

Accreditation & Marketing: What It Can and Cannot Do

November 7 & 8, 2019
7th CIHT Conference, Croatia

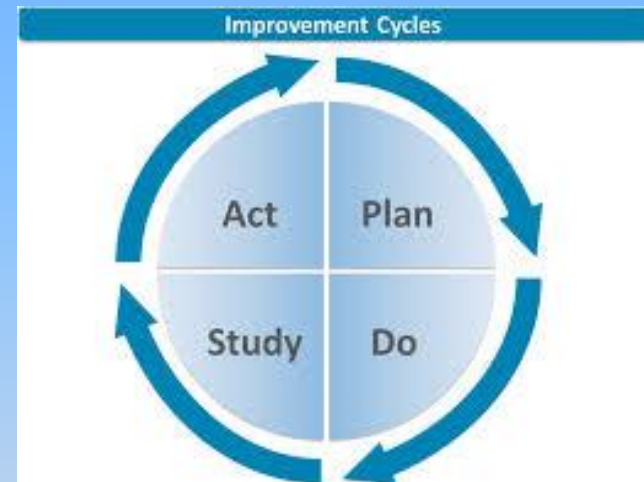


Accreditation is...

Accreditation is part of the Continuous Quality Improvement (CQI) process to learn how to do things better according to international best practices to improve the quality of care for all patients.

Accreditation is...

- **Process = Continuing Quality Improvement**
- **Self-assessment**
- **Evaluate performance**
- **Standards**
- **On-site review by an independent organization**



Accreditation is NOT...

- A Fault-Finding Expedition
 - Don't be afraid to improve
- Paying a fee & getting a certificate
 - It takes work!
- Completing a checklist
 - The standards can be met a variety of ways
- Finished when the on-site review is complete
 - It is part of the CQI process
- One-size fits all
 - Not all accreditation organizations are created equal



Why accreditation?

Poor quality can cost a hospital 15-25% of total costs or more...

- **Prevention Costs**
- **Appraisal Costs**
- **Internal Failure Costs**
- **External Failure Costs**



<http://www.novaces.com/focus-pdca.php>, accessed 4 Nov 2019

The BIG Question

Will accreditation bring me
more patients?



Success and the Role of Accreditation



Accreditation can...

Accreditation programs focus on the demands and requirements of domestic & international patients when it comes to quality:

- ***Improve quality***
- **Reduce costs**
- **Increase revenue**
- ***Generate loyalty***
- ***Boost referrals***
- **Be more competitive**



Quality Can Lead to More Patients

- Streamline operations to increase efficiencies
- Align departments and functions to coordinate and harmonize systems
- Increase staff competencies and satisfaction
- Reduce risk & liability



Improved outcomes



Business Benefits



- Differentiation from competitors
- Better brand visibility
 - Display your seal & link back to the accrediting organization's website
 - Your marketing efforts
 - Branding partners: Temos' promotion of its accredited organizations via its website, social media, etc.
- Increased marketing potential
 - Leverage your accreditation in marketing your services
 - Build trust and loyalty – demonstrated commitment to quality

Your Marketing Messages can include:

- Focus on quality
- Better clinical and non-clinical outcomes
- Improve overall patient experience
- Receive treatment in a safe, secure, trustworthy and third-party accredited environment
- Assure continuum of care from first contact through post-discharge follow up



Here's how to market your accreditation

<https://barbadosivf.com/>

Accreditation seal

Patient experience



HIGH SUCCESS RATES

We are delighted to report that we have continued to build on our successes since we opened our doors in 2002, achieving thousands of pregnancies for couples from the Caribbean, USA, UK, Canada, Europe, and Barbados.

[View Success Rates](#)

AFFORDABLE PRICING

We are considerably cheaper than treatments in the USA and UK. Combined with higher success rates and direct flights, the dream of getting pregnant in Barbados can be yours.

[See Price List](#)

INTERNATIONAL ACCREDITATION

Barbados Fertility Centre are the ONLY Joint Commission International (JCI) accredited IVF unit in the Caribbean region. This JCI gold seal assures patients of the stringent safety measures we have in place to ensure your treatment with us is world class.

[Accreditation Details](#)

PATIENT BLOGS

Patient Blogs to help you understand the Barbados Fertility Centre IVF process.

[Always Katie](#)
[Momma on the Road](#)
[Lemon Lifestyle](#)
[Wilson's Bajan Baby](#)
[Crowder IVF Journey](#)
[Carroll Family IVF Journey](#)
[Travel for IVF](#)
[My Eggs, My Choice](#)

Quality outcomes

Efficiency without compromising quality

Benefits of accreditation. Differentiation. Quality, Trust. Reassurance from 3rd party evaluation.



Marketing Your Accreditation Can...

Accreditation improves quality; impacts consumer choice; builds and defines your organization's USP in the global marketplace; supports your key marketing strategies & tactics; and can lead to more patients as part of your overall strategy for success!



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Summarized from “Six Basic Rules of Citation”, https://www.law.gwu.edu/sites/g/files/zaxdzs2351/f/downloads/LAWC-1819_7_%20Citing%20Responsibly2018.pdf

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Resources

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Thank you!