

Accreditation Matters

Your guide to being part of Accredited Registers



Congratulations!

You're on an **Accredited Register**

Welcome to the Professional Standards Authority's Accredited Registers programme.

The register you are on has met our Standards which demonstrates their commitment to good practice and professionalism. They have been awarded the Quality Mark.

Being registered sends out a clear message that you are also committed to delivering quality care to patients and service users. It's also positive for employers and commissioners to see that you are on an Accredited Register.



professional[™]
standards
authority

accredited register

How do you benefit?

Your register now has the support of a government-backed initiative giving anyone who uses, or commissions you, expert and independent assurance that you work to high standards and will take their safety seriously

The public will trust and use your services because accreditation and seeing the Quality Mark gives them valuable reassurance about your technical skills, personal behaviour and business practice

You'll be recognised by employers and the wider healthcare network as part of a network of assurance

You'll be part of a practitioner community that values quality, so you can share best practice and experience





What we ask of you

The Quality Mark is a visible symbol that lets people know that a register is accredited, or that one of its registrants is on an Accredited Register. The more people know about the Quality Mark and how it promotes high standards in health and care, the more the public will feel safe and well-protected.

It is a condition of your register's accreditation that you tell your contacts that you are on an Accredited Register and explain that the programme makes health and care safer, better and trusted. This will make people more aware that registers who have been awarded the Quality Mark are committed to high standards. It will also mean that people begin to look for the Quality Mark when they are choosing a practitioner.

This guide will help you talk about accreditation consistently; we've included some templates and suggested wording to make it as easy as possible. We've also issued similar guidance to your register.

You'll also have your own register's Standards which we expect you to meet, in relation to business practice and communications.



What we ask you NOT to do

- × Say that you are on an Accredited Register if you are not, or have been removed from the register
- × Make misleading statements about accreditation, for example, claiming that accreditation is an endorsement of the treatments you provide or of the effectiveness of these treatments
- × Change the meaning of the messages we have provided
- × Use the Quality Mark differently to how we ask you to use it in this guide or contrary to our brand guidelines (which are included with this guide)



accredited register

Get the message out about Accredited Registers

Now you are on an Accredited Register, you will want to tell people about it.



accredited register

We're delighted that you want to spread the news, but we would like you to use the correct language and messages to describe the programme – so that everyone gets the same story.

No-one knows your audiences better than you do, so we recognise you will have your own ways of approaching them. We don't expect you to stick rigidly to the messages and know that you may want to adapt them.

What we do ask is that you do not change the sense of our messages. If you use the right messages, you will:

- Inspire confidence in people using your services
- Educate them that you are someone they can trust and why
- Promote understanding about why accreditation is important
- Encourage more practitioners to join an Accredited Register



Use our key messages

If we all talk about the Accredited Registers programme and the Quality Mark in the same way, people are more likely to use practitioners on registers as an effective way of accessing safer healthcare.

More registers will then be likely to get on board which, in turn, raises the profile of the programme.

Use these messages when you talk, write, email or post about your involvement with the programme.

Just tailor them to your area of work and the people you're talking to.



accredited register

About Accredited Registers

- Being on an Accredited Register means that I am well trained and meet agreed standards of practice. All registers publish a list of qualified practitioners on their website so that people can choose who treats them with confidence. If you are not satisfied with any aspect of your treatment, you can complain, and they will take action to keep the public safe.
- Accredited Registers make sure that practitioners on their registers are well trained and meet their standards of practice, so that:
 - Patients and service users can find the right person to treat them
 - Employers and commissioners can recruit the right people
 - GPs can send patients to the right people when they ask for a recommendation
- Accreditation means that a register has met the Authority's demanding standards in the following areas: governance, setting standards for registrants, education and training, managing the register, providing information and complaints handling.
- Accreditation does not mean that the Authority has endorsed the efficacy of a treatment or therapy practised, or any other service offered, by registrants on an Accredited Register.
- Only registers accredited by the Professional Standards Authority for Health and Social Care can use the Quality Mark. The Quality Mark is a quick and easy way to spot someone who is guaranteed to meet high standards of care.
- Accreditation offers healthcare practitioners a means of demonstrating their personal commitment to meeting high standards by joining an Accredited Register.
- Being accredited by the Authority offers enhanced protection to anyone seeking healthcare services. People now have the option of choosing practitioners on a register that has been vetted and approved.
- Accreditation is an invisible safety net for people getting treatment; the more people use practitioners on a register, the more effective this safety net is.
- The Professional Standards Authority for Health and Social Care recommends that anyone seeking care checks that the person they choose is registered with a regulator or Accredited Register. You can check at www.checkapractitioner.com



Promote that you are on an Accredited Register

Talking about accreditation and the fact you're on an Accredited Register is an effective way of setting yourself apart from the competition. Here are a few suggestions for spreading the word.

Use the Quality Mark

When you use the Quality Mark, it's important you use it correctly. Our guidelines on the [next page](#) will help you to do this.

There are many places you can use the Quality Mark, including:

- Letterheads, business cards and other stationery
- Your website and social media channels
- Leaflets and newsletters
- Posters in waiting rooms
- Email signatures
- Promotional materials e.g. mouse mats, mugs, t-shirts

Tell the world on social media

Different audiences use different social media platforms. On [page 8](#), we've provided a round-up of the four main platforms, an overview of their users and suggestions on the type of content which will appeal most.

It's worth doing your own research as well to ensure you're choosing the best platforms for your target audiences.



Guidelines for using the Quality Mark

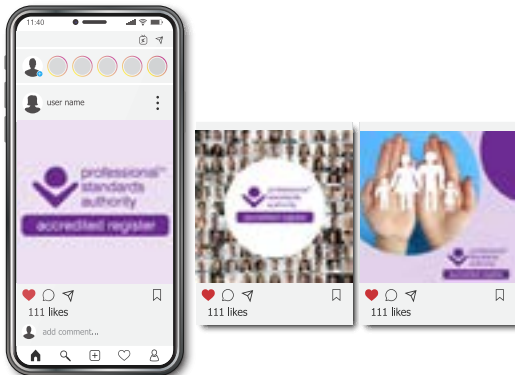
As a registrant on an Accredited Register, you can use the Quality Mark. The logo files are included with this guide.



accredited register

The Quality Mark is a clear sign that you and your register are committed to good practice, so use it wherever you can. Here are a few suggestions to get you started:

- Letterheads, business cards and other stationery
- Your website and social media channels
- Leaflets and posters
- Presentations
- Email signatures
- Promotional materials e.g. mouse mats, mugs, t-shirts



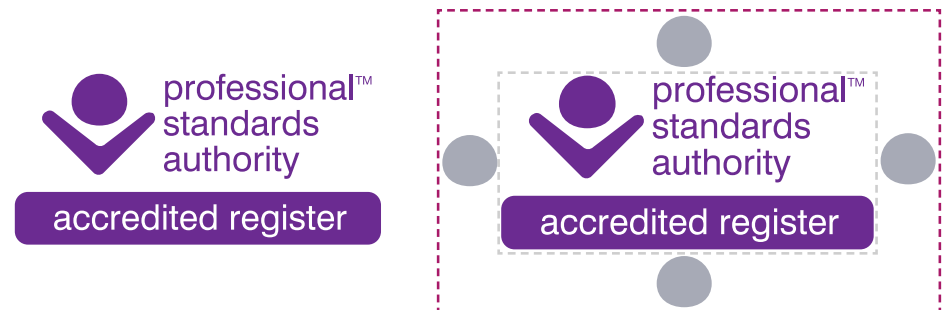
The Authority's purple

This is the Authority's primary colour (and the colour of the Quality Mark). The Quality Mark should always be printed in this colour, unless printing in black and white.



Placement of the Quality Mark

The Quality Mark should always have a comfortable amount of space around it. The minimum amount of space should be at least the size of the Quality Mark 'head'.



When placed next to other marks or logos, the Quality Mark should be sized proportionately so that it is approximately the same scale as any accompanying logos.



Your logo here



Tell the world on social media

facebook

Facebook is the most used social network worldwide. Most users are aged between 25 and 34. The smallest age group on Facebook is 65+ although this is also a fast-growing group.

Facebook Groups attract people with common interests, including professional networks.

Content should be written in plain language, 'friendly' in tone and feature images and videos. You may want to add case studies describing how accreditation helps people to choose practitioners with confidence.



A photo-sharing social networking platform, most popular with the 25-34 year old age demographic, closely followed by the 18+ age group. Thanks to the visual nature of Instagram, it attracts vloggers, bloggers and influencers.

Content can be varied including posts, stories and reels. Images and infographics work best on Instagram.

LinkedIn

LinkedIn is a social networking site aimed at professionals and is one of the largest platforms in the world for job seekers, recruiters and employers.

Content should focus on professional issues and development, for example, how accreditation can improve the profile of your register and attract registrants who are committed to public safety.

Link to further information and encourage people to continue the debate by forming a group.



Twitter is a popular news and networking site where users communicate using short messages called 'tweets' of no more than 280 characters. It has a smaller following than sites like Facebook, however users are more active, posting regularly due to the fast-moving nature of the site's content.

As the word counts are restrictive, keep content short and factual. Posing questions and raising issues work well on Twitter.

Don't forget to follow relevant accounts (including the Authority's links below).

Try not to post identical content across all platforms as the user demographics are different.

Whichever platforms you use, remember to add your social media handles and include relevant hashtags to guide people to your content. We've created some sample social media templates to get you started, which are included with this guide.



Keep spreading the word about Accredited Registers

Regular marketing raises your profile and brings in a steady stream of new business. But it's important to be clear about what sets you apart so that people can make the right choice. Accreditation is a great 'unique selling point'.

Now you have the tools, we encourage you to keep talking about accreditation, why it's beneficial for your patients and service users, and why the Accredited Registers programme is a good thing for the healthcare system in the UK. You can use the key messages in this guide.

Remember to display the Quality Mark on marketing materials and on your premises, wherever you can.



Inspire

Inspire confidence in service users



Educate

Helping people to make informed choices



Promote

Understanding why accreditation is important



Encourage

Encourage more people to apply for accreditation