**[IBD Standards and Benchmarking – Template Press Release]**

**EMBARGO UNTIL: [INSERT AS NEEDED]**

**People with Crohn's and Colitis praise [insert hospital name] in new report – and highlight areas for continued improvement**

**[Insert date] 2020:** New figures released today for **[insert hospital name]** reveal how people living with Inflammatory Bowel Disease (IBD) rate the care provided by the hospital. The survey of patients using the service highlighted… **[introduce 1-2 story angles from the guidance document without detailing statistics, eg “patients recognised short waiting times and the holistic care provided by the service”]**

The IBD Patient Survey of people living with Crohn's Disease and Colitis – the two main forms of IBD found:

* **[Highlight approx. 2-3 of the key positive statistics, as previewed in the opening paragraph]**

**[IBD service HCP spokesperson]** commented: *“It’s good to see how patients are benefiting from the IBD service provided by our dedicated team. Understanding how patients experience the care we provide and how we can improve on it is a key part of our ongoing Quality Improvement programme, and we’re grateful to patients who took part in this initiative.”* **[Example quote only]**

The results are part of a UK-wide initiative by IBD UK – a partnership of patient and professional organisations, including Crohn’s & Colitis UK and the British Society of Gastroenterology, working together for everyone affected by IBD. The initiative aims to address variations in the quality and consistency of care people with Crohn’s and Colitis currently receive in the UK.

To achieve this, IBD UK are supporting health services to work towards achieving a framework of IBD Standards, collaboratively produced by patients and professionals, which define high-quality care for everyone with IBD in the UK. The combination of patient views and comparison against the IBD Standards provides a powerful and unique opportunity to push up standards of care for everyone with IBD.

The new figures highlighted several areas to support ongoing improvements to the IBD service at **[insert hospital name]**:

* **[Highlight approx. 2-3 relevant statistics]**

At present the service is managed by **[insert figure]** healthcare professionals, comprised of **[insert relevant details]**, and delivers care for approximately **[insert figure]** patients throughout the region.

Rukshana Kapasi, Chair of IBD UK and Director at Crohn's & Colitis UK, commented: *"We believe that people with Crohn’s and Colitis should receive safe, consistent, high-quality, personalised care, whatever their age and wherever they live in the UK. The IBD Benchmarking Tool is a unique and powerful way to push up the quality of IBD services. We look forward to continue supporting IBD services to improve the lives of people with Crohn's and Colitis through the vital care they deliver day in and day out."*

**[Insert key messages – relevant to whichever media audience you are targeting]**

The IBD Benchmarking Tool reports, including the IBD Patient Survey results, are now available online for services across the country at [**ibduk.org**](http://www.ibduk.org). The Benchmarking Tool is based on the results of the IBD Patient Survey, completed by people using each service, and self-assessments completed by IBD services themselves.

**ENDS**

**About Inflammatory Bowel Disease**

Crohn’s and Colitis — the two main forms of Inflammatory Bowel Disease — are lifelong diseases of the gut. They are painful, debilitating and widely misunderstood. And there is no known cure. When you have Crohn’s or Colitis, your immune system doesn’t work properly. Your body starts attacking itself, causing ulcers and inflammation in the gut.

These lifelong diseases don’t just affect the gut. They can affect many parts of the body — from eyes, joints and the liver to mental health. And they can affect many parts of life — from education and work to relationships. People living with the conditions face a lifetime of medication and, in many cases, major surgery. It Takes Guts to live with Crohn’s and Colitis.

**About IBD UK**

IBD UK is a partnership of patient and professional organisations working together to improve standards of care and treatment for everyone with Inflammatory Bowel Disease. A full list of partner organisations is available online at [**ibduk.org/about-us**](https://ibduk.org/about-us). The full list of IBD Standards statements and the history of the IBD Standards can also be found at [**ibduk.org**](http://www.ibduk.org)

IBD UK is chaired by Crohn's & Colitis UK, the national charity for everyone affected by Crohn’s and Colitis: [**crohnsandcolitis.org.uk**](http://www.crohnsandcolitis.org.uk)

**Contact us**

**[Insert contact details]**