

Message from the Board

Re-Membering Our Members

NAHQ is committed to ensuring that our members have ready access to information on benefits, services, and volunteer opportunities. To remain the association of choice for healthcare quality professionals, we realize how important it is to “re-member” our members. NAHQ strives to be a user-friendly association for members and other customers who rely on us to be *the* source for education, research, networking, and certification.

A personal welcome. To welcome new NAHQ members, a pilot program was launched to have state presidents in Alabama, Arkansas, Florida, New York, Ohio, Oklahoma, and Texas, as well as quality volunteers in other states, reach out to all new members in their first quarter of membership. If members cannot be personally reached, a detailed voice message is left for them. New members say that they are delighted with these calls—and the personalized attention.

Virtual receptions. Virtual receptions for new members were also piloted in 2006. Led by board members and staff, these online teleconferences educate members on NAHQ’s history, mission, and membership composition, as well as inform them about the Healthcare Quality Certification Board, annual conference, and other professional development opportunities. A Quality Volunteer or board member also describes the Quality Volunteer Board (QVB) and volunteer opportunities to the new member. These virtual receptions have proven a valuable means for recruiting new volunteers and have received overwhelmingly positive feedback from participants.

Redesigned Web site. A completely redesigned Web site was launched in September. Not only does it sport the association’s new look (check out our stylish new logo), but it also makes navigation easier. The new site further simplifies the processes for joining NAHQ or renewing membership, features a calendar of events with important deadlines, includes a member directory and Members Listserv, and showcases the QVB in NAHQ Plus, its members-only section. Meanwhile, *NAHQ E-News*, launched in September, keeps members abreast of the latest trends and news in quality.

Peer conference guides. NAHQ now provides peer conference guides for first-time conference attendees. The guides, who are experienced conference attendees, greet newcomers at the reception for first-time attendees and answer their questions about the conference, educational sessions, and networking activities. In the future NAHQ plans to allow registrants to indicate their interest in having a peer conference guide.

Online volunteer profile. NAHQ also reengineered its online volunteer “show of interest” profile. Once registered with the QVB, volunteers can join the Quality Volunteer Listserv. Likewise, board members, team leaders, and others can easily query the QVB to match volunteers with team and project opportunities. Registering as a Quality Volunteer is a great way to join our growing ranks of active members.

Expect to see even more initiatives. Some areas ripe for consideration include developing special interest groups, recognizing tenure in the association, and providing more opportunities to apply for Healthcare Quality Foundation grants.

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