

**Requirement APR.07.00**

The hospital accurately represents its accreditation status and the programs and services to which JCI accreditation applies. Only hospitals with current JCI accreditation may display the Gold Seal.

**Rationale for APR.07.00**

The hospital's website, advertising and promotion, and other information made available to the public accurately reflect the scope of programs and services that are accredited by JCI.

The hospital does not engage in any false or misleading advertising about its accreditation award. For example, the organization's website displaying the JCI Gold Seal of Approval® may not include the contracted clinics and/or services that were not included in the accreditation survey or services that will be offered in the future but that the organization is not currently providing or acquisition of an unaccredited site, service, or program for which there are applicable JCI standards.

**Consequences of Noncompliance with APR.07.00**

When the hospital fails to correct inaccurate information, a for-cause survey may be required.

**Measurable Elements of APR.07.00**

1. The hospital's advertising accurately reflects the scope of programs and services that are accredited by JCI.
2. The hospital does not engage in any false or misleading advertising about its accreditation award.

**Requirement APR.08.00**

Any individual hospital staff member (clinical or administrative) can report concerns about patient safety and quality of care to JCI without retaliatory action from the hospital.

**Rationale for APR.08.00**

To create a "safe" reporting environment, the hospital educates all staff that concerns about the safety or quality of patient care provided in the hospital may be reported to JCI. The hospital also informs its staff that it will take no disciplinary (for example, demotions, reassignments, or change in working conditions or hours) or punitive (for example, harassment, isolation, or abuse) actions because a staff member reports safety or quality-of-care concerns to JCI. (*See also* GLD.07.01)

Methods of notice may include distribution of information about JCI, including contact information in published materials such as brochures and/or posting this information on the hospital's website.

**Consequences of Noncompliance with APR.08.00**

Confirmed reports of retaliatory actions to staff who reported a quality and patient safety issue to JCI may cause a Denial of Accreditation and a for-cause survey may be conducted.

**Measurable Elements of APR.08.00**

1. The hospital educates its staff, medical staff, and other individuals who provide care, treatment, and services that concerns about the safety or quality of care provided in the organization may be reported to JCI.
2. The hospital informs its staff and medical staff that it will take no disciplinary or punitive action because an employee, physician, or other individual who provides care, treatment, and services reports safety or quality-of-care concerns to JCI.
3. The hospital takes no disciplinary or punitive action against employees, physicians, or other individuals who provide care, treatment, and services when they report safety or quality-of-care concerns to JCI.