



# A SWOT Analysis: The Environment for a NPQA

## Planning a National Nursing Quality and Safety Alliance

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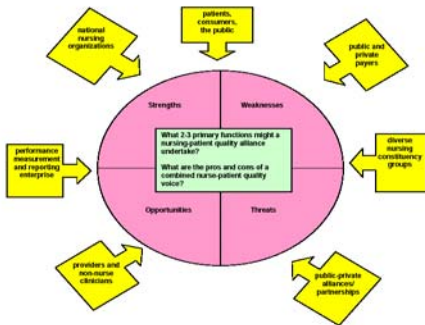
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## Planning a National Nursing Quality and Safety Alliance



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## Assumptions

### Assumption from original NQSA SWOT

- We are well positioned to gain from a strategic investment in a NQSA at this time

### Assumption from February 26 teleconference

- We feel strongly about partnering with patients/consumers

### Assumption from this SWOT analysis

- There will be some similar but many different gains and losses in partnering with patients/consumers.

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 **Proposed Purposes**  
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- Inspire continued trust and confidence in the nursing profession among patients, their families, and the American public
- Leverage nurses, the single largest health care workforce, together with patients, partners in their care, in accelerating performance improvement
- Stimulate reform through shared perspectives, knowledge, and values among nurses and patients, their families, and consumer stakeholders

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 **Key Strengths**   
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- Competing/similar nursing focused/dedicated organizations to proposed NQSA do not exist (1.h.)
- Launching national quality improvement campaigns that unite evidence with clinical practice and that engage nurses and patients as equal partners in quality (e.g. TCAB, Safe Needles Save Lives, Evans & Strumpf on restraints) (2.f.)
- Establishing partnerships with consumers links nursing to long established advocacy in this area and provides ready-made credibility and strengthened relationships with policy makers. (3.e.)

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 **Key Weaknesses**   
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- Funding source for sustained support is unknown (1.c.)
- Consumer groups and nurse groups may have diverging opinions on measurement priorities. How will this be reconciled? (2.e.)
- Nurses and nurse professional organizations have historically lacked consistent messages or a cohesive approach to policy makers and regulators. The addition of consumer groups to the mix may further complicate the lack of a unified message. (3.g.)

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**Key Opportunities**


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- Build upon nursing social capital with consumers as the most trusted among health care professionals. (1.a.)
- Identify areas of low-level performance, significant variation, or suboptimal care for which nurses are accountable and which are viewed by patients as high impact. (2.l)
- Identify nurse and patient experts and build capacity to serve in leadership roles (e.g. committees, advisory boards) (3.k.)

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**Key Threats**


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- Partnership adds complexity to operational aspects of an alliance such as leadership, governance, membership, dues structure etc. (1.c.)
- Consumer groups may not recognize a need to measure nurse performance in the same manner in which nurses do (e.g. consumers may think nursing is simply a matter of carrying out orders). Conflict may result. (2.e.)
- Presence of strong medical lobby and physician advocacy groups linked with consumers. (3.b.)

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**Conclusions**

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- Strengths (25 items) and opportunities (49 items) of NPQA outweigh all other categories.
- Many weaknesses and threats of NPQA are fully within the sphere of nursing's and consumer's influence (20 items out of 43 items)
- Consumer organizations share interest in NPQA's proposed mission, values, and priorities

A strategic investment in a NPQA is wise.

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## Identifying Partners

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### Criteria for possible partner (s):

- National non-profit devoted to health care safety, quality, or performance
- Similar mission, values, and priorities
- Authentic history of achievement
- Respected voice for patient, consumer, or family interests
- Majority consumer leadership
- Financially sound

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## Key Questions

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- What reactions does the group have to the NPQA SWOT analysis?
- What specific additions, revisions, and enhancements are suggested?
- What specific action steps should be pursued to best position the developing Alliance?
- What approach might be used to identify suitable patient/consumer organization with which to partner?

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