



American Society for Health Care Risk Management

**HRM WEEK**  
JUNE 21-25, 2021

## 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 health care; and what the Certified Professional in Health Care Risk Management credential means. During Health Care Risk Management Week, please take the opportunity to deliver these key messages to your co-workers and management.

### Health care 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 health care organization's clinical, risk financing, regulatory and business issues
- Work to protect the patient and the organization's reputation

### Health care 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

Health care risk management is a proactive and responsive profession that works to deliver safe and trusted health care 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 Health Care Risk Management (CPHRM) is a credential that can set you apart in the health care risk management profession:

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