

Promoting Your Practice Accreditation

The General Practice environment is becoming increasingly competitive. Promoting the achievements of your Practice beyond the immediate practice environment is one way to help it grow.

Achieving Accreditation is a major achievement. It can only have been successfully accomplished with knowledge, leadership, teamwork and a shared vision of the future by the practice members.

Practices that are accredited are recognised as centres of excellence, where a high level of health care is practiced in a safe and ethical environment.

It is appropriate to tell not only your patients but also the wider local community about your achievement.

To promote your accreditation, you may wish to send a media release to the local media about the fact that you have gained accreditation for the first time or been re-accredited under the new RACGP guidelines.

GPA ACCREDITATION *plus* has developed the attached pro-forma media release, which can be customised to suit your Practice.

If you decide to promote your practice in this way, you can either contact GPA to customise and distribute the media release on your behalf or alternatively, you may wish to customise and distribute the media release yourself to your own contacts.

You may also wish to tie the media release in with whatever advertising the Practice may already be doing with local newspapers or radio stations.

PRO-FORMA MEDIA RELEASE

Media Release

Date
For immediate Use

Accolades for (Town's/Suburb's) (name of Practice)

(Name of Practice) has been granted *accreditation/re-accreditation* by GPA ACCREDITATION *plus* (GPA), which is recognition of the Practice's superior patient care and quality systems.

(Name of Practice) recently completed the accreditation process, which concluded with an audit at the Practice by two GPA surveyors. The surveyors spent time with the Practice reviewing their systems and procedures, including information that is provided to patients through to the recording and updating of medical records.

"We are delighted to receive accreditation/re-accreditation," said Practice Manager (Name). "It gives formal recognition of our efforts to provide an outstanding service to our patients and the local community."

To achieve the status of accreditation general practices must adhere to a set of standards set out by the Royal Australian College of General Practitioners (RACGP). There are 15 Standards practices must meet in order to become accredited – these relate to a range of operational areas including quality of service, communication, patient care, record keeping, infection control, health promotion and dedication to continuous improvement.

"This is the Practice's second / third successful accreditation, which is testament to the Practice's commitment to quality and efficiency," said GPA Program and Quality Development Manager Renee Lindley. *"Accreditation gives added peace of mind to patients that the Practice is performing to the highest standards that the public would expect."*

OR

“Accreditation through GPA is recognition of the Practice’s commitment to quality systems and practices and we are delighted with its performance in this area,” said GPA Program and Quality Development Manager Renee Lindley. “Accreditation gives added peace of mind to patients that the Practice is performing to the highest standards that the public would expect.”

THEN

“Accreditation is a three-year cycle. A GPA accredited Practice is entitled to display the GPA symbol and accreditation certificate as a public recognition of their achievement.”

ENDS

For further information contact:

Please insert Practice contact name and phone number