

# MESSAGE FROM THE BOARD

## Creating a Movement for 2010 and Beyond

Can you believe we have closed another year's chapter in our professions, association, and lives? The new year is a time for reflection and optimism. 2010 is an important year that will bring many changes to the American healthcare system, and this, in turn, creates opportunity for each of us as well as for NAHQ. As we continue our efforts to provide a voice at the table for healthcare quality and reform, we need to translate thoughtful strategy to action. Our hard work to build lasting partnerships through our External Advisory Council (EAC) and implement new educational resources as well as other initiatives will help us see growth and excitement in our association.

For me, the new year is about helping NAHQ create a movement for purposeful relationship-building to bring value to our members, customers, and profession. Through our recent market research, meeting with the EAC members, and work completed by the board, we continue to seek to ensure that our mission and vision are clearly defined and can be articulated not only in our membership but also as a value-added asset for our customers and partners.

The table for quality has been reset. The work of the NAHQ Board has been fueled by the creativity and vision of those before us. Likewise, future NAHQ leaders will continue to translate shared focus into action. Strategy must help drive our commitment and move us toward greater goals and opportunity.

This year, we will address and redress some of the basic elements of our mission, strategic plan and goals, opportunities, and presence at that "quality table." The future of our profession depends on each of us as leaders, volunteers, and members to engage mind, body, heart, and soul. I ask that you continue to join your peers at NAHQ on the journey as we create that movement for value in healthcare quality.

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