an evaluation of their entire practice and documentation standards. The QCP staff and steering group members then verify through on-site inspection that the evaluation and documents are correct and that the practices met core standards in areas of treatment, including:

* treatment planning;
* staff training and education;
* chemotherapy orders and drug preparation;
* patient consent and education;
* safe chemotherapy administration;
* monitoring and assessment of patient well-being.

QOPI and the QCP are projects dedicated to innovative quality improvement programs. For more information, please visit: <http://www.instituteforquality.org/qopi-qcp>. [***Please do not remove this text from your news release***]

#### ***Insert your company boilerplate***

***Please include these boilerplates:***

**About ASCO:**

Founded in 1964, the American Society of Clinical Oncology (ASCO) is the world’s leading professional organization representing physicians who care for people with cancer. With nearly 40,000 members, ASCO is committed to improving cancer care through scientific meetings, educational programs and peer-reviewed journals. ASCO is supported by its affiliate organization, the Conquer Cancer Foundation, which funds ground-breaking research and programs that make a tangible difference in the lives of people with cancer.  For ASCO information and resources, visit [www.asco.org](http://www.asco.org). Patient-oriented cancer information is available at [www.cancer.net](http://www.cancer.net).

**About QOPI Certification Program LLC**

QOPI Certification Program LLC is an ASCO affiliate dedicated to innovative quality improvement programs for ASCO members and their patients and is committed to providing oncologists with the necessary resources to provide every patient with high-level cancer care.

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