The Journey to Quality
Creating a culture of quality improvement for assistive reproductive technology (ART)
**How patients choose providers**

People seeking assistive reproductive technology (ART) health care providers put their hopes and dreams in your hands. More than ever, they want assurance that they are receiving the highest level of care with a people-centred approach.

Set yourself apart in a meaningful way that improves quality of care, fosters patient-provider relationships and reduces risk. These are just some of the ways to optimize your clients’ experience while remaining cost effective.

Accreditation can help you do that and more.

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**What our clients say**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Better care</td>
<td>“Our quality improvement initiatives and community-focused service delivery enhanced patient and staff satisfaction rates and improved community health.”</td>
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<td>Happier patients</td>
<td>“We have reduced our waiting lists and our patients are happier.”</td>
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<td>More efficiencies</td>
<td>“We experience more uniformity across our centers by putting more focus on electronic – instead of manual – processes.”</td>
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<td>Safer workplace</td>
<td>“We have introduced better environmental controls which mean staff feel safer when they come to work.”</td>
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<td>Empowered workforce</td>
<td>“We united under the goal of quality and as a result — leaders, physicians, nurses and others — were brought together and hidden talents emerged.”</td>
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Ways accreditation helps

Accreditation is a way to independently evaluate your ART practice. Our standards are built on best practices and are used by leading ART care providers around the world.

The accreditation program is an ongoing process in which you and surveyors assess your organization against standards of excellence. This process helps you identify what is being done well and what needs improvement. You can then develop a broad quality improvement plan to enhance your practice with the help of accreditation tools and supports.

"Accreditation becomes a mindset for the organization and puts quality at the top of the agenda. In a lot of cases, if our team members identify quality issues, we ask ourselves – how does our solution fit with our accreditation. We always have accreditation in mind."

Accreditation is an ongoing process so you can always stay on top of evolving trends and make quality, safety, and patient needs a priority.

Our ART services accreditation program is world-class. Easy-to-use tools to measure and improve quality and our standards of excellence are tailor-made for ART services. You’ll also receive training that will inform, motivate, and empower you.
Improving patient experiences helps your practice achieve long-term financial success. Our program’s focus on people- and family-centered care will help you get there.

People- and family-centered care helps providers like you build respectful, compassionate, culturally appropriate, and competent care. It’s a proven way to respond to the needs, values, beliefs, and preferences of your patients and their families. It builds trust and ensures that you’re their provider of choice.

What your patients gain:

- **Confidence** in knowing your organization has invested in better patient outcomes.
- **Meaning** through more fulfilling provider-patient interactions.
- **Connection** when you communicate and collaborate better together to strengthen care practices and customer service.
- **A voice** so they are active participants in their care and partners in managing their health.

**Focus on people**

**ART Services Standards**

- Monitoring the Safety, Quality and Appropriateness of Fertility Services
- Maintaining Client Information
- Investing in Fertility Services
- Having the Right People
- Delivering Fertility Services

Our Qmentum International™ ART Services Standards are for clinics and primary care services.
Improve organizational culture

Time and again, clients report a deep and lasting change in their organizational culture as a result of accreditation. The transformation begins when leadership and staff across the organization sign up for accreditation and unite in shared quality and safety improvement goals. With help from the accreditation program, they begin communicating in new ways, tackling challenges and working together. Our clients often report that by bringing teams together and focusing on the goal of quality, they are able to identify new skill levels and hidden talents in their teams that they didn’t know existed. The outcomes are impressive:

- Better communication
- Higher staff satisfaction
- A safer work environment for staff
- Better ways of working together
- More teamwork and collaboration
- Seamless processes

As a result of the program, we witnessed outstanding team work with the new standards bringing continuity of approach between departments ensuring compliance of the quality requirements.

Island Health EMS
We are very proud of our new patient chart review process – a result of our accreditation commitment to continuous improvement. Once a week, the full team reviews the charts of every patient who has completed their cycle of treatment. Everyone sits together, from the nursing staff to lab staff to physicians. This way, when the physician reviews the chart with the patient, they are including the perspectives of everyone. This has resulted in increased efficiency, client satisfaction and team collaboration.

Choose the right accrediting body

It’s important to choose an accrediting body that understands your challenges and provides you with seamless solutions. At Accreditation Canada, we have the right people in place to make your quality improvement journey happen.

When you become our client, we assign you an expert advisor who understands your organization’s needs. You’ll also have a dedicated project manager who offers you guidance and answers questions at every stage of your journey. During surveys, our trained peer-to-peer surveyors will engage your staff by sharing their experiences and learning from yours.

When the survey is over, we’ll be here to help you move forward and address critical issues in quality and safety. We’ll work together to keep you moving through a continuous improvement journey. It’s a relationship founded on deep trust and collaboration.
Count on our experience

Accreditation Canada is a not-for-profit organization dedicated to working with patients, policy makers, and the public to improve the quality of health and social services for all. For more than 60 years, we’ve been Canada’s health care accrediting body of choice. We use that same expertise to serve organizations in 30+ countries, across their entire continuum of care.

Our standards include the best health care practices from around the world. We’ve spent decades developing an accreditation program that improves safety and efficiency, so providers can save and improve lives. Patients and their families are full partners in the work we do.

Global presence

More than 1,000 health and social service organizations and 7,000 sites in Canada and around the world are accredited through our programs and services. They pursue safer, higher-quality health care for all.