



**JOIN**  
THE NQF QUALITY  
COMMUNITY



NATIONAL  
QUALITY FORUM



## THANK YOU FOR YOUR INTEREST IN JOINING THE NQF COMMUNITY.

By working with members like you, NQF plays an essential role in bringing all stakeholders together—patients, employers, providers, health plans, and many others—to ensure high-value, affordable healthcare for all Americans.

Our members range from small—but powerful—consumer advocacy groups with a handful of staff to large health systems that represent tens of thousands of employees and the estimated millions of patients they serve. No matter how large or small, all organizations have an equal voice at NQF’s table. NQF—a private, independent, nonprofit organization—is the nation’s resource for quality measurement.

Without NQF, it would be impossible to know whether healthcare is safe and effective for the nation, while reducing costs and maintaining quality. Policymakers and other influencers need reliable, accurate, and scientifically valid measures to determine what works and what could be improved so that patients and consumers benefit from safer, better care.

NQF and our members play a vital role in making measurement more meaningful, while reducing burden for clinicians and other providers. The NQF Measure Incubator™ identifies high-priority areas where critical gaps remain and better measures are needed, particularly those that reflect the patient voice and patient-reported outcomes. National Quality Partners’ Action Teams—another innovative initiative—galvanize NQF members to accelerate improvement nationally.

By becoming part of our community, you, your colleagues, and staff will be part of a growing group of organizations committed to making healthcare quality a national priority. In addition, you will have numerous opportunities to take advantage of the resources that NQF offers, including a robust on-demand member education center, continuing education credits for select workshops and events, Member Networks, and much more.

I sincerely hope that you and your organization will join NQF. Together, we can solve tough challenges in healthcare and lead the way in improving healthcare quality.

A handwritten signature in black ink, appearing to read 'Shantanu Agrawal'. The signature is fluid and cursive, with a large, sweeping flourish at the end.

Shantanu Agrawal, MD, MPhil  
President and CEO, National Quality Forum

**SINCE 1999**, policymakers, foundations, and thought leaders have turned to NQF—the leader in quality measurement—to take on complex and pressing healthcare measurement issues. The best thinkers in measurement science gather around NQF’s table to evaluate and prioritize measures, identify measurement gaps, and come to consensus on decisions that impact tens of millions of Americans.

NQF’s impartiality and evidence-based approach stems from our Members, who represent a broad range of disciplines, views, and approaches. At NQF, everyone has an equal voice. Our Members have been instrumental in making recommendations on measures that impact tens of millions of Americans.

**A Better Start for Moms and Babies.** The dramatic reduction in early elective deliveries (EED) is one of the most compelling examples of how an agreed-upon improvement intervention and standardized quality measure can reverse an alarming trend. NQF endorsed an EED measure as part of the nation’s first set of perinatal measures in 2008. The effort helped fuel a dramatic reduction in EEDs, which fell from 17 percent in 2010 to 4.6 percent of all U.S. births in 2013.

**Reducing Hospital Readmissions.** Healthcare leaders, policymakers, patients, and families have struggled with high hospital readmission rates for Medicare patients. In 2011, NQF reviewed and endorsed quality measures related to all-cause readmissions for hospitals and health plans that were later implemented in federal government pay-for-performance programs. As a result, the readmissions rate for Medicare beneficiaries dropped from 19 percent to 17.5 percent between 2011 and 2013.

**Improving Cardiac Care.** For physicians treating heart attack patients, minimizing the time between a patient’s arrival in a clinical setting and treatment through percutaneous coronary intervention (PCI), or “door-to-balloon time,” is critical to survival. In 2007, NQF endorsed a measure quantifying the percentage of heart attack patients who receive a PCI within 90 minutes of arrival in the ER. The percentage of patients receiving a PCI within 90 minutes of arrival increased from 67.3 percent in 2006 to 95.1 percent in 2012.

NQF-endorsed measures influence national policy, set the standard for patient care and safety, and improve health and healthcare quality for all Americans.

**“If you are a healthcare leader in America today, quality has to be at the top of your agenda. And if quality is at the top of your agenda, then you need to be an NQF Member.”**

Bruce Siegel, President and CEO  
America’s Essential Hospitals

# ENJOY EXCLUSIVE MEMBER BENEFITS AND GET INVOLVED

When you join NQF, everyone at your organization is invited to participate in our educational opportunities at no additional cost. Our goal is for you and your colleagues to get the most out of your NQF membership. Get involved and stay up to date.

## Learn

- Delve into quality measurement and learn why it is important to your organization
- Expand your knowledge of performance measurement
- Gain best practices for infusing quality improvement throughout your organization

## Connect and Collaborate

- Share your knowledge and expertise to enrich the quality community
- Network and learn from other Members
- Take part in Member Networks, which synthesize NQF's work around topics of mutual interest
- Attend NQF's Annual Conference to hear from thought leaders and participate in dynamic discussions
- Engage in ongoing virtual discussions and committee meetings for deeper insights into core areas of NQF's work

## Lead

- Submit nominations to serve on a workgroup or committee
- Volunteer your time and leadership

## Share and Communicate

- Inspire others with your success stories
- Display the NQF Member logo on your website or in your marketing materials
- Share within your organization exclusive NQF communications that distill the leading issues shaping quality measurement

**“NQF Membership has allowed me to hear other perspectives. It has given me insight that I wouldn't have otherwise had and allowed me to be a better advocate for consumers and families.”**

Carol Cronin, Executive Director  
Informed Patient Institute

# NATIONAL QUALITY FORUM: LEADING THE QUALITY COMMUNITY

Founded in 1999 and based in Washington, DC, NQF is a nonprofit organization that brings together Member leaders and experts from across the country to reach consensus on quality measures, tackle leading complex healthcare issues, and galvanize action to create solutions for key healthcare challenges.

**OUR MISSION:** NQF's mission is to improve health and healthcare through quality measurement.

**OUR MEMBERS:** NQF Members represent over 400 organizations from every sector of health and healthcare and are united by the shared goal of improving care for all Americans. NQF facilitates an open, public, and thorough dialogue on healthcare improvement, where all stakeholders and Members have a seat at the table and a voice in advancing quality.

**OUR WORK:** NQF endorses best-in-class quality measures and leads measurement science to drive improvement, lower cost, and increase value throughout the healthcare system.

**OUR IMPACT:** NQF is a trusted, independent, national resource on quality measurement and measurement science for the U.S. Congress, the Administration, and federal agencies. NQF annually recommends measures for use in federal payment and public reporting programs that affect the care of tens of millions of Americans. NQF works to fill gaps where measures are needed to improve care and streamlines measurement to ensure that everyone has access to reliable, accurate, and actionable healthcare information.

## JOIN US!

Contribute to healthcare improvement solutions by becoming part of the NQF quality community.

For more information about joining NQF, contact 202.783.1300 or [joinnqf@qualityforum.org](mailto:joinnqf@qualityforum.org). Visit [www.qualityforum.org](http://www.qualityforum.org) to learn more.

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