



**Meeting of the
'Planning a National Nursing Quality and Safety Alliance'
National Nursing Convener Organizations**

**The George Washington University Medical Center
Executive Conference Center
900 23rd Street, NW
6th Floor
Washington, DC**

**Agenda
July 20, 2009
8:30 a.m.- 5:00 p.m. (Eastern)**

8:15 a.m. Continental Breakfast

8:30 a.m.	Information Session for Reactors (held in Room 6116) <i>Moderator: Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i> Join GW project staff for a brief discussion of recent activities and progress in establishing NQSA. This discussion is intended for reactors who will benefit from additional background and orientation.	Item B
8:30 a.m.	Executive Session for Conveners (held in the Weingold Conference Center) <i>Moderators: Jean K. Johnson, RN-C, PhD, FAAN, Senior Associate Dean and Professor, GW</i> <i>Ellen Dawson, PhD, ANP, Chair, Department of Nursing Education, GW</i> Conveners will discuss outstanding issues under the NQSA implementation grant.	Item A

9:15 a.m. Welcome and Introductions
Jean K. Johnson, RN-C, PhD, FAAN, Senior Associate Dean and Professor, GW
Ellen Dawson, PhD, ANP, Chair, Department of Nursing Education, GW

9:30 a.m. NQF and The Quality Enterprise (*invited guests*)
Janet Corrigan, PhD, MBA, President and CEO, National Quality Forum (NQF)
Marybeth Farquhar, PhD, RN, MSN, Managing Director, Performance Measures, NQF Item C

10:30 a.m. Break

10:45 a.m. Review of and Comment on Conference Call Summary (June 10, 2009)
Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW Item D

11:00 a.m. Establishing NQSA's Nominations Process
Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW Item E

11:45 a.m.	Reactor Comments	
12:00 noon	Lunch Break	
12:30 p.m.	Nursing Research: Informing High Value and Health Reform (<i>invited guest</i>) <i>Carolyn Clancy, MD, Director, Agency for Healthcare Research and Quality (AHRQ)</i>	Item F
1:30 p.m.	Break	
1:45 p.m.	Developing NQSA's Brand Identity <ul style="list-style-type: none"> • Target Audiences and Audience Needs • Competitive Context • Brand Aspirations • Brand Elements • Name Considerations <i>Cleve Corlett, PhD, Brand Planning, LLC</i> <i>Henry Engleka, and Chad Hyett, Caroline Johnson, Widmeyer Communications</i>	Item G
4:00 p.m.	Break	
4:15 p.m.	Reactor Comments	
4:30 p.m.	Next Steps	
4:45 p.m.	Executive Session	
5:00 p.m.	Adjourn	

Mark your calendars! Meetings/Conference Calls:

August 19, 2009 (conference call - limited to convener representatives)