

Healthcare Quality Week™

Brought to you by the National Association for Healthcare Quality

Planning Guide

NAHQ®

National Association for Healthcare Quality

Table of Contents

Welcome 3

Ways to Celebrate 4

Email Template and Email Signature Banner..... 6

Social Media 7

Poster 9

Sample Press Release10

Healthcare Quality Week

October 16–22, 2022

Healthcare Quality Week (HQW), brought to you by NAHQ, is a dedicated time to celebrate the profession and raise awareness of the positive impact healthcare quality professionals have in their organizations and communities.

Amid the global pandemic, quality has taken center stage and more healthcare professionals are being called upon to do this critical work. The profession of healthcare quality has arrived at the intersection where preparation meets opportunity and healthcare has taken notice. Healthcare quality professionals are no longer the best kept secret in healthcare so show your pride in what you do and what you care about.

We appreciate all you do for healthcare quality so enjoy your week; you deserve it!

Your Planning Guide

The resources and ideas in this planning guide will help you celebrate your role as a healthcare quality professional and showcase the critical work you do within your organization.

Within this guide, you'll have access to:

- An email template to thank your peers or team for their important work.
- An email signature banner to inform others of the celebratory week.
- Sample social media graphics and posts to share on your channels.
- A customizable poster to promote the week's activities within your organization.
- A customizable press release to raise awareness for the week and the critical role healthcare quality professionals play and the contributions they make to patient care and safety.

The NAHQ Healthcare Quality Week Store

We are proud to offer a NAHQ Healthcare Quality Week store, featuring a selection of NAHQ and Healthcare Quality Week-branded items.

- **THE STORE IS OPEN!** Visit [HQW.NAHQ.com/Store](https://www.nahq.com/HQW/Store) to order.
- **NEW THIS YEAR:** Orders will ship same-day for orders received by 3:00 pm CST, Monday-Friday. Orders will be shipped out via Ground method. Orders received after that time, or on a weekend, will be shipped out the next business day.
- The store will close on Monday, October 31.

Ways to Celebrate Healthcare Quality Week

As a healthcare quality professional, you can help celebrate the profession and let others in your organization know about the contributions you and your peers or team make to improve quality and safety.

- Invite your peers to share your social posts with their networks.
- Set up “watch parties” for NAHQ webinars and events taking place during the week. Click the links below to register:
 - **Complimentary Webinars**
 - **Monday, October 17 at 12-1 p.m. CST: [Healthcare Quality Workforce Report](#).** Panel discussion with NAHQ leaders to discuss the report, its impact and how you can leverage the report to your advantage.
 - **Stephanie Mercado, CAE, CPHQ**, Chief Executive Officer & Executive Director, National Association for Healthcare Quality
 - **April Taylor, MS, MHA, FACHE, CMQ/OE, CLSSBB, CPPS, CPHQ**, Vice President, The Johns Hopkins Hospital
 - **Bert Thurlo-Walsh, MM, RN, CPHQ**, Chief Quality Officer, Milford Regional Medical Center
 - **Moderator: Mari Devereaux**, Safety and Quality Reporter, Modern Healthcare
 - **Tuesday, October 18 at 12-1 p.m. CST: [Quality and Safety Save Healthcare by Saving Costs](#).** The transition from volume to value continues to challenge healthcare organizations and requires us to lower the overall expense of providing care. Learn how Lifespan, an integrated healthcare system in Providence, RI, used LEAN concepts, and targeted waste reduction through the use of a "waste walk" where engaged leaders were taught to identify and eliminate waste to create efficiencies and find hard dollar savings. Learn how your organization can do the same!
 - **Nidia Williams, PhD, MBB, CPHQ, FNAHQ**, Vice President, Quality and Safety, Lifespan
 - **Wednesday, October 19 at 12-12:30 p.m. CST: [How COVID Crashed the System: A Guide to Fixing American Healthcare](#).** The pandemic in many ways has shone a light on opportunities for improvement in healthcare. Physician, scholar, public health expert and Founding Dean Emeritus David Nash will discuss with NAHQ's CEO Stephanie Mercado the pandemic's impact on the healthcare system & more importantly how this can lead to a more resilient and equitable healthcare care system for the future. Using a systemic analysis of the COVID crash, Dr. Nash will identify opportunities for change.
 - **David Nash, MD, MBA**, Founding Dean Emeritus, Author, Jefferson College of Population Health
 - **Stephanie Mercado, CAE, CPHQ**, Chief Executive Officer & Executive Director, National Association for Healthcare Quality

- **Thursday, October 20 at 12-12:45 p.m. CST: [Part One: Expanding Your Influence: Making the Case for Quality](#)**. Healthcare cannot improve without making quality and safety the number one priority. Yet, healthcare organizations continue to struggle with aligning the quality business case and their mission. Challenges such as too many priorities, data limitations, financial pressures, translating quality into measurable ROI, and culture act as barriers. This session will arm you with the tools and methods you need to overcome those barriers so you can present with confidence to leaders, peers, or even the C-suite, as to how you and your teams' efforts are creating ROI for the organization. Leave this session with a template to build quality as a business case.
 - **Carole Guinane, RN, BSBA, MBA, FNAHQ, CPHQ, BBSS**, Executive Director, Cedars Sinai Health
- **Thursday, October 20 at 3-4 p.m. CST: [Part Two: Delivering the Case for Quality](#)**. A sequel webinar to the "Making the Case for Quality" webinar, you don't want to miss the "Delivering a Case for Quality". Fighting for an idea is difficult. Delivering up the ladder, even more so. International speaker and communication coach Chris Gausselein will offer insights in communication. In this session, Chris will cover Aristotle's powerful method for persuasion. He will give frameworks helping you shape your case for quality and offer best practices for effective and compelling delivery. During the live Q&A session, Chris will answer questions on communication and run participants through exercises to improve their vocal dynamics, body language and even dealing with nerves.
 - **Chris Gausselein**, Principal, V3 Executive Communication

Schedule and titles as of 9/7/22. Additional webinar will be added.

- Host activities during the week, such as a "lunch and learn" to help other staff better understand your role as a healthcare quality professional, an info session about the Certified Professional in Healthcare Quality® (CPHQ) credential or an organization-wide Q&A with a quality leader from your department.
- Host an awards ceremony to recognize individuals for their outstanding efforts from the past year.
- Decorate your office or hallways with the Healthcare Quality Week poster and other festive items.

Email Template

Thank your peers or team for their commitment to improving healthcare quality and patient safety, especially as the ongoing public health crisis continues to pose challenges.



Dear <Name>,

Thank you for your unwavering commitment and perseverance to improving healthcare quality and patient safety, particularly as you continue to face extraordinary challenges presented by the pandemic. This public health crisis has tested your dedication, resourcefulness and passion, but you remain steadfast in your role. We salute you for everything you do on the frontlines of healthcare quality, safety, equity and value.

<Add specifics about your team/organization or personalized text here>

Happy Healthcare Quality Week! Stay well, stay strong and stay positive.

Sincerely,

<Name/Organization>

[Download email graphic](#)

Email Signature Banner

Your social media channels are a great option for spreading the word about Healthcare Quality Week among your networks. Here are sample posts for various social media outlets:



[Download email signature banner](#)

Social Media

Your social media channels are a great option for spreading the word about Healthcare Quality Week among your networks. Here are sample posts for various social media outlets:

- **Sample Facebook post**

Happy #Hqw2022! Let's continue to celebrate all #HealthcareQuality professionals and their contributions on improving quality and patient safety. In honor of this celebration, [@mynahq](#) provides highly practical resources, on-demand webinars, and more. Quality matters ... now more than ever, and we appreciate all the work that has been done by healthcare quality experts around the world.

Learn more about the week's events: <https://nahq.org/HQW>

- **Sample LinkedIn post**

#Hqw2022 honors all #HealthcareQuality professionals as well as celebrates their dedication and commitment to improving healthcare quality and patient safety. To help raise awareness, [@mynahq](#) is hosting complimentary on-demand webinars and providing resources that enable healthcare quality professionals to plan and celebrate locally.

Learn more about the week's events: <https://nahq.org/HQW>

- **Sample Twitter post**

Celebrate #Hqw2022 with me and many other #HealthcareQuality professionals as we get together with [@mynahq](#) for exclusive on-demand webinars and raise awareness of the positive impacts healthcare quality professionals are making! Learn more about the week's events: <https://nahq.org/HQW>

- **Sample Instagram post**

Happy #Hqw2022 to all my fellow #HealthcareQuality professionals! Let's celebrate all the hard work and dedication from the past year and continue to raise awareness of the positive impacts healthcare quality professionals are making. Join me and many others with [@mynahq](#) for exclusive, complimentary on-demand webinars.

Learn more about the week's events: <https://nahq.org/HQW>

And, here are graphics to accompany your posts as well as cover photos for your pages:



[Download Facebook/LinkedIn](#)



[Download Twitter](#)



[Download Facebook cover](#)



[Download Twitter cover](#)



[Download LinkedIn cover](#)



[Download Instagram](#)

Poster

These posters are pre-sized and ready to print. You have a version with a text field to add any activities you have planned for the week and a version to print as is, to inform others of Healthcare Quality Week.



[Download poster \(with text field\)](#)
11" x 17"

[Download poster \(no text field\)](#)
11" x 17"

Sample Press Release

Share this customizable release with your organization's marketing or communications team to celebrate the healthcare quality team and highlight their impact on delivery of care while improving quality and safety.

[Download the press release](#)

“Being a CPHQ means that I am equipped with the knowledge and skillset necessary to optimize my organization’s performance.”



Chantel Neece, DNP

Director, Social Determinants of Health, Member Outreach, & Community Development

CPHQ since 2018

Become a **Certified Professional in Healthcare Quality[®] (CPHQ)** and join nearly 14,000 CPHQs, including Chantel, in demonstrating readiness and commitment to advancing quality, safety and value.

CPHQ[®]

Learn more at NAHQ.org/CPHQ