

■ ■ ■ Strategic Leadership Series
Value-based Product Evaluation and Implementation
A CERTIFICATE OF MASTERY PROGRAM



Advanced Skills
for Value Analysis
and Determining
Total Cost
of Ownership



American Hospital
Association®



ASSOCIATION FOR THE
HEALTHCARE ENVIRONMENT

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Do you have what it takes to be recognized as a strategic leader and stay relevant in today's healthcare landscape of Cost, Quality, and Outcomes?

VPEI is a national certificate program for professionals making important decisions about products and services for their facility. Propose change with confidence and learn to build your proposals tailored to the various needs and perspectives of key stakeholders.

CQO in Healthcare

The continuing trend in healthcare is to lower costs and improve overall patient care *without sacrificing quality*. Multi-departmental Value Analysis teams meet regularly to discuss and evaluate products and services and make decisions for their organizations based on hard data. Increasingly, leaders of all aspects of healthcare are being called upon to

become more strategic in their approach to product evaluation/implementation and operational management. Enter CQO.

CQO refers to the **intersection* of cost, quality, and outcomes, and a more holistic view of the correlation between **cost** (all costs associated with delivering patient care and supporting the care environment), **quality** (patient-centered care aimed at achieving the best possible clinical outcomes), and **outcomes** (financial reimbursement driven by outstanding clinical care at the appropriate costs) as opposed to viewing each independently.



Setting a New Standard in Environmental Services and Facilities Management

AHE's Strategic Leadership Series' Value-based Product Evaluation and Implementation will help leaders in various disciplines set a new standard of excellence with respect to procurement and change management. This 2-day course helps you identify ways you can transform from a more tactical approach to purchasing and product/process/technology implementation to a highly-focused strategic one. After taking this program, leaders will be equipped to deliver value to their organizations by impacting clinical and financial outcomes.

Comprehensive Training & Curriculum

The VPEI curriculum is built around four core competencies, and is designed to help participants cultivate and demonstrate their ability to **analyze, evaluate, influence, and justify** cleaning and disinfection decisions that impact patient safety and quality of care.

The 2-day workshop uses multiple modalities including classroom instruction, video, games, group discussion, hands-on activities, and analytical tools to allow learners the

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*definition provided by the Association for Healthcare Resource & Materials Management of the American Hospital Association

opportunity to process and apply the concepts and skills being taught. The certificate program is designed around a real-world example of a director at a facility creating an actionable plan for change based on the principles of value analysis. Participants identify credible research and data to make a sound purchasing decision, identify key stakeholders, and learn to craft an evidence-based proposal to influence value analysis team members.

The program focuses on the value of building credibility within your organization, and the foundational steps required to create a path to being recognized as a thought leader within your institution and having “a seat at the table” when it comes to decision-making.

Challenges to strategic leadership in the healthcare environment:

- Other departments drive some of the fundamental decisions
- Ineffective communication and limited collaboration with clinicians and other key roles/ departments (i.e. Finance, Infection Prevention, and Supply Chain)
- “Noise” about products: all of them start to sound the same; “the best product” with a high kill claim and low dwell time

Primary Learning Objectives

Upon completion of the VPEI Certificate of Mastery Program, participants will be equipped to:

1. Analyze available data regarding products, techniques, and technologies to inform decision making.
2. Evaluate a product, technique, or technology for budgetary, operational, and cultural fit within their facility.
3. Influence stakeholders to support cleaning/disinfection recommendations using communication best practices.
4. Justify cleaning and disinfection decisions, balancing data-driven outcomes with strategic initiatives.

Taking Leadership to the Next Level

The training places strong emphasis on not only what it takes to stay relevant in your management position, but to *lead with confidence*.

The VPEI certificate program is designed help leaders succeed as they:

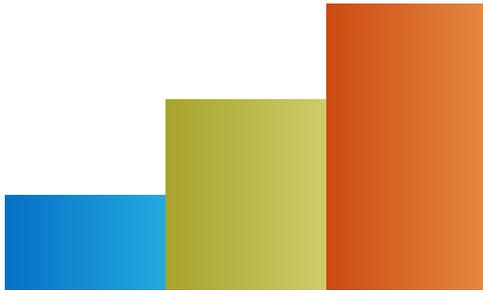
- Operate as part of a multi-disciplinary team that may have competing interests
- Align their department’s strategic goal with the facility’s
- Interact professionally and confidently with clinicians, administrators, supply chain, and infection prevention specialists
- Develop and apply analytical and communications skills
- Demonstrate thought leadership in purchasing and change management decisions
- Transform their methodology from a more tactical approach to a strategic one

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To be relevant in today's healthcare environment, professionals must become experts of their domain; strategic in nature, and ready to drive change in their organizations. A certificate of mastery in VPEI validates and strengthens existing skills and provides data, tools, and techniques to go from good...to great!

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