

GET RECOGNIZED FOR DELIVERING HIGH-QUALITY PATIENT CARE



ENDOSCOPY UNIT

RECOGNITION PROGRAM



RECOGNITION
YOUR PATIENTS
WILL **VALUE**

RECOGNITION
YOUR PEERS
WILL **RESPECT**



American Society for
Gastrointestinal Endoscopy



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RECOGNITION PROGRAM



THE IMPORTANCE OF HIGH-QUALITY PATIENT CARE

Now more than ever, it is critical that endoscopy units demonstrate their effectiveness in the delivery of high-quality, safe patient care. In fact, by delivering quality and value to patients, you become part of the healthcare delivery system of the future.

As the only national program of its kind, the ASGE Endoscopy Unit Recognition Program (EURP) honors units that have demonstrated a commitment to delivering quality and safety as reflected in their unit policies, credentialing, staff training and competency assessment, and quality improvement activities. EURP honorees benefit by being among a like-minded community of units from across the country.

PERFORMANCE MONITORING OF KEY QUALITY MEASURES

Get recognized for the ongoing assessment of quality measures that are critical to high-quality GI endoscopic patient care:

- Patient assessment for procedural risk
- Adequacy of bowel preparation
- Cecal intubation rate
- Adenoma detection rate
- Adverse event tracking
- Use of patient satisfaction surveys

THE PROGRAM IS OPEN TO ALL SETTINGS WHERE

GI ENDOSCOPY IS PRACTICED, INCLUDING AMBULATORY ENDOSCOPY OR SURGERY CENTERS, OFFICE-BASED ENDOSCOPY UNITS, AND HOSPITAL-BASED ENDOSCOPY UNITS.

THE POWERFUL IMPACT OF THE EURP

The impact of the EURP goes beyond being recognized for adopting ASGE and CDC guidelines relative to privileging, quality assurance, endoscopy reprocessing and infection control.

With the help of the EURP, you can communicate your commitment to delivering high-quality patient care to your patients, within your practice, and amongst your peers.

“Our unit has been part of the EURP since 2010. The EURP has helped us determine what quality and safety issues to focus on, and what quality parameters to put in place.”

ON PATIENT CARE

EURP honorees recognize the important role that quality and safety play in providing exceptional and safe healthcare services. Through the EURP, units will not only benchmark physician performance, but also analyze data for opportunities to improve patient care.

ON YOUR PRACTICE

The EURP is a recognition that your entire unit can celebrate. The program helps raise a unit’s overall awareness of high-quality patient care, and promotes active support for quality and safety improvement among all staff.

AMONG YOUR PEERS

Your participation in the EURP will help your unit gain recognition among healthcare professionals, including referring physicians and public and private payers as one that is dedicated to quality care.

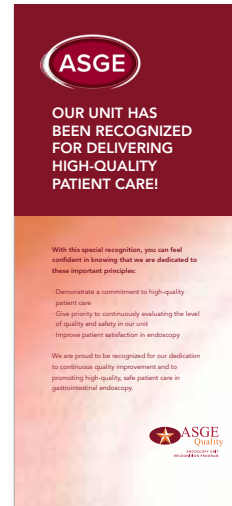
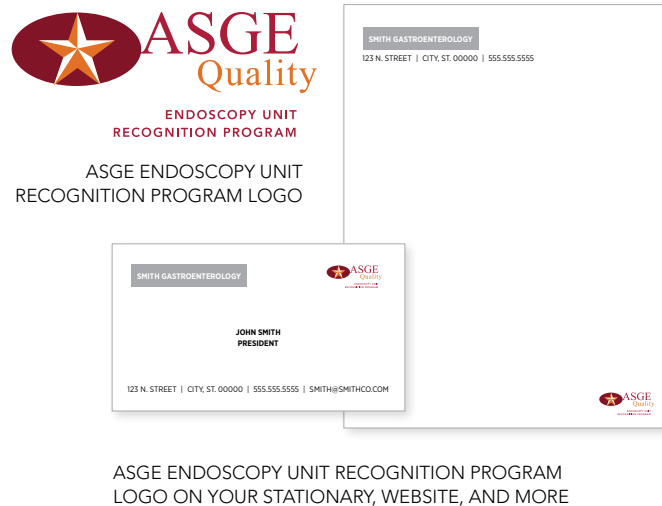
www.asge.org/quality

BENEFITS OF BEING RECOGNIZED THROUGH THE EURP

Join ASGE's prestigious recognition program and access a variety of benefits that promote and celebrate high-quality patient care. As an EURP honoree, your unit will benefit from this recognition status for three years.

THROUGH THE ENDOSCOPY UNIT RECOGNITION PROGRAM, ASGE CAN HELP YOUR UNIT:

- **Gain recognition** for identifying ways to define and measure quality in endoscopy, as well as improve patient satisfaction.
- **Prepare** to meet the changing expectations of public and private regulatory bodies.
- **Promote** improvement and create more uniformity in your practice.



MARKETING TOOLS TO SHARE YOUR RECOGNITION

Leverage powerful marketing tools to inform your patients, potential patients and colleagues about your commitment to provide the highest standard of quality care.

- **ASGE Endoscopy Unit Recognition Program logo** to use on your website, letterhead, business cards and more.
- **Press release** to promote your recognition within your community.
- **Complimentary startup pack of EURP Recognition Pamphlets** for patients highlighting your unit's recognition and why the EURP is important to patient care.
- **ASGE Certificate of Recognition of Quality in Endoscopy** to prominently display in your office.
- **Your unit's name posted on the ASGE website list of Certificate of Recognition honorees** that provides public and professional recognition.



ASGE CERTIFICATE OF RECOGNITION OF QUALITY IN ENDOSCOPY

NATIONAL PRESS RELEASE

RESOURCES TO CREATE HIGH-QUALITY ENDOSCOPY UNITS

Take advantage of other valuable EURP benefits that will help your unit stay at the forefront of quality and safety.

Complimentary ASGE Associate Membership

Enjoy a **free ASGE Associate membership** for the nurse manager in your unit for one calendar year during the unit's three-year recognition. This membership will provide your team member with access to exclusive practice management and quality resources, as well as valuable member-only discounts.

Course Registration Discounts

Save money on quality and practice management courses developed to help you **stay current** on the changing healthcare delivery landscape and obtain all of the essentials needed to **foster a high-quality and high-performing practice**.

Complimentary Startup Pack of Patient Education Brochures

Educate your patients on the benefits of endoscopy with a complimentary pack of 50 *Ensuring the Safety of Your Endoscopic Procedure* brochures.

ENDOSCOPY UNIT RECOGNITION PROGRAM FEE AND DISCOUNTED PRICING

ASGE offers discounts to those applicants whose entire staff of endoscopists are members of ASGE, or who also participate in the GIQuIC benchmarking registry.

To download the program application, or to learn more including eligibility criteria, visit: www.asge.org/quality

	EURP Only		EURP If also participating in GIQuIC	
	First/Primary Unit	Additional Units under the same Medical Director	First/Primary Unit	Additional Units
≥50% ASGE Membership	\$950	\$475	\$800	\$400
100% ASGE Membership	\$700	\$350	\$550	\$275



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AND DISTINGUISH YOUR UNIT
AS BEING AT THE FOREFRONT
OF QUALITY AND SAFETY!**

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