2003 Role Delineation Study of the International Healthcare Quality Profession Certified Professional in Healthcare Quality

History of the CPHQ Exam

- 1976 – Exam Committee Formation
- 1984 – the First Exam
- 2000 – International Expansion & Validation
- 2002 – Computer – based Testing

HQCB Mission Statement

- The mission of the Healthcare Quality Certification Board is to improve the quality of healthcare by advancing the theory, practice and professional growth of healthcare quality professionals through a credible certification process.

HQCB Vision Statement

- The Healthcare Quality Certification Board is a globally recognized leader dedicated to improving the quality of healthcare by providing a valid process for assessing the competency of professionals in healthcare quality.

CPHQ Value Indicators December 2003.

CPHQ Licensure or Registration
As of 12/2003

An international CPHQ credential would enhance my professional marketability/credibility.

NOCA Accreditation

- NOCA’s mission is to promote excellence in competency assurance for practitioners in all occupations and professions.
- CPHQ is the only fully-accredited credited credential in the field of international quality management.
- www.NOCA.org.

CPHQs Impact Global Healthcare Quality

1. Enhanced ability to influence and guide QM programs for greater effectiveness.
   - Shared knowledge of successful techniques.
   - Encouraging certification acceptance and growth.
   - Choosing projects wisely to build on successes.
     Exposure to global concepts through networking.
   - Cultural differences/similarities.
   - Incorporating culture awareness into patient care/teaching.
   - Shared experiences.
   - New or different QM concepts (ISO 9000, Six Sigma, initiatives/benchmarks from other countries).

Triennial Practice Analysis Research
(Most recent survey completed December 2002)

- Define the International Quality Management Professional
- Develop a Sampling Plan
- Identify Tasks for the Survey Instrument
- Identify Relevant Demographic Variables

- Select a Rating scale
Practice Analysis Practice Analysis Research Process 2002-3 Study Completed

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The International Professional in Healthcare Quality

Demographic Data
2002-3 International QM Survey

Decision rules to determine tasks relevant to practice

International Exam Content Outline – Effective 1/12004

- I. Management & Leadership 19%
- II. Information Management 29%
- III. Education, Training & Communication 18%
- IV. Performances Measurement & Improvement 34%

Exam Content Additions & New Emphasis for 2004
- Patient & environmental safety
- Balanced scorecards
- Failure mode & effects & root cause analyses
- Evidence-based practice guidelines
- Patient advocacy and ethics
- Selection of excellence/quality models & accreditation processes

Implementation Issues for Globalization

- Establish eligibility requirements
- Translations – yes or no?
- Terminology crosswalk
- Develop administration process
  - Number and location of exam sites
  - Cost
  - Cultural considerations

Standards of Practice for Healthcare Quality Professionals

- Are developed by the National Association for Healthcare Quality (NAHQ)
- Describe the Fundamental of Practice for the HC Quality Professional & Code of Ethics
- Can be linked to tasks on the CPHQ exam content outline

Standards of Practice:

Major Areas of Practice
- Leadership
- Information and Analysis
- Strategic Quality Planning
- Human Resource Development
- Management of Process Quality
- Quality and Operational Results
- Customer Focus and Satisfaction
Professional Implications for Certification Programs

- Promotes Excellence
- Demonstrates a Commitment to Quality
- Opportunity for Professional Growth & Personal Satisfaction
- Competency-Based Credentials
- Promotes Quality Management in Healthcare

Implications – Continued

- Tool for Career\Financial Advancement
- Identifies Qualified Individuals to Employers
- Legal Validity for Employer Decisions
- Establishes Professional standards
- Public Demonstration of Commitment to Excellence

Evaluating Voluntary Certification Programs

- Non-Profit Status
- Administrative and Financial Autonomy
- Demographically Free of Bias
- Mandatory Recertification
- Establishment of Pass\Fail Scores
- Formal Disciplinary Policy

Evaluation – Continued

- Educational Body Autonomy
- Relevant Eligibility Criteria
- Public Member
- Published Exam Performance Statistics
- Validity Established Through A Practice Analysis

Marketing Ideas for Certified Professionals....

You’re a credible expert wherever you go!
- Set up meetings with local related groups if you travel to other countries
- Contact a local certified professional in that country; try to meet with him/her
- Don’t be afraid to spread the word at work about your meetings & international contacts

Enhanced prestige ...

Career gains ...

Use the practice analysis research findings to promote your department and in your role as a certified expert in your field.

- Latest responder statistics (i.e. your “peer group”)
  - Educational background
  - Length & breadth of experience in the field
- Evidence-based guideline for job descriptions & increased areas of responsibility

International CPHQ Career Gains

Cultural changes & milestone achievements (Kingdom of Saudi Arabia Example)

Enhanced prestige ...

Career gains ...

Use global expansion to market yourself
- Middle East: 7 Presentations in 6 countries since January 2001
- 5 professional appointments:
  - Eastern Province Quality Circle Advisory Board
  - Standards Development Core Group for Ministry Hospitals
  - Staff Development consultant for 22 Ministry hospitals
  - Coordinator for QM facilitator training for 22 hospitals
  - Appointed as Deputy Regional Councillor for the Mediterranean Islamic Countries for the ASQ Healthcare Division

Enhanced prestige ...
Career Gains ...

Canadian examples:
- Transformed the culture in behavioral health to embrace indicators and outcome studies
- Chaired a committee to develop a system of quality assessment for mental health in Ontario & develop a comprehensive case mix system for psychiatry
- Founded a center for organizational health, using CQI principles
- Surveyor for the Canadian accreditation system

CPHQs Impact Global Healthcare Quality
Hong Kong examples:
- CQI project for central line care
  - Complication rate reduced from 24% to 5.3% and still going!
- Antibiotic usage protocols implemented
  - Documented savings of 6 million HK dollars per year in one hospital
  - Winner of the government’s “best team” award for 2000

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