



CELEBRATING OUR IMPACT FUELING OUR FUTURE

2025 PLANNING GUIDE

NAHQ[®]
Healthcare
Qualityweek[™]

Brought to you by the National Association for Healthcare Quality

OCT 19-25



**If you want to be
a force for quality,**



Join one.

If you want to advance the quality mission, and your career, join NAHQ or fully engage with your existing membership. You'll save on extensive professional development resources, events and CPHQ products. Plus, you'll be part of a powerful community of professionals committed to working together to make quality & safety, and healthcare, better. **Learn more at [NAHQ.org](https://www.nahq.org)**

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Healthcare Qualityweek™ OCT 19-25

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Healthcare Quality Week (HQW) was created as a dedicated time to honor the critical role of Quality within healthcare and raise awareness of the enormous impact professionals working in Quality have in their organizations, their communities, and across healthcare.

Through our collective efforts – NAHQ and you – healthcare Quality is gaining recognition as a driver of healthcare excellence, reduced costs, and improved care. What you do makes a difference and it's getting noticed. Now is the time to 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 professional working in Quality 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 posts with suggested text and graphics to share on your channels.
- A customizable poster to promote the week's activities within your organization.

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 & 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.
- Host activities during the week, such as a “lunch and learn” to help other staff better understand, healthcare Quality and your role, 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.

Complimentary Webinars

Monday, Oct 20 12:00 pm – 12:25 pm CT

From Mess to Success: Elevating Quality to Achieve Healthcare Excellence

Healthcare is complex, challenging, and often messy—but within that mess lies the path to success. In this keynote, Stephanie Mercado will share NAHQ's latest data, bold initiatives, and proof points—including groundbreaking ROI on Quality investments (ROI-Q)—that demonstrate how Quality can serve as a business strategy, not just a compliance measure. Join this session to be inspired, challenged, and equipped to turn today's healthcare mess into tomorrow's success.

SPEAKER:

Stephanie Mercado, CAE, CPHQ

Chief Executive Officer, National Association for Healthcare Quality (NAHQ)

Monday, Oct 20 12:30 pm – 1:20 pm CT

Navigating the Next Era: Industry Leadership in a Changing Healthcare

Healthcare is poised to undergo more transformation in the next three years than it has in the past three decades. Join NAHQ CEO Stephanie Mercado and Joint Commission President and CEO Jonathan Perlin for a fireside chat on what it takes to lead healthcare at the industry level during unprecedented times of change. They'll discuss how their organizations are evolving to stay relevant and drive impact. They'll share candid insights on the challenges, opportunities and their shared commitment to helping advance Quality & Safety.

SPEAKERS:

Stephanie Mercado, CAE, CPHQ

Chief Executive Officer, National Association for Healthcare Quality (NAHQ)

Jonathan Perlin, MD, PhD, MSHA, MACP, FACMI

President and Chief Executive Officer, Joint Commission

Josh Berlin, JD

Chief Executive Director, Rule of Three

Tuesday, Oct 21 12:00 pm – 1:00 pm CT

Navigating Mega Issues & Emerging Trends

Healthcare is evolving faster than ever, with new pressures and possibilities reshaping how we define value, outcomes, and the patient experience. In this session, policy expert Paul Keckley will explore the forces driving change in healthcare and what they mean for organizations, Quality professionals, and the patients they serve. Together, we'll consider how NAHQ and the Quality community can move beyond foundational truths to anticipate what's next and position themselves to lead in an uncertain and rapidly changing landscape.

SPEAKER:

Paul Keckley, PhD

Principle, The Keckley Report

Wednesday, Oct 22 12:00 pm – 1:00 pm CT

Elevating Quality Leadership: Building Critical Competencies for Breakthrough Results

Healthcare Quality professionals face extraordinary challenges as Medicare oversight intensifies, funding uncertainty grows, and care delivery shifts. Yet, Quality leaders possess a strategic advantage: built-in change management expertise that organizations desperately need across all functions.

This session focuses on three essential competencies – inspiration and influence, agile mindset, and resilience – that enable Quality professionals to become influential leaders beyond the bounds of their formal position. These competencies are critical for driving initiatives and transformation that span the entire organization.

We'll provide you with practical strategies for developing these capabilities within yourself and your current team members, as well as what to look for when expanding your team. You will leave this session with specific tools and strategies for building influence with multidisciplinary teams, developing adaptability skills, and creating sustainable approaches to constant change.

SPEAKERS:

Rebecca Kapphahn

Vice President, Senior Client Partner, Furst Group

Amy Mills, PhD, ICF ACC

Vice President, Senior Client Partner, NuBrick Partners

Thursday, Oct 23 12:00 pm – 12:45 pm CT

CMS Priorities & Implications for Quality & Safety

Stay informed on what's shaping the future of healthcare Quality. In this session, Dr. Dora Hughes, Chief Medical Officer and Director of the Center for Clinical Standards & Quality (CCSQ) at CMS will share current agency priorities, outline upcoming changes, and discuss how these developments impact Quality professionals across the continuum. Gain insights into the evolving role of Quality and what your organization needs to know to stay aligned with CMS direction.

SPEAKER:

Dora Hughes, MD MPH

Chief Medical Officer and Director of the Center for Clinical Standards and Quality (CCSQ), CMS

Friday, Oct 24 12:00 pm – 1:00 pm CT

The Next Frontier in Patient Experience: Orchestrating Quality, Safety, and Engagement to Create Measurable Value

The next frontier in healthcare is clear: patient experience can no longer stand apart from Quality & Safety—it must be orchestrated as an integrated strategy that creates measurable value. This session explores the emerging drivers reshaping patient experience, from consumer expectations and economic pressures to advances in data and the evolution of value-based care. Through case examples and forward-looking insights, we'll examine how healthcare Quality professionals are uniquely positioned to lead in this space, leveraging competencies and cross-disciplinary approaches to transform patient experience into a measurable driver of outcomes, equity, and organizational performance.

SPEAKER:

Elizabeth Paskas, DNP, MBA, RN, NE-BC, CPXP

Senior Vice President, Chief Patient Experience & Performance Improvement Officer, Hackensack Meridian Health

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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>

Email Graphic

Use this image at the top of a dedicated email or section of an email about Healthcare Quality Week.



[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 #HQP2025! Join us in honoring the dedicated professionals who work in Healthcare Quality & Safety to ensure high-quality care and patient safety. Quality matters!

Celebrate the week with complementary webinars, resources, and more from @mynahq.

Learn more about the week's events: [NAHQ.org/HQP](https://nahq.org/HQP)

Sample LinkedIn Post

As we celebrate #HQP2025, we honor the pursuit of excellence in healthcare Quality & Safety. To our professionals working to advance Quality & 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 and help professionals celebrate locally, @mynahq is hosting complementary webinars, and providing other free resources and support.

Learn more about the week's events: [NAHQ.org/HQP](https://nahq.org/HQP)



[Download Social Graphic](#)

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Posters

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](#)



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

Zoom Backgrounds

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



[Download Option 1](#)



[Download Option 2](#)