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FOR IMMEDIATE RELEASE

[Organization Name] Achieves Magnet® Recognition Again

Recognition for the [second, third, fourth, etc.] time reinforces a commitment to nursing excellence.

[City, State]— [Month date, year] — [Organization Name] attained Magnet recognition again in [insert month], a testament to its continued dedication to high-quality nursing practice. The American Nurses Credentialing Center's [Magnet Recognition Program](#)® distinguishes health care organizations that meet rigorous standards for nursing excellence. This credential is the highest national honor for professional nursing practice.

Receiving Magnet recognition for the [second, third, etc.] time is a great achievement for [Organization Name], as it continues to proudly belong to the global community of Magnet-recognized organizations. Just [current # of Magnet-recognized organizations] U.S. health care organizations out of over [6,300](#) U.S. hospitals have achieved Magnet recognition.

“Magnet recognition is a tremendous honor and reflects our commitment to delivering the highest quality of care to this community,” said [Name, title]. “To earn Magnet recognition once was a great accomplishment and an incredible source of pride for our nurses. Our repeated achievement of this credential underscores the foundation of excellence and values that drive our entire staff to strive harder each day to meet the health care needs of the people we serve.”

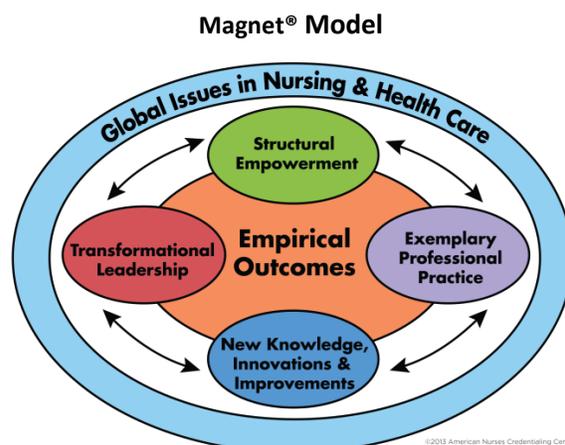
[Research demonstrates](#) that Magnet recognition provides specific [benefits](#) to health care organizations and their communities, such as:

- Higher patient satisfaction with nurse communication, availability of help and receipt of discharge information.
- Lower risk of 30-day mortality and lower failure to rescue rates.
- Higher job satisfaction among nurses.
- Lower nurse reports of intentions to leave their positions.

Magnet recognition is the gold standard for nursing excellence and is a factor when the public judges health care organizations. U.S. News & World Report's annual showcase of “America's Best Hospitals” includes Magnet recognition in its ranking criteria for quality of inpatient care.

The [Magnet Model](#) provides a framework for nursing practice, research, and measurement of outcomes. Through this framework, ANCC evaluates applicants across a number of components and dimensions to gauge an organization's nursing excellence.

The foundation of this model comprises various elements deemed essential to delivering superior patient care. These include the quality of nursing leadership and coordination and collaboration across specialties, as well as processes for



measuring and improving the quality and delivery of care.

To achieve initial Magnet recognition, organizations must pass a rigorous and lengthy process that demands widespread participation from leadership and staff. This process includes an electronic application, written patient care documentation, an on-site visit, and a review by the Commission on Magnet Recognition.

Health care organizations must reapply for Magnet recognition every four years based on adherence to Magnet concepts and demonstrated improvements in patient care and quality. An organization reapplying for Magnet recognition must provide documented evidence to demonstrate how staff members sustained and improved Magnet concepts, performance and quality over the four-year period since the organization received its [initial/most recent] recognition.

“We’re a better organization today because of the Magnet recognition we first achieved [insert number of years] ago,” said [Name, title]. “Magnet recognition raised the bar for patient care and inspired every member of our team to achieve excellence every day. It is this commitment to providing our community with high-quality care that helped us become a Magnet-recognized organization, and it’s why we continue to pursue and maintain Magnet recognition.”

About [Health Care Organization Name]

Insert Boilerplate Language

About ANCC’s Magnet Recognition Program

The Magnet Recognition Program — administered by the American Nurses Credentialing Center, the largest and most prominent nurses credentialing organization in the world — identifies health care organizations that provide the very best in nursing care and professionalism in nursing practice. The Magnet Recognition Program serves as the gold standard for nursing excellence and provides consumers with the ultimate benchmark for measuring quality of care. For more information about the Magnet Recognition Program and current statistics, visit www.nursecredentialing.org/magnet.

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