**SAMPLE NEWS RELEASE**

**Certification template for Perinatal Care program**

(Insert media contact information)

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

(CITY, State, Date) – (Organization name) has earned The Joint Commission’s Gold Seal of Approval® for Perinatal Care Certification 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, patient-centered care for clinically uncomplicated pregnancies and births. The certification uses standards, guidelines and The Joint Commission’s perinatal care core performance measures 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.

“Perinatal Care Certification recognizes health care organizations committed to fostering continuous quality improvement in patient safety and quality of care,” says Mark Pelletier, RN, MS, chief operating officer, Accreditation and Certification Operations, and chief nursing executive, The Joint Commission. “We commend (organization name) for using certification to reduce variation in its clinical processes and to strengthen its program structure and management framework for newborns and their mothers.”

(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)