



American Society for Healthcare Risk Management

**HRM WEEK**  
JUNE 20-24, 2016

Presented by



**THE RISK AUTHORITY**  
STANFORD

## HRM Week Key Messages

*This page provides information on what risk managers do; their roles in a crisis; how they help deliver safe and trusted healthcare; and what the Certified Professional in Healthcare Risk Management credential means. During Healthcare Risk Management Week, please take the opportunity to deliver these key messages to co-workers, management and others—help you can eliminate preventable, serious safety events.*

### Healthcare risk managers:

- Identify risks that could lead to serious, preventable safety events and work toward preventing these events from happening
- Play an active role in a healthcare organization's clinical, risk financing, regulatory and business issues
- Work to protect the patient and the organization's reputation

### Healthcare risk managers are the go-to professionals in a crisis:

- They communicate with patients' families; interact with physicians and clinical staff; educate medical staff, board members and senior leadership; and help put processes in place to reduce the risk of adverse events

### Healthcare risk management is a proactive and responsive profession that works to deliver safe and trusted healthcare by:

- Saving lives, preventing errors and conserving financial resources
- Reducing organizational costs through optimal patient outcomes
- Managing enterprise risk and increasing success in risk prevention

### The Certified Professional in Healthcare Risk Management is a credential that can set you apart in the healthcare risk management profession:

- The CPHRM is based on a sound assessment that provides distinction in an increasingly competitive marketplace.
- The CPHRM ensures that healthcare risk managers are highly knowledgeable and educated in healthcare and management issues.