



ASQ Seeks Qualified Industry Supporter for Quality Healthcare Series: Medical Mondays

Throughout the medical community, quality is increasingly essential to patient well-being, process improvement, financial performance, and the ability to respond quickly and effectively in response to emerging crises. Hospitals, nursing homes, labs, device manufacturers and the entire healthcare community must ensure that quality is a clearly defined practice deeply incorporated into the organization.

In November, ASQ's Medical Mondays virtual series will offer insights into how quality professionals in the healthcare community can:

- Increase the likelihood of desired health outcomes via quality principles
- Respond to crises and navigate the current COVID-19 challenges via effective quality practices
- Meet marketplace expectations among healthcare users
- Define and initiate key reliability and patient safety standards
- Implement robust process improvement, lean and Six Sigma methodologies and change management techniques to ensure sustainability
- Enhance high quality and cost efficiency
- Mitigate and reduce opportunity for error
- Highlight the role of quality in maintaining a successful healthcare organization

Event Components

Comprised of interactive panel discussions, on-demand educational sessions, and reference materials curated by ASQ staff and member communities, Medical Mondays will offer healthcare and medical quality professionals the tools and perspectives needed to manage the current conditions facing the medical community and build meaningful quality processes and systems.

The Opening Keynote Session on November 9 will offer a comprehensive view of the role quality plays in ensuring the health and safety of patients, staff, and entire healthcare organizations. From there, each week will explore a specific theme and focus via a general session, live panel discussion, and curated content (including archived ASQ event educational sessions and division webcasts) along with resource materials, articles, and abstracts.

Event Dates: Monday, November 9, 16, 23, and 30

Sponsorship Components

ASQ is seeking a strategic supporter with extensive thought leadership and experience in the healthcare quality space. ASQ is open to developing an exclusive partnership that may include but is not limited to:

- Opportunities to provide on-demand content for attendees
- Opportunity to provide a 2-3 minute introduction at the beginning of 1-2 of the panel discussions
- Recognition in the Opening Keynote Session
- Logo recognition in attendee communications
- Social media recognition
- First right of refusal on 2021 ASQ healthcare-focused event sponsorships

ASQ Media Sales

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