



American Society for Health Care Risk Management

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

## HRM Week FAQs

### What is HRM Week?

Health Care Risk Management Week 2021, June 21-25, is the American Society for Health Care Risk Management's annual campaign to raise awareness about the critical role risk management and patient safety professionals play in helping to eliminate preventable serious safety events.

The theme this year "Prepared for the Present, Planning for the Future" celebrates all the hard work of risk management professionals over the last year, all while laying the foundation for what's to come.

### What are the main functions that today's health care risk managers serve?

Risk managers are heavily involved in the organization's clinical, risk financing, regulatory and business issues. They possess the communication skills to interact with a variety of people under different, complex circumstances, and are the go-to professionals for many challenging situations.

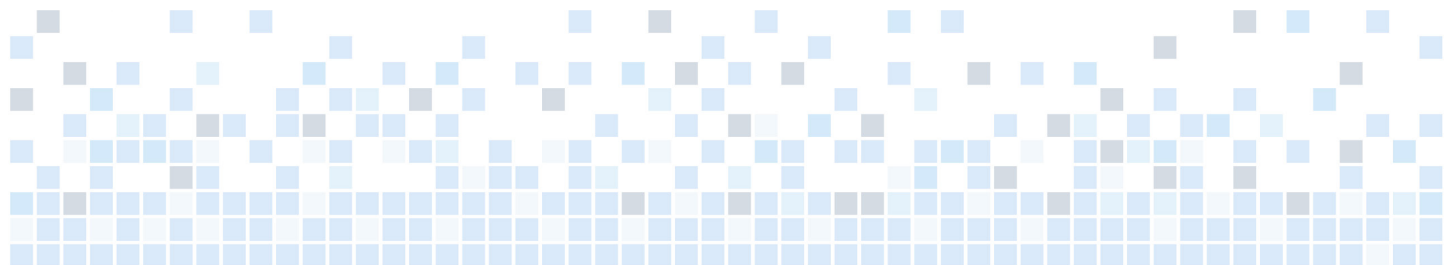
Although the duties of health care risk managers vary among organizations, they are often called upon to communicate with patients' families; interact with physicians and clinical staff; educate medical staff, board members and senior leadership; and help set processes in place to reduce the risk of adverse safety events.

### How does my health care risk manager contribute to patient safety?

They identify risks that could lead to serious, preventable safety events and work toward preventing these events from happening. Risk managers believe that safe and trusted health care means saving lives and mitigating risks.

### How can I learn more about health care risk management?

Health care risk management is a constantly changing field. ASHRM provides the tools and resources to help health care risk managers work toward eliminating preventable, serious safety events. For more information, go to [www.ASHRM.org](http://www.ASHRM.org).





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.



American Society for Health Care Risk Management

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

## HRM Week Talking Points

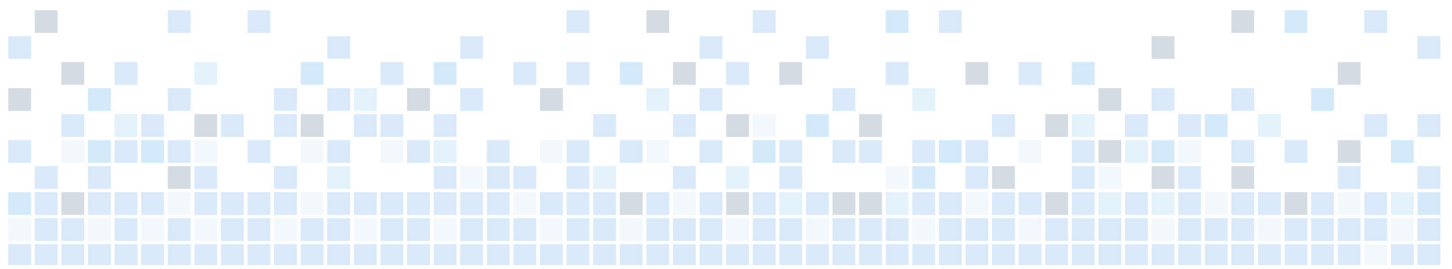
Health Care Risk Management Week 2021 is June 21-25. HRM Week is the American Society for Health Care Risk Management's annual campaign to raise awareness of the importance of risk management and patient safety professionals. The theme this year "Prepared for the Present, Planning for the Future" celebrates all the hard work of risk management professionals over the last year, all while laying the foundation for what's to come.

I can talk to you about the work health care risk management professionals do to help their organizations eliminate preventable, serious safety events. Although risk managers work across a wide variety of health care organizations, you can find these common attributes among us:

- We are strategic, practical and see the big picture. We are the go-to professionals in a crisis.
- We communicate with patients' families; interact with physicians and clinical staff; educate medical staff, board members and senior leadership.
- We are committed to patient safety through identifying and eliminating risks that could lead to serious, preventable safety events.
- We bring expertise to risk prevention and adverse event management.
- We protect the patient and our organization's balance sheet and reputation through proactive thinking and response management.
- We play an active role in a health care organization's clinical, risk financing, regulatory and business issues.

At my organization, I play a proactive role by working to identify and prevent patient safety risks. I am a go-to professional during adverse event management.

I work to promote effective communication at all levels of my organization including health care providers, patients, families and communities.





American Society for Health Care Risk Management

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

## Overview of the Health Care Risk Management Profession

Health care risk management is a diverse profession in a dynamic and evolving health care industry. Health care risk managers hold a wide variety of titles and work in a cross section of organizations. The truth is that we do operate in wide range of settings and organizations. But, we have many common professional attributes. And, it's because there are so many different types of opportunities for health care risk management professionals, that our profession is so interesting and rewarding.

The American Society for Health Care Risk Management is the professional association for health care risk managers. We are nearly 6,000 members strong.

### What kind of backgrounds do health care risk managers have?

Health care risk managers come from a variety of professional and educational backgrounds. We have an interest in the broad-based discipline of health care risk management because we enjoy working to positively influence the health care industry, and contributing to the delivery of safe and trusted health care. We are men and women in every state across the country, working for large and small communities and organizations.

### What do health care risk managers do?

It's a very dynamic profession and we believe that this is the fun part of being a health care risk manager. By nature, we are flexible professionals who work as an integral part of delivering safe and trusted health care. Some examples of what we do include; risk financing, event and incident management, clinical aspects, financial aspects, legal aspects, general business aspects, the psychological and human factors of health care, statistical analysis, insurance, risk financing and claims management.

### How can I become a health care risk manager?

There is not a direct, singular route to becoming a health care risk manager. However, you must have a basic understanding of risk management within the health care world through practical experience and/or education. Common educational backgrounds include business, insurance, clinical/nursing, medical and law. However, there are other backgrounds that health care risk managers come from as well. These include areas such as pharmaceuticals, biometrics, health law and others.

It's not a one-size-fits-all profession. You can be trained to be a health care risk manager through education, practical experience or both.



American Society for Health Care Risk Management

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

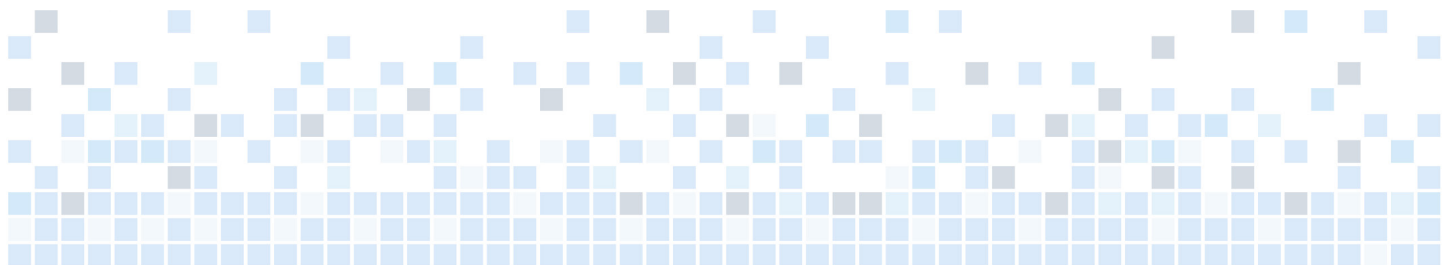
## Overview of the Health Care Risk Management Profession

### Where are the jobs?

You can find employment in a wide variety of organizations such as hospitals, insurance carriers and brokers; health care organizations; consulting firms; long-term care; ambulatory; hospice; office surgeries; physician practices; pharmaceuticals; governmental agencies; independent urgent walk-in centers; and other organizations that support the health care continuum.

### Why might I choose health care risk management as a career?

If you like challenging work, a diverse set of responsibilities, continual learning, are open to ongoing change and can demonstrate an interest in and understanding of health care risk management job attributes, you would enjoy working in health care risk management.





American Society for Health Care Risk Management

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

## **American Society for Health Care Risk Management Announces National Health Care Risk Management Week**

---

“joins other health care organizations in celebrating Health Care Risk Management Week, June 21-25, 2021. This annual campaign from the American Society for Health Care Risk Management, raises awareness about the critical role risk managers and safety professionals play in patient safety and patient care practices, quality assurance, safe work environments and liability. It also promotes solutions to help prevent some of the most common adverse events.

The theme this year “Prepared for the Present, Planning for the Future” celebrates all the hard work of risk management professionals over the last year, all while laying the foundation for what’s to come.

“We recognize that all health care workers play a critical role in patient safety, which is why the concept of Enterprise Risk Management is critical. Team work across the health care continuum is moving us closer to zero preventable serious safety events,” said \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

---

is celebrating HRM Week with these community events:

---

For more information, call \_\_\_\_\_ at \_\_\_\_\_.

###

Established in 1980, the American Society for Health Care Risk Management is a personal membership group of the American Hospital Association (AHA) with nearly 6,000 members representing risk management, patient safety, insurance, law, finance and other related professions. ASHRM promotes effective and innovative risk management strategies and professional leadership through education, recognition, advocacy, publications, networking and interactions with leading health care organizations and government agencies. ASHRM initiatives focus on developing and implementing safe and effective patient care practices, the preservation of financial resources and the maintenance of safe working environments.



American Society for Health Care Risk Management

# HRM WEEK

## JUNE 21-25, 2021

**At \_\_\_\_\_, we are leading together.**

We are celebrating Health Care Risk Management Week June 21-25, 2021. This annual campaign from the American Society for Health Care Risk Management raises awareness about the critical role health care risk managers and safety professionals play in patient safety, patient care practices, quality assurance, safe work environments, and liability. It also promotes solutions to help prevent some of the most common patient safety events.

The theme this year "Prepared for the Present, Planning for the Future" celebrates all the hard work of risk management professionals over the last year, all while laying the foundation for what's to come.

"We are extremely proud of how our entire staff works every day, along with our risk management professionals, to ensure our number one priority of patient safety," says (Name, title, name of organization). "We recognize the important role each employee plays in promoting safe and trusted health care. As we celebrate this special week, we applaud everyone's safety efforts. Thank you!"

\_\_\_\_\_ is celebrating HRM Week with these events: \_\_\_\_\_.

*(Note: Depending on the size of your risk management staff, you may want to recognize them by listing their name and any credentials such as CPHRM, and thank them for a job well done.)*

For more information, contact \_\_\_\_\_ at \_\_\_\_\_.



American Society for Health Care Risk Management

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

Whereas, the American Society for Health Care Risk Management is a personal membership group of the American Hospital Association, and

Whereas, there nearly 6,000 members of ASHRM who represent risk management, patient safety, insurance, law and other health care-related professions, and

Whereas, ASHRM promotes effective and innovative risk management strategies and patient safety through education, recognition, advocacy, publications, networking and interactions with leading health care organizations and government agencies, and

The theme this year “Prepared for the Present, Planning for the Future” celebrates all the hard work of risk management professionals over the last year, all while laying the foundation for what’s to come.

Whereas, along with ASHRM, the \_\_\_\_\_ has declared the week of June 21-25, 2021, as Health Care Risk Management Week Presented by The Risk Authority Stanford in celebration of the ways in which risk managers strive to promote safe and effective patient care practices, mitigate risk and maintain safe work environments, therefore be it

Resolved, that I, \_\_\_\_\_, asks that all residents of this state/ community join me in honoring the risk management professionals who advocate for all of us, and be it further

Resolved, that the residents of \_\_\_\_\_ celebrate risk managers’ contributions and efforts to improve the safety of our health care system, and show our appreciation for the nation’s risk managers not just during this week, but at every opportunity throughout the year.





American Society for Health Care Risk Management

# HRM WEEK

## JUNE 21-25, 2021

- IDENTIFY:** Identify risks in your department that could be preventable, serious safety events.
- COLLABORATE:** Talk to your health care risk manager about how you can help avoid these risks.
- ADVOCATE:** Talk to your health care risk manager about how you can help avoid patient safety risks.
- LEARN:** Learn more about risk management and its professionals. Join ASHRM at [www.ASHRM.org](http://www.ASHRM.org) today.

Prepared for the  
**Present,**  
Planning for the  
**Future**



American Society for Health Care Risk Management

# HRM WEEK

## JUNE 21-25, 2021

- IDENTIFY:** Identify risks in your department that could be preventable, serious safety events.
- COLLABORATE:** Talk to your health care risk manager about how you can help avoid these risks.
- ADVOCATE:** Talk to your health care risk manager about how you can help avoid patient safety risks.
- LEARN:** Learn more about risk management and its professionals. Join ASHRM at [www.ASHRM.org](http://www.ASHRM.org) today.

Prepared for the  
**Present,**  
Planning for the  
**Future**

