

Quality Professionals in Healthcare Have Purchasing Power in Many Market Segments

The quality professional in healthcare is involved in a wide range of areas of responsibility that include staff management and leadership; information management; education, training, and communication; and performance measurement and improvement. The common thread in these tasks is the collection and analysis of information in a wide range of healthcare settings. If your company can assist the quality professional in

healthcare in accomplishing these responsibilities in an efficient, cost-effective, and professional manner, you should be marketing to this influential audience.

Below is a partial list of organizations that have included the quality professional in healthcare audience in their marketing plan.

ACCREDITATION

AAAHC

ASSOCIATION

American Heart Association
American Medical Association
California Association for Healthcare Quality
Florida Association for Healthcare Quality
Healthcare Quality Certification Board
Indiana Association for Healthcare Quality
Michigan Association for Healthcare Quality
Ohio Association for Healthcare Quality
Pennsylvania Association for Healthcare Quality
Texas Association for Healthcare Quality

CONSULTING

AAAHC
American Nurses Credentialing Center
Beacon Health Informatics LLC/Cantor & Company
Bio-Logics Products, Inc.
Briefings on JCAHO
CareScience, Inc.
Catalyst Technologies, Inc.
Executive Learning, Inc.
GE Medical Systems Information Technology
Hc Pro, Inc.
Joint Commission Resources, Inc.
Learning Harbor
Medical Consultants Network, Inc.
Medical Peer Review Services, LLC
MediQual Systems, Inc.
The MEDSTAT Group, Inc.
Mellott & Associates
Peer Review Analysis
Press Ganey Associates, Inc.
QuadraMed/NJ Hospital Association
Solucient
Surgical Outcomes Information Exchange
System Improvements, Inc.

DATA ANALYSIS

ACS Healthcare Solutions, MIDAS+
American Data Network
Beacon Health Informatics LLC/Cantor & Company
CareScience, Inc.
Catalyst Technologies, Inc.

IPRO

Mellott & Associates
Maryland Hospital Association–Quality Indicator Project
PQ Systems, Inc.
QuadraMed/NJ Hospital Association
Solucient
USP (U.S. Pharmacopeia)

EDUCATIONAL MATERIALS

AAAHC
Agency for Healthcare Research & Quality
American College of Healthcare Executives
American Heart Association
Bellevue University
Bio-Logics Products, Inc.
Briefings on JCAHO
Executive Learning, Inc.
IPRO
Joint Commission Resources, Inc.
Maryland Hospital Association–Quality Indicator Project
Public Health Foundation

PUBLICATIONS

Agency for Healthcare Research & Quality
American College of Healthcare Executives
American Health Consultants
Baldrige National Quality Program–NIST
Briefings on JCAHO
IPRO
Joint Commission Resources, Inc.
Medical Consultants Network Inc.

RECRUITMENT

CompHealth
Stern & Associates, Inc.

SOFTWARE

3M Health Information Systems
ACS Healthcare Solutions, MIDAS+
Beacon Health Informatics LLC/Cantor & Company
Bio-Logics Products, Inc.
CareScience
Catalyst Technologies
GE Medical Systems Information Technology
Healthline Systems, Inc.
ICPA, Inc.

Maryland Hospital Association–Quality Indicator Project
MediQual Systems, Inc.
MedPlanner, Inc.
The MEDSTAT Group, Inc.
Mellott & Associates
Orion Healthcare Technology
PQ Systems, Inc.
QuadraMed/NJ Hospital Association
Schrader & Associates, Inc.
SciHealth, Inc.
Solucient
Surgical Outcomes Information Exchange
System Improvements, Inc.
The MEDSTAT Group, Inc.
USP (U.S. Pharmacopeia)

SUPPORT SERVICE

CareScience, Inc.
Hayes Plus, Inc.
Herban Scents
Orion Healthcare Technology
Rand
SGS International Certification SVCS
Trizetto/NCVO
TUV Management Service/TUV Product Service, Inc.

SURVEYS

AAAHC
American College of Healthcare Executives
Medical Consultants Network Inc.
Opinionmeter, Inc.
Press Ganey Associates, Inc.
Solucient

TRAINING

American Heart Association
American College of Healthcare Executives
Bio-Logics Products, Inc.
Briefings on JCAHO
CHAP–Community Health
Creative Education Unlimited
Executive Learning, Inc.
GE Medical Systems Information Technology
IPRO
System Improvements, Inc.