



# NQF Board Meeting Update NQP Playbooks & NQF's *new* e-Commerce Platform

*March 14, 2018*

# National Quality Partners™ Playbooks

## *The Launch*

New Playbooks Launched at the Annual Conference

- *National Quality Partners Playbook™: Opioid Stewardship*
- *National Quality Partners Playbook™: Shared Decision Making in Healthcare*

Developed with input and guidance from the respective NQP Action Teams, the NQP Playbooks offer practical implementation strategies and approaches for healthcare organizations and clinicians to drive quality improvement in each area.

# National Quality Partners™ Playbooks

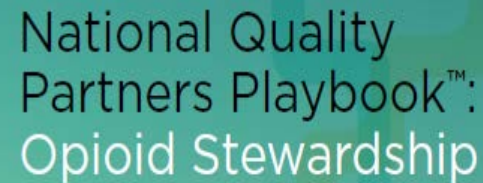
## *Promotion and Dissemination of the Playbooks*

### Efforts underway to promote the Playbooks

- Providing a significant 70% discount for NQF Members
- Working with the two action teams, NQF members, and key stakeholders, the team is actively engaged in the promotion of the NQP Playbooks



National Quality Partners Playbook™:  
Shared Decision Making  
in Healthcare



National Quality Partners Playbook™:  
Opioid Stewardship

- Providing discounted rates to member organizations promoting awareness of the Playbooks
- Marketing through email campaigns, webinars, twitter, LinkedIn and media briefing

# The NQF Store

## *NQF's NEW e-Commerce Platform*

NQF has implemented and successfully launched its e-Commerce platform: ***The NQF Store!***

This new capability will support NQF's revenue diversification priority

The NQF Store provides:

- Online sales functionality
- A fully hosted, cloud-based solution
- Customizable content
- A suite of reports to support marketing efforts

# The NQF Store

## Accessing the NQF Store from NQF's website

The screenshot shows the NQF Store page on the National Quality Forum website. At the top left is the NQF logo and the text "NATIONAL QUALITY FORUM". To the right is a search bar and social media icons for Twitter and LinkedIn. Below the header are navigation links for "About Us", "News", and "NQF Work".

### NQF Store

Welcome to the NQF Store, where NQF Members receive up to a 70% discount! Purchase and download your National Quality Partners™ Playbooks today. Not a Member? Proceed directly to the Public Store.

**Member Store**

\* **Required fields**

Please select your NQF Member Organization:

**A-H**

Select Member Organization  \*

[Enter Member Store](#)

**I-Z**

Select Member Organization  \*

[Enter Member Store](#)

**Public Store**

Non-members can purchase products from the public store.

[Enter Public Store](#)

Questions about Membership? Contact [NQFstore@qualityforum.org](mailto:NQFstore@qualityforum.org)

**Event Promotion:** MAR 12-13 2018 NATIONAL QUALITY FORUM ANNUAL CONFERENCE WASHINGTON, DC. **FULFILLING THE QUALITY MANDATE—** Are we closer to safer, more effective, and affordable care? [Register Now!](#)

**NQF Marketplace is now OPEN!**

# The NQF Store

## NQF Store Landing Page

The screenshot displays the NQF Member Store interface. At the top, there is a search bar, login/sign up links, and a cart icon showing 0 items. The main header features the NQF Member Store logo. A left sidebar contains navigation links: Home, Product Catalog, All Products, Opioid Stewardship, Shared Decision Making, Advanced Illness Care, Antibiotic Stewardship, NQP Playbooks™, Bulk Orders, Bulk Orders, FAQs, and About NQF. The main content area is titled 'New Products' and lists three items:

- National Quality Partners Playbook™: Opioid Stewardship**: Priced at \$45.00 (member price) and \$150.00 (original price). A red 'NQF Member Price!' badge is present.
- Fact Sheet on National Quality Partners Playbook™: Opioid Stewardship**: Priced at \$0.00.
- National Quality Partners Playbook™: Shared Decision Making in Healthcare**: Priced at \$30.00 (member price) and \$100.00 (original price). A red 'NQF Member Price!' badge is present.

A blue callout box with a white background and a blue border contains the text: "NOTE: This is the Member Store which reflects substantial discount for NQF Members". A blue arrow points from this box to the 'National Quality Partners Playbook™: Opioid Stewardship' product listing.

# The NQF Store

## NQF Store Bulk Ordering

**NQF Member Store**

Home > Bulk Orders > National Quality Partners Playbook™: Shared Decision Making in Healthcare - BULK QUANTITIES

**NQF Member Price!**

**National Quality Partners Playbook™: Shared Decision Making in Healthcare - BULK QUANTITIES**

~~\$1,500.00~~  
**\$1,275.00**

Quantity: 50

**ADD TO CART**

Share Tweet Pin it

**NATIONAL QUALITY FORUM**

Home

Product Catalog

- All Products
- Opioid Stewardship
- Shared Decision Making
- Advanced Illness Care
- Antibiotic Stewardship
- NQP Playbooks™

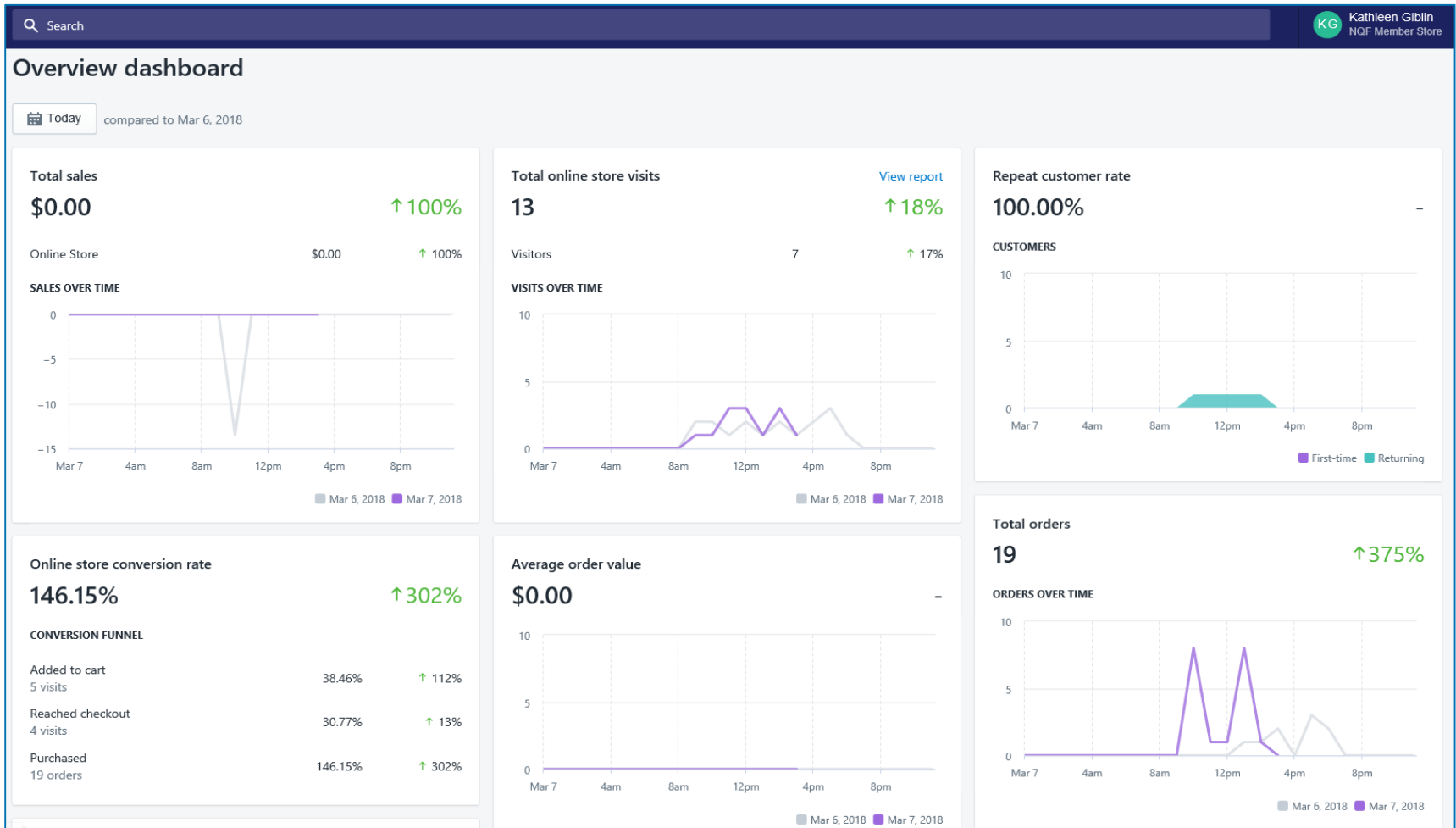
**Bulk Orders**

- Bulk Orders
- FAQs
- About NQF

NOTE: The Member Store allows for bulk purchasers at a discount

# The NQF Store

## Reporting Dashboard





# National Quality Partners™ Playbooks

## *Opportunities to support our efforts*

We would like your help in raising awareness of and interest in the Playbooks through activities such as:

- Mentions in newsletters, journals or other communications with your members/constituents
- Co-written blogs with NQF
- Including references in talking points at internal and external speaking engagements with audiences who may be interested in either or both topics
- Social media mentions, particularly LinkedIn and Twitter
- Other ideas are welcomed