## 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, 2011 at xx PM (ET) [Contact Phone]

# PRACTICE NAME Receives Recognition for Cancer Care from

# Largest Oncology Society in United States

(*City, State*) – [PRACTICE NAME] has been recognized by the Quality Oncology Practice Initiative (QOPI®) Certification Program, an affiliate of the American Society of Clinical Oncology (ASCO). The QOPI® Certification Program provides a three-year certification for outpatient hematology-oncology practices that meet the highest standards for quality cancer care.

“We’re extremely proud to receive this certification from ASCO and QOPI which underscores our commitment to excellence for our patients,” said [PRACTICE REPRESENTATIVE]. **This is a sample quote. Do not use verbatim as this quote was distributed to all practices.]**

“Oncology practices that are committed to quality and safety are those that provide the most optimal cancer care,” said ASCO President Sandra M. Swain, MD, FACP. “ASCO’s quality programs are designed by leaders in the profession and give practices the ability to continuously improve the quality of care they provide.  The QOPI Certification Program helps practices determine whether they are providing the best treatment and care possible to their patients, and demonstrates a commitment to excellence and ongoing quality improvement in the hematology-oncology outpatient practice.”

***This is a quote provided by QOPI for use in your press release. Please do not edit.***

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 800 oncology practices have registered in the QOPI program.

The QOPI Certification Program (QCP) was launched in January 2010, with more than 150 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 demonstrating practice consistent with the highest standards of care. The QCP seal designates those practices that not only scored high on the key QOPI quality measures, but meet rigorous safety measures 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 100 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 all 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.

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

***Please include this boilerplate:***

**About ASCO:**

The American Society of Clinical Oncology (ASCO) is the world’s leading professional organization representing physicians who care for people with cancer. With more than 30,000 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).

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