

National Association for Healthcare Quality®

2023 HQW Planning Guide



OCT. 15-21

Together, we are a **FORCE** for quality.

Healthcare Quality week™

Brought to you by the National Association for Healthcare Quality

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Healthcare Quality Week

October 15-21, 2023

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.

- Visit HQW.NAHQ.com/Store to order.
- 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.

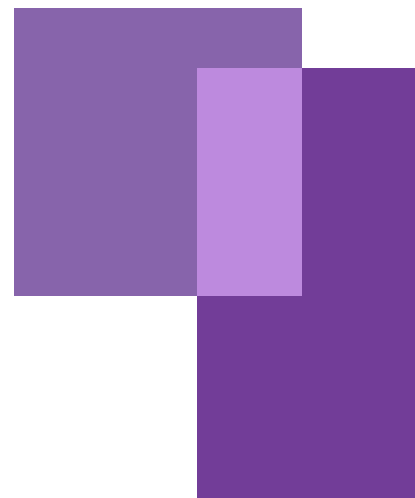
Ways to Celebrate Healthcare Quality Week

As a professional working in healthcare quality, 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, Oct. 16 at 12-12:30 p.m. CST: Rebranding Quality.** Join NAHQ's CEO, Stephanie Mercado, as she explores a future led by transformational leadership strategies where we reset the definition of healthcare quality and safety in order to align teams to achieve healthcare excellence.
 - **Stephanie Mercado, CAE, CPHQ,** Chief Executive Officer at National Association for Healthcare Quality

- **Tuesday, Oct. 17 at 12-1:30 p.m. CST:**
“Bleed Out” HBO Documentary. Shot over the course of 10 years, using archival footage, vérité scenes, undercover spy cams, courtroom testimony and interviews with family and experts, the award-winning, critically acclaimed BLEED OUT goes deep inside a flawed healthcare system.
 - **Steve Burrows**, Write, Director and Producer at The Burrows of Hollywood
- **Wednesday, Oct. 18 at 12-1:15 p.m. CST:**
“Bleed Out” Documentary Discussion. Join a panel of experts as we discuss the HBO documentary “Bleed Out”. The panel will dive into topics such as telehealth, data integrity and ethics, workforce competencies and accountability.
 - **David Mayer, MD**, VP Safety and Quality at MedStar Health
 - **Kristine Groves, BSN**, Executive Director at Veterans Health Administration Office of Quality Management
 - **Patricia Resnick, MBA, MJ, FACHE, CPHQ, CHC**, Vice President, Center for Virtual Health at ChristianaCare
 - **Robin Betts, RN, CPHQ, MBA-HA**, Vice President of Safety, Quality and Regulatory Services at Kaiser Permanente Health Plan and Hospitals, Northern California
 - **Steve Burrows**, Write, Director and Producer at The Burrows of Hollywood
 - **Suzie Berregaard, JD, BS**, Director of Operations at Veterans Affairs
 - **Stephanie Mercado, CAE, CPHQ**, Chief Executive Officer at National Association for Healthcare Quality
- **Thursday, Oct. 19 at 12-1 p.m. CST:**
Chief Quality Officers: Preparing the Healthcare Workforce to Lead. This session will focus on how chief quality officers position and prepare for their workforce to lead. Hear from a panel of CQOs as they outline strategies and steps that help their teams advance quality and safety in their organizations.
 - **Bert Thurlo-Walsh, MM, RN, CPHQ**, Chief Quality Officer at Milford Regional Medical Center
 - **Randy Harmatz, MBA, CPHQ**, Chief Quality Officer at Nicklaus Children’s Health System
 - **Rollin J. (Terry) Fairbanks, MD, MS**, SVP and Chief Quality & Safety Officer at MedStar Health
 - **Stephanie Mercado, CAE, CPHQ**, Chief Executive Officer at National Association for Healthcare Quality
- **Thursday, Oct. 19 at 3-3:20 p.m. CST:**
NAHQ Update. NAHQ is moving the needle on healthcare. Hear from NAHQ leadership about NAHQ’s success this past year, where we are headed as an organization and profession and how together we will make an even bigger impact.
 - **Stephanie Mercado, CAE, CPHQ**, Chief Executive Officer at National Association for Healthcare Quality
- **Friday, Oct. 20 at 12-12:45 p.m. CST:**
Ethical Leadership: Creating Psychological Safety at all Levels of the Organization. This session will focus on how to approach creating a psychologically safe organization that leads with ethical practices to deliver quality care. Takeaways will include strategies that you can immediately implement in your organization.
 - **Carole S. Guinane, RN, BSBA, MBA, FNAHQ, CPHQ, BBSS**
 - **Robin Betts, RN, CPHQ, MBA-HA**, Vice President of Safety, Quality and Regulatory Services at Kaiser Permanente Health Plan and Hospitals, Northern California

- 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.

Dear <Name>,

This week serves as a reminder of the incredible impact that healthcare professionals like you have on the lives of our patients. Your dedication, passion, and relentless pursuit of excellence have not only elevated our organization's standards but, more importantly, have positively transformed the lives of those we serve.

Thank you for your exceptional work, your unwavering dedication, and your compassionate hearts. Healthcare Quality Week serves as a fitting reminder of the tremendous impact you make, not just within our organization but within the broader healthcare community.

Once again, thank you for everything you do, and please take a moment to celebrate your accomplishments during this special week. You have truly earned it.

<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

Sign off your emails to help spread the word of Healthcare Quality Week to your peers.

[Download email signature](#)



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 #Hqw2023! Join us in celebrating the dedicated professionals who work tirelessly to ensure high-quality care 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 professionals in healthcare quality and safety around the world.

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

- **Sample LinkedIn Post**

As we celebrate #Hqw2023, we honor the pursuit of excellence in healthcare quality and safety. To our professionals working in healthcare quality and safety, thank you for your passion, your knowledge, and your commitment to making a difference in the lives of our patients. To help raise awareness, @mynahq is hosting complimentary on-demand webinars and providing resources that enable professionals to plan and celebrate locally.

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

- **Sample Twitter Post**

Celebrate #Hqw2023 with me and many other professionals working in healthcare quality and safety as we get together with @mynahq for exclusive on-demand webinars and raise awareness of the positive impacts professionals are making!

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

- **Sample Instagram Post**

Let's celebrate #Hqw2023 and all the hard work and dedication from the past year and continue to raise awareness of the positive impacts professionals in healthcare quality and safety are making. Join me and many others with @mynahq for exclusive, complimentary on-demand webinars.

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

Download the below graphic for social posts.



Together, we are a **FORCE** for quality. [Register Now](#) >>

Social Media Graphics

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



Together, we are a **FORCE** for quality. Join us. [Register Now](#)

[Download Facebook](#)



Together, we are a **FORCE** for quality. Join us. [Register Now](#)

[Download LinkedIn](#)



Together, we are a **FORCE** for quality. Join us. [Register Now](#)

[Download Twitter](#)



Together, we are a **FORCE** for quality. Join us. [Register Now](#)

[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.



Together, we are a **FORCE** for quality. Join now.

[Download poster](#)



Together, we are a **FORCE** for quality. Join now.

Learn more at hqw.NAHQ.org

[Download poster \(with text field\)](#)

Zoom Background

Celebrate Healthcare Quality Week with our exclusive background for your next virtual meeting.



[Option 1](#)



[Option 2](#)



[Option 3](#)

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
Director, Quality Management
CPHQ since 2018

Become a Certified Professional in Healthcare Quality® (CPHQ) and join nearly 15,000 CPHQs, including Chantel, in demonstrating readiness and commitment to advancing quality, safety and value.

Learn more at NAHQ.org/CPHQ

CPHQ®