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Strategic Plan

In the spring of 2014 the Board of Directors held a planning session to define the strategic goals for the National Association for Healthcare Quality. Two leaders from the Healthcare Quality Certification Commission participated in the session to help ensure synergy between NAHQ and HQCC. As a result of this session the revised vision, mission and strategic goal areas are:

**Vision:** The healthcare quality profession is recognized and valued as essential.

**Mission:** To advance the Healthcare Quality Profession leading to positive health outcomes.

**Strategic Goal Areas:**

*Certification/Recertification*
The healthcare quality profession is strengthened by certification and recertification programs which are based on industry standards of certifying bodies.

*Education*
NAHQ is the primary source for healthcare quality education for the healthcare quality professional to advance the profession.

*Essential Competencies*
To define the body of knowledge and competencies for the healthcare quality profession.

*Recognition of the profession*
Individuals working in healthcare quality identify themselves as a member of the profession and employers recognize the profession.
Operations

2014 Actual Operating Expenses

- Membership: 15%
- Annual Conference: 20%
- Education Prog./Prod.: 9%
- JHQ Publication: 5%
- Certification: 15%
- General administration: 11%
- States/External Relations: 10%
- Governance: 15%

2014 Actual Operating Revenue

- Membership: 23%
- Annual Conference: 22%
- Education Prog./Prod.: 15%
- JHQ Publication: 2%
- Certification: 29%
- Other Income: 0%
- Job Mart Advertising: 6%
- Other: 4%

Net Assets (Operating and Investment)

- 2014: $4,283,453
- 2013: $4,126,542
- 2012: $3,179,186
- 2011: $2,430,340
- 2010: $2,210,911
Certification

Total CPHQs

Exam Candidates

U.S. Pass Rate

2014 Annual Report Addendum
Membership & Engagement

**NAHQ Year-End Membership**

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>4,853</td>
</tr>
<tr>
<td>2012</td>
<td>5,188</td>
</tr>
<tr>
<td>2013</td>
<td>5,885</td>
</tr>
<tr>
<td>2014</td>
<td>6,106</td>
</tr>
</tbody>
</table>

NAHQ’s Social Media Connections
- 6,791 Facebook Fans
- 24,147 LinkedIn Group Members
- 1,141 Twitter Followers
- 1,141 Special Interest Group Participants
Healthcare Quality Foundation

2014 Grant Recipients

- Certification
  - Claudia Paren
  - Cheryl Bohnet
  - Vrinda Pathak
  - Brenda Scott
  - Tony Murchison
  - Celine Horvath
  - Jeannine Montgomery
  - Bonnie Burke
  - Beth Sherfy
  - Jennifer Dawn Judson
  - Tammy Fraser
  - Jennifer Kuechenmeister
  - Ellen Hosmanek
  - Denise Murray
  - Adrienne Bellino-Ailinger

- Career Development
  - Laura Lee Fossenbarger

- Janet A. Brown New Quality Professional
  - Georgia Panagopoulos

- State Educational
  - Healthcare Quality Professionals of New Jersey
  - Florida Association for Healthcare Quality
  - Tennessee Association for Healthcare Quality
  - Michigan Association for Healthcare Quality

Individual Donors

- Platinum ($500 and more)
  - Betty Brown

- Gold ($499-$200)
  - Nancy Curdy
  - Michael Greer
  - Lee Hamilton
  - Lenard Parisi
  - Marilyn Sherrill
  - Stacy Sochacki

- Silver ($199-$100)
  - Anna Marie Butrie
  - Mary Huddleston
  - Sherry Mazer
  - Ruth Nayko
  - Sarah Pavelka
  - Sandra Robinson
  - Thomas Smith
  - Brenda Sthen

- Bronze (up to $99)
  - Audrey Benenati
  - Lee Di Uglio
  - Alice Greer
  - Mary Stevens
  - Rebecca Taylor
  - Peter Vance
  - Polly Willis
  - Cynthia Zimmelman
  - Wendy Kaczmarek
  - Cynthia McCauley
  - Pamela Shafer
Affiliated State Association Donations
• Platinum ($500 and more)
  o Indiana Association for Healthcare Quality
  o Louisiana Association for Healthcare Quality
• Gold ($200-499)
  o Texas Association for Healthcare Quality
  o Virginia Association for Healthcare Quality

Company Donation
• American Data Network
• Waterman & Associates

Raffle Contributors
• Arizona Association for Healthcare Quality
• Arkansas Association for Healthcare Quality
• California Association for Healthcare Quality
• Countemanche & Associates
• Georgia Association for Healthcare Quality
• Illinois Association for Healthcare Quality
• Indiana Association for Healthcare Quality
• Iowa Association for Healthcare Quality
• Kentucky Association for Healthcare Quality
• Massachusetts Association for Healthcare Quality
• Medkinetics
• Michigan Association for Healthcare Quality
• Missouri Association for Healthcare Quality
• Nebraska Association for Healthcare Quality
• North Carolina Association for Healthcare Quality
• Ohio Association for Healthcare Quality
• Omni Hotel Nashville
• Oregon Association for Healthcare Quality
• PQ Systems
• QI Macros for Excel Software
• Rhode Island Association for Healthcare Quality
• Tennessee Association for Healthcare Quality
• Virginia Association for Healthcare Quality
• Wright Products, Inc
NAHQ Teams and Volunteers

NAHQ Board of Directors
President
Lenard L. Parisi
President Elect
Mary Huddleston
Immediate Past President
Lee Hamilton
Secretary/Treasurer
Sherry Mazer
Director at Large
Nancy Curdy
Director at Large
Rose Langdon
Director at Large
Sarah Pavelka
Executive Director
Stephanie Mercado

2014 Board of Directors
**Annual Conference Planning**

*Leader*
Anthony Heath

*Co-Leader*
Ellen Hargett

*Members*
Michelle Gardner
Leta Jack
Julie Kirk
Kenneth Maxik

**Annual Conference Planning (Papers and Posters)**

*Leader*
Ellen Hargett

*Members*
Carolyn Hann
Samantha Marcario
Christine McMullan
Danette Wall

**Fellowship Review**

*Leader*
Kathy Chai

*Co-Leader*
Lecia Albright

*Members*
Marsha Moxley
John Hartley
Faye Wilson
Sandra Robinson

**Finance**

*Leader*
Sherry Mazer

*Members*
Lenard Parisi
Leigh Humphrey
Mary Huddleston
Sarah Pavelka
Kelly Gilkey

**Government Relations**

*Leader*
Cathy Munn

*Co-Leader*
Bert Thurlo-Walsh

*Members*
Sarah Cottington
Wanda Bartschat
Anna Marie Butrie

**Healthcare Quality Certification Commission**

*Chair*
Linda Scribner

*Chair-Elect*
Gail Eubank

*Past Chair*
Carrie Donovan

*Members*
Sam Elizondo
Peter Vance
Carolina Mosley
Timothy McClung
Edwin Quick – Public Member
HQCC Test Development Committee
Leader
Heidi Benson
Co-Leader
Kristen Geissler
Members
Margerita Labson
April Taylor
Larry Wayland
Glenn Lytle
Irv Koehler
Thomas Smith
Bank Aramvareekul
Susan Kleinrock

Leadership Development Task Team
Leader
Susan Goodwin
Members
Dale Harvey
Cathy Duquette
Kate Conklin
Barb Corn
Cheri Graham Clark
Linda Scribner

Joint Commission Professional and Technical
Advisor
Diane Brown

National Quality Forum
Representative
Jan Orton

Journal of Healthcare Quality Editorial Board
Editor in Chief
Maulik Joshi
Associate Editor
Robert Rosati
Members
Jason Adelman
Anne-Marie Audet
Diane Brown
Cathy Duquette
Stephen Grossbart
Marilyn Harz
Gregory Makoul
Joe McCannon
Kathleen Mechler
Lori Melichar
Rustin Morse
Charlotte Owens
Kevin Park
Shauna Roberts
Pamela Scarrow
David Shulkin
Wayne Soo Hoo
Joann Speer Sorra
Kalahn Taylor-Clark
Kathleen Tornow Chai
Kevin Warren
Susan White
**Leadership Development**
*Leader*
Betty Brown
*Co-Leader*
Lee Hamilton
*Members*
Yvonne Acker
Suzanne Ciricillo
Shelly van’t Riet
Sam Watson
Susan Goodwin
Shanna Cummings
Theresa Knotts

**Healthcare Quality Foundation**
*Leader*
Leanora DiUglio
*Co-Leader*
Brenda Sthen
*Members*
Sandra Jones
Lisa Greenlund
Donise Musheno

**Professional Practice Advisory Team**
*Leader*
Carole Pulaski
*Members*
Glynn Fraker
Michelle Franklin
Carole Guinane
Stephanie Iorio-Minnis
Leslie Anne Oja

**Professional Recognition**
*Leader*
Deborah Flores
*Co-Leader*
Linda Weirauch
*Members*
Terri Savino
Judith Smith
Denise Lord
Kate Hatfield
Paul Arsenault
Lana Adzhigirey

**State Leaders Team**
*Leader*
Marian Savage
*Co-Leader*
Andrew Kopolow
*Members*
Carla Dutile
Michael Rose
Susan Hamstra
Susan Bryant
Ann Bumb
Jill Slieter
**Population Health Work Group**

*Leader*
Caroline Piselli

*Members*
Terry Altpeter
Susan Bryant
Barb Corn
Linda Johnson
Christine McMullan
Douglas Mitchell
Luis Rodriguez
Michelle Scharnott
Jamie Sunde
Janet Von Roeder
Elizabeth Wellborn
Erik Wilson

**Data Analytics Work Group**

*Leader*
Tricia Elliott
Jason Gillikin

*Members*
Robert Bunting
Kyung Chang
Donald Chock
Filiz Costantini
Glynn Fraker
Elisa Horbatuk
Stephen Horner
Jodi Johnson
Elizabeth Karoly
Mary Lewis
Kimberly Marshall
Tara Payne
Robert Rosati
Lawrence Wong

**Emerging Competencies Advisory Team**

Carole Guiane
Dale Harvey
Tony Heath

**Special Interest Groups**

*Leader*
Gayle Hurt

*Co-Leader*
Jason Gillikin

*Facilitators*
Vivian Byers, Accreditation
Melanie Willson, Acute Care
Laura Monroe, Ambulatory Care
Audrey Benenati, Behavior Health
Donna Rossa, Critical Access/Rural
Rose Marie Grave, Post-Acute Care

*Co-Facilitators*
Julia Walker, Accreditation
Katie Martinez, Acute Care
Antonette Gurnani, Behavior Health
Jan Young, Critical Access/Rural
Susan Nance, Post Acute Care
Past Presidents

Rebecca Dimitroff Jones (1976)
Becky Jones (1977)
Becky Eiss (1978)
Sandra Ambrosi (1979)
Robert Warner (1980)
Barbara Hubbard Conway (1981, 1984)
Patsy Flensborg (1982)
Mary Howland (1983)
Anna Prescott (1985)
Kay Speece (1986)
Kay Cerjak (1988)
Pat Lefkowitz-Ziegler (1989)
Sherry Peterson (1990)
Judy Homa-Lowry (1991)
Sandra Bassett Robinson (1992)
Claire Davis (1993)
Frank Appel (1994)
Jean Macrander (1995)
Janet Brown (1996)
Sarah Tackett (1997)
Diane Rogier (1998)
Diane Mikell (1999)
Kathryn Clinefelter (2001)
Lj Guthman (2003)
Nancy Claflin (2004)
John Hartley (2005)
Anna Marie Butrie (2006)
Heidi Benson (2007)
Thomas Smith (2008)
Cathy Munn (2009)
Linda Scribner (2010)
Susan Goodwin (2011)
Betty Brown (2012)
Lee Hamilton (2013)

Past Presidents at the 2014 Conference
Professional Recognition

Luc R. Pelletier Healthcare Quality Award - Shelby Darland
Rising Quality Star - Jason Gillikin
Association Excellence Award, Newsletter - Iowa
JHQ Impact Article of the Year Award - Rocco Perla
Fellowship
  Wayne Soo Hoo
  Jacque Cole
  Kate Hatfield
  Sarah Cottington