



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

**Agenda  
October 22, 2009  
11:00 a.m. - 1:00 p.m. (Eastern)**

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| 11:00 a.m. | <p>Welcome<br/><i>Jean K. Johnson, RN-C, PhD, FAAN, Senior Associate Dean and Professor, GW</i><br/><i>Ellen Dawson, PhD, ANP, Chair, Department of Nursing Education, GW</i></p>  |                  |
| 11:05 a.m. | <p>Overview of Agenda and Conference Call Objectives<br/><i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i></p>  | Item A           |
| 11:10 a.m. | <p>Review of and Comment on Meeting Summary (July 20, 2009)<br/>Review of and Comment on Conference Call Summary (August 19, 2009)<br/><i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i></p>  | Item B<br>Item C |
| 11:15 a.m. | <p>Establishing NQSA's Governing Structures (continued)<br/><i>Brenda Sheingold, PhD, RN, Assistant Professor, GW</i><br/><i>Paul Vishny, Esq, Seyfarth Shaw, LLP</i></p>  | Items D-E        |
| 11:50 p.m. | <p>NQSA's Brand Identity – Update and Next Steps<br/><i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i><br/><i>Stacey Finkel, Widmeyer Communications</i><br/><i>Peter Hahn, Widmeyer Communication</i><br/><i>Cleve Corlett, PhD, Brand Planning, LLC</i></p> | Item F           |
| 12:10 p.m. | <p>NQSA Launch Activities<br/><i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i><br/><i>Anne Banner and Thomas Kohout, Office of Communications and Marketing (MCCM)</i></p>   | Items G, H       |
| 12:30 p.m. | <p>Center for Medicare &amp; Medicaid Services Nursing Steering Committee<br/><i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i><br/><i>Julie Sochalski, PhD, RN, FAAN, Associate Professor of Nursing, University of Pennsylvania</i></p>                     | Item I           |
| 12:45 p.m. | <p>Other Business and Next Steps</p>   |                  |
| 1:00 p.m.  | <p>Adjourn</p>   |                  |