About the National Association for Healthcare Quality

The Leader in Healthcare Quality Competencies

Established in 1976, the National Association for Healthcare Quality (NAHQ) defined and twice validated the industry-standard Healthcare Quality Competency Framework that prepares the workforce to improve patient care and safety, reduces variability in the workforce by offering a common vocabulary and toolset and achieves the goals of value so quality is an engine of growth for healthcare organizations. In addition, NAHQ offers the only accredited certification in healthcare quality, the Certified Professional in Healthcare Quality® (CPHQ). Currently, more than 12,000 healthcare professionals across the continuum of healthcare hold this gold-standard credential. These professionals are universally recognized as qualified in their work and advance the profession of healthcare quality. A growing number of academic institutions are recognizing the CPHQ for master’s level credit in their healthcare quality and safety programs or hard-wiring content stemming from the NAHQ Framework into the curriculum of nursing, quality & safety, health administration, public health, healthcare business and other related programs.

NAHQ offers extensive training solutions for individuals and organizations looking to train their teams. These packaged solutions include a growing library of content categorized by Framework competency area to strengthen one’s knowledge in the given areas; HQ Concepts, an introductory program designed to help close the gap between quality and frontline staff; HQ Principles, a program for professionals new to the field; and preparation programs for CPHQ certification. In addition, NAHQ provides networking and education through the National Healthcare Quality Summit and annual conference, NAHQ NEXT, events and our online NAHQ Network, as well as career services through our Career Center and competencies.

NEW FEATURES ADDED TO NAHQ SELF-ASSESSMENT!
Healthcare quality professionals can analyze their current work and identify areas to broaden their demonstrated exposure to the Healthcare Quality Competency Framework with NAHQ’s Self-Assessment. After completing a survey, participants can download a personalized report and access an interactive dashboard that offers benchmarks and dynamic data that continually evolves as the repository of respondents expands. NAHQ’s new corporate workforce assessment solution is in pilot phase as of Spring 2020 and expected to be offered to healthcare organizations by late 2020 to address workforce readiness gaps at scale.

Our Mission
To prepare a coordinated, competent workforce to lead and advance healthcare quality across the continuum of healthcare.

Our Vision
The healthcare quality profession is recognized and valued as essential.
Our Audience
NAHQ’s audience currently includes approximately 30,000+ healthcare quality professionals, including members and CPHQ holders. These constituents include:

- Decision makers who hold the positions of Administrator, Chief Medical/Nursing/Quality Officer, President/Vice President and Director.
- Experienced healthcare quality professionals who hold the positions of Manager/Supervisor, Consultant, Project Manager, Ancillary Service Professional, Clinical Educator, Professor and Physician.
- Professionals new to healthcare quality who hold the positions of Student, Nurse, Analyst and Coordinator.

Individuals with the CPHQ credential demonstrate their competence and commitment to healthcare quality by being prepared to improve outcomes across the continuum of healthcare.
NAHQ members perform quality functions across the continuum of healthcare, and NAHQ supports these professionals at every stage of their career. They have a wide range of responsibilities in quality departments, direct and ancillary settings, and healthcare administration.

**Member Employer Types**
- Acute Hospital: 6%
- Other Employer Types: 4%
- Health System/Corporate Office: 4%
- Third-Party Payer/Insurance Company/MCO/ACO: 4%
- Consultant: 19%
- Academic Institution (Full-Time Academic Faculty): 37%
- Physician or Provider Practice: 26%

**Member Job Levels**
- Director/Executive Director: 28%
- Manager/Supervisor: 15%
- Specialist/Analyst: 10%
- Consultant/Advisor: 8%
- Coordinator: 6%
- Clinical Staff: 4%
- Vice President: 4%
- C-Level Executive: 4%
- Other Job Levels: 30%

**Member Primary Responsibilities**
- Quality Management: 7%
- Other Responsibilities: 10%
- Performance & Process Improvement: 4%
- Regulatory & Accreditation: 4%
- Patient Safety: 4%
- Health Data Analytics: 45%

**Social Media Reach**
Healthcare quality professionals engage with us on a variety of platforms, including social media.

![LinkedIn](https://via.placeholder.com/50)
![Facebook](https://via.placeholder.com/50)
![Twitter](https://via.placeholder.com/50)

- **LinkedIn** Members: 56K
- **Facebook** Page Likes: 11K
- **Twitter** Followers: 2.5K

Total Social Media Reach: **70K**

To collaborate with NAHQ, view our [sponsorship opportunities](#) and contact NAHQ at sponsor@nahq.org for more information.