NORTH CAROLINA ASSOCIATION FOR HEALTHCARE QUALITY

In Collaboration with . . .

Join your Quality and Safety colleagues for an educational webinar!

Registration:

Click Here!

Registration Deadline:

November 9th, 2026 at 1700 EDT

Course Fee:

NCAHQ, OrAHQ, AzAHQ, MAHQ, NEAHQ, FAHQ, OAHQ & UAHQ Members - **FREE**

Non-Members/ACHE —**$15**

This program is approved for 1 CE hour for CPHQ®. CPHQ approved hours can be applied to other certifications. NCAHQ has partnered with ACHE of the Triangle & Eastern North Carolina to offer 1.0 hour of ACHE Qualifying Education credit. As an independent chartered chapter of the American College of Healthcare Executives, ACHE of the Triangle & Eastern NC is authorized to award this credit for advancement or recertification. Participants wishing to claim credit should list their attendance when applying to ACHE.

ACHE of the Triangle and Eastern North Carolina

Standardization is the key to improving quality. The industry-standard **Healthcare Quality Competency Framework***, developed by **NAHQ®**, was created by a diverse group of healthcare quality leaders and twice validated in the market—by those doing the work and by those leading the work. These experts categorized healthcare quality work into **eight domains**, which are comprised of **28 competency statements** and 500+ skill statements, stratified by Foundational, Proficient and Advanced levels. ***Learn more*** about the Framework.

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Title: Safe Choices: Turning Patient Experience Strategy into Daily Execution

Event: Tuesday, November 10th, 2026

12:00 - 13:00 pm EDT

Speaker Objectives and Overview:

This session explores why patient experience strategies often fail to hold in daily practice and what leaders can do to change that. Participants will examine the gap between intention and execution and learn how to design aligned, observable behaviors that can be sustained under real operating conditions. The session will focus on leadership alignment, team co-design, and practical approaches to embedding experience into the day-to-day work of care delivery.

Objectives:

1. Identify why patient experience strategies often fail to hold in daily practice
2. Describe how aligned behaviors connect to patient experience, quality, and safety outcomes
3. Apply a co-design approach to define clear, observable behaviors that can be sustained in real care environments

This Webinar aligns with the *NAHQ Healthcare Quality Competency Framework* in the following Domains:

* Quality Leadership and Integration, Professional Engagement, and Patient Safety

Presenter: Toni Land, MBA, BSN, CPXP

Toni Land is a nurse, healthcare executive, and execution expert with more than three decades of experience in complex health systems. Her work helps organizations move from patient experience strategy to consistent daily execution.

A Certified Patient Experience Professional (CPXP), Toni holds an MBA and BSN and has served in senior leadership roles, including Chief Patient Experience and Quality Officer and System Director of Patient Experience. As founder of Landing Exceptional Experiences and creator of the Experience Accelerator Lab, she partners with leaders to co-design practical, observable behaviors that connect patient experience to quality outcomes, workforce engagement, and operational reliability.