

Sample Press Release

Your Organization's Letterhead

[DATE]

[CONTACT PERSON, PHONE NUMBER, E-MAIL]

[NAME OF YOUR ORGANIZATION] Participates in National Quality Initiative

[NAME OF YOUR ORGANIZATION] has pledged to support Quality First, a national quality assurance initiative. Quality First is a program to help aging services organizations improve their operations by maintaining high standards of management and governance, leading-edge care and services, continuous quality improvement, human resources development and community involvement.

Thousands of aging services organizations across the country – nursing homes, continuing care retirement communities, assisted living and senior housing facilities, and community service organizations – have pledged to adhere to the principles of Quality First. The initiative is led by the American Association of Homes and Services for the Aging (AAHSA) in collaboration with other national long-term care organizations.

“As a not-for-profit organization, we are always pursuing new ways to enhance quality on behalf of the people we serve and their families,” said [NAME AND TITLE OF ORGANIZATION’S CEO/ADMINISTRATOR/MANAGER]. “We are proud to be part of this national initiative to improve our services constantly.”

The National Commission on Quality Long-term Care, an independent entity that was established as part of Quality First, will evaluate quality of aging services and make recommendations about national efforts that would lead to sustainable quality improvement. This will lead to greater consumer choice and understanding of quality in aging services.

#

NOTE: [NAME OF YOUR ORGANIZATION] is [1-2 SENTENCE DESCRIPTION OF YOUR ORGANIZATION]. Editors and reporters are welcome to contact us for more information about Quality First and quality care and services at our organization.