## 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.

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

## [Month Day, Year at xx p.m. (ET)] [Contact Phone]

# PRACTICE NAME Re-Certified for High-Quality Cancer Care from Largest Oncology Society in United States

[*City, State*] – [PRACTICE NAME] has received re-certification by the QOPI® Certification Program LLC, a wholly owned subsidiary of the American Society of Clinical Oncology, Inc. (ASCO®). The QOPI® Certification Program 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 re-certification 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 re-certification, [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 the QOPI® Certification Program.

“ASCO’s QOPI® Certification is voluntary, so a practice that undertakes this process is demonstrating its commitment to providing patients with high quality care,” said ASCO President Howard A. “Skip” Burris III, MD, FACP, FASCO. “A practice that achieves Certification has evaluated its processes, benchmarked its performance against other top-performing practices, and can be confident in its dedication to quality and safety excellence, as well as continues 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 QOPI®, practices abstract data from patients’ records up to twice per year and enter this information into a secure database. More than 750 oncology practices have registered for QOPI®.

The QOPI® Certification Program was launched in January 2010, and nearly 300 practices are currently certified. This certification for outpatient oncology practices is the first program of its kind for oncology in the United States, and in 2016 the program was expanded internationally. The QOPI® Certification Program 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.

*[Background information on QOPI for use in your press release:]*

QOPI® analyzes individual practice data and compares these to more than 170 evidence-based and consensus quality measures. The information is then provided in reports to participating practices. Individual practices also are 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 QOPI® Certified, practices have to submit to an evaluation of their entire practice and documentation standards. The QOPI® Certification Program staff and task force members then verify through an on-site survey that the evaluation and documents are correct and that the practices met core standards in areas of treatment, including:

* Creating a safe environment—staffing, competencies, and general policy
* Treatment planning, patient consent, and education
* Ordering, preparing, dispensing, and administering chemotherapy
* Monitoring after chemotherapy is administered, including adherence, toxicity, and complications
* 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 QOPI® Certification Program are projects dedicated to innovative quality improvement programs. For more information, please visit: <https://practice.asco.org/quality-improvement/quality-programs>. *[Please do not remove this text from your news release.]*

#### *[Insert your company boilerplate:]*

*[Please include the following boilerplates:]*

**About ASCO**

Founded in 1964, the American Society of Clinical Oncology, Inc. (ASCO®) is committed to making a world of difference in cancer care. As the world’s leading organization of its kind, ASCO represents nearly 45,000 oncology professionals who care for people living with cancer. Through research, education, and promotion of the highest-quality patient care, ASCO works to conquer cancer and create a world where cancer is prevented or cured, and every survivor is healthy. ASCO’s Conquer Cancer Foundation supports the Society by funding groundbreaking research and education across cancer’s full continuum. Learn more at [www.ASCO.org](http://www.asco.org/), explore patient education resources at [www.Cancer.Net](http://www.cancer.net/), and follow us on [Facebook](https://www.facebook.com/ASCOCancer), [Twitter](https://twitter.com/ASCO), [LinkedIn](http://www.linkedin.com/company/22681), and [YouTube](https://www.youtube.com/user/ASCOcancer).

**About QOPI Certification Program LLC**

QOPI Certification Program LLC is a wholly owned subsidiary of the American Society of Clinical Oncology, Inc. (ASCO®) dedicated to recognizing exemplary commitment to safety and quality in oncology patient care. Practices that have achieved QOPI® Certification have scored well on key QOPI® quality measures and have met chemotherapy safety standards established by ASCO and the Oncology Nursing Society in various areas of treatment and chemotherapy safety.

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