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
- 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

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

NQF Marketplace is now OPEN!
The NQF Store

**NQF Store Landing Page**

NOTE: This is the Member Store which reflects substantial discount for NQF Members
The NQF Store

NQF Store Bulk Ordering

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

Reporting Dashboard

Overview dashboard

Total sales
$0.00  ↑ 100%

Online Store
$0.00  ↑ 100%

SALES OVER TIME

Total online store visits
13  ↑ 18%

Visitors
7  ↑ 17%

VISITS OVER TIME

Repeat customer rate
100.00% –

CUSTOMERS

Online store conversion rate
146.15%  ↑ 302%

CONVERSION FUNNEL

Added to cart
5 visits  38.46%  ↑ 112%

Reached checkout
4 visits  30.77%  ↑ 13%

Purchased
19 orders  146.15%  ↑ 302%

Average order value
$0.00 –

ORDERS OVER TIME

Total orders
19  ↑ 375%
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