



Certification for Professionals in Patient Safety (CPPS)

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National Patient Safety Foundation



About NPSF

National Patient Safety Foundation (NPSF), a not-for-profit 501(c)(3) organization, was founded in 1997 to address patient safety concerns in healthcare. The Certification Board for Professionals in Patient Safety (CBPPS) was formed to oversee a rigorous and comprehensive credentialing process that attests to patient safety competencies and expertise. CBPPS is a not-for-profit that developed the Certification for Professionals in Patient Safety (CPPS), which is an exam that "attests to candidates' knowledge of patient safety competencies". Candidates become certified after they pass the certification exam.

Challenge

While CPPS is a valuable certification, not many in the patient safety field know about it.

Project Objective/Scope

The H-lab team project focused on delivering a concrete strategy to raise the awareness of and scale up the CPPS program nationally. To accomplish that:

3 Key Goals



Identify target customer



Increase demand for CPPS certification



Develop a strategic marketing plan

Methodology

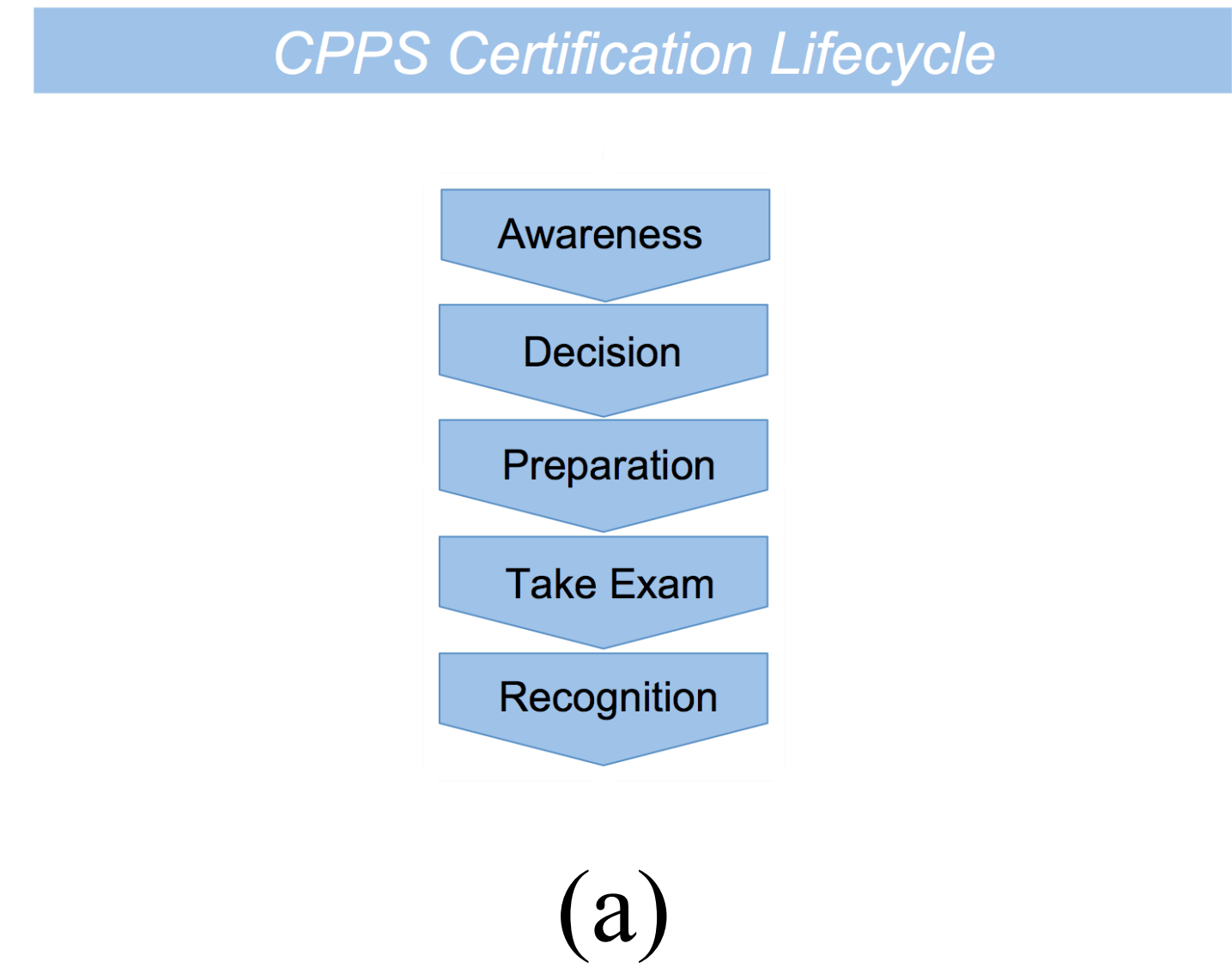
Interviews with certificants, administrators, and others in the patient safety realm.

Review of competitive landscape.

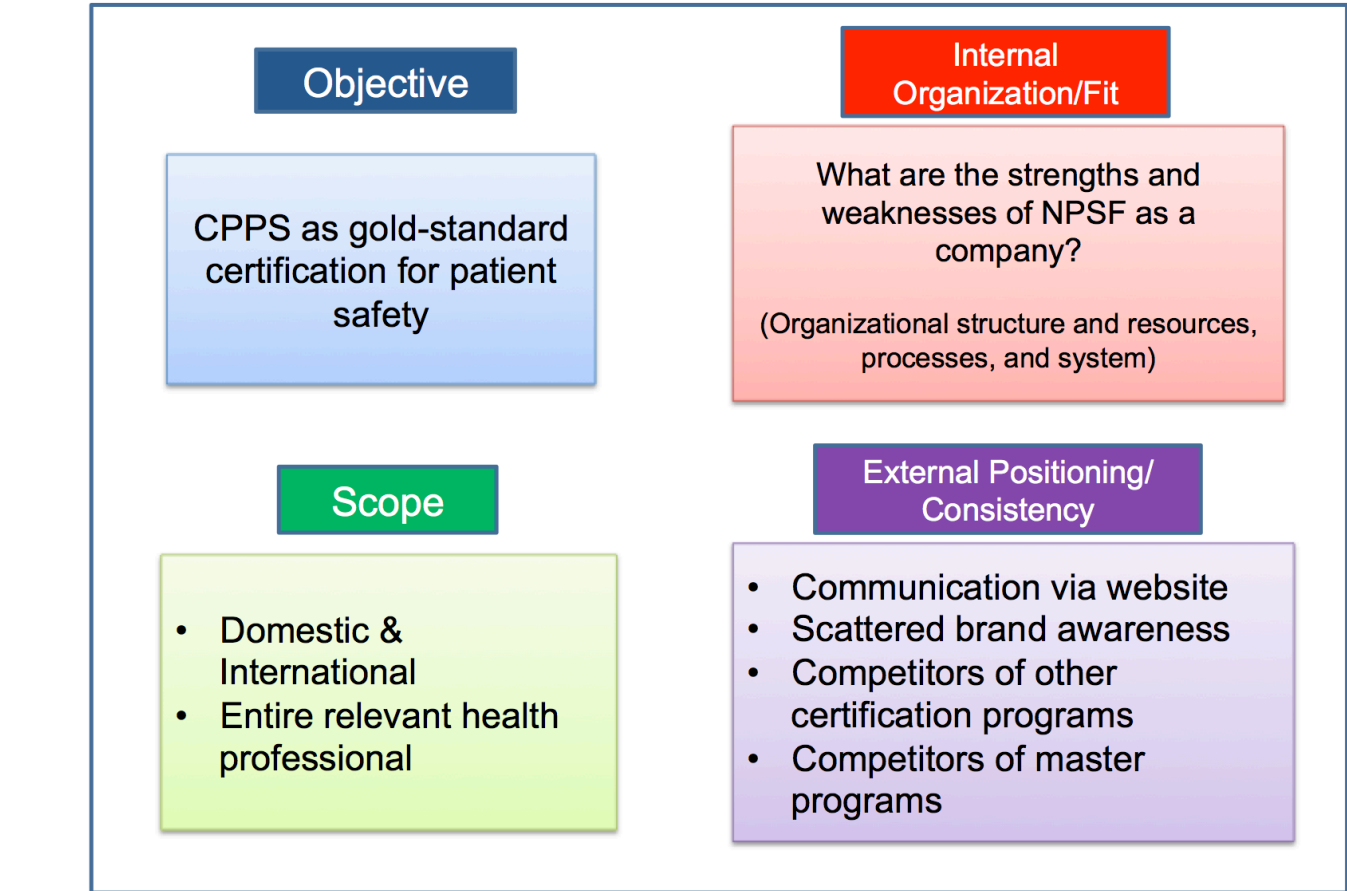
Website Analytics

Analysis

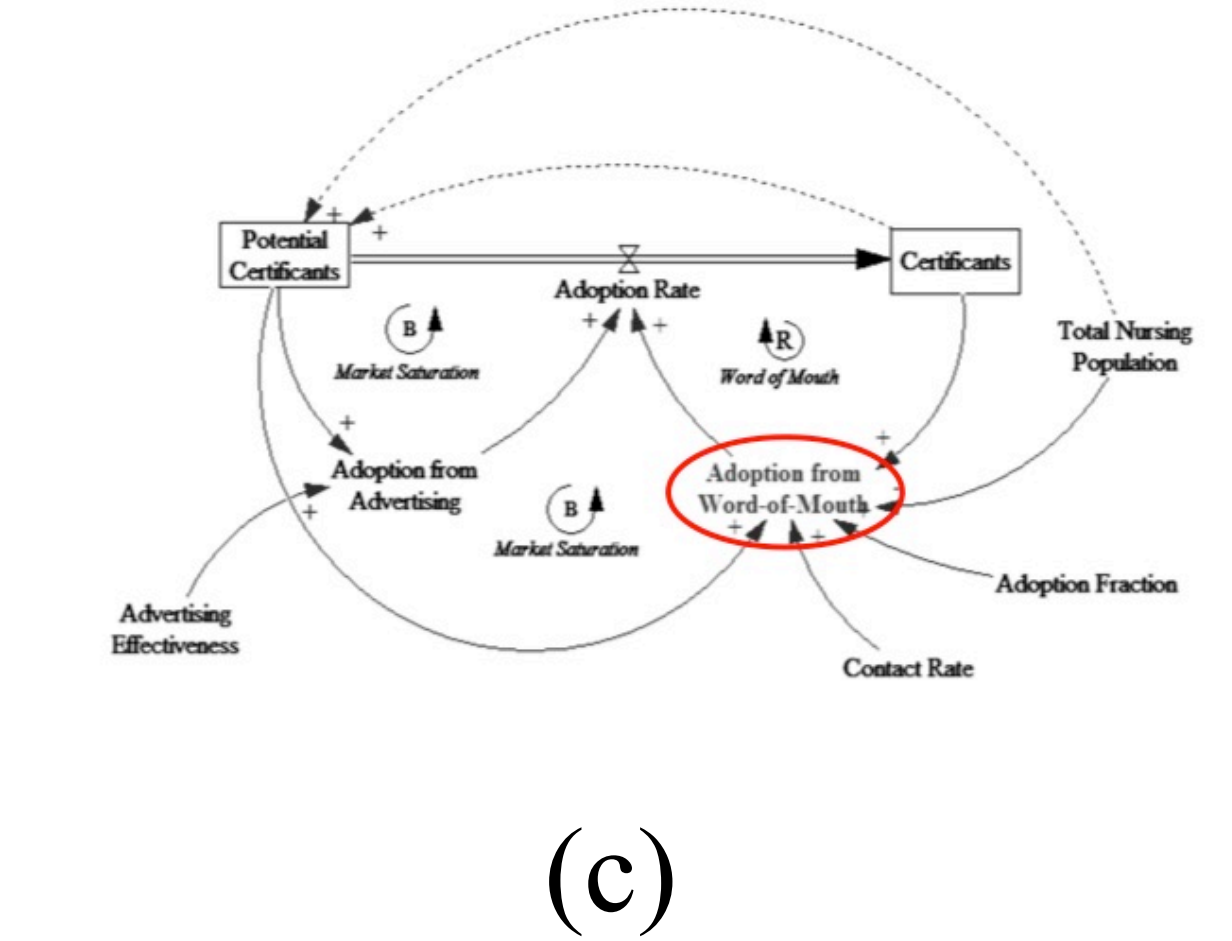
Based on our research we determined the CPPS certification lifecycle (a), internal organizational fit, and external positioning of NPSF as a company and the CPPS program (b), the current behavior flow of visitors to their website and an overall systemic view of the certification process (c)



NPSF-CPPS Certification – Current Strategic Positioning



CPPS Certification: Systemic View



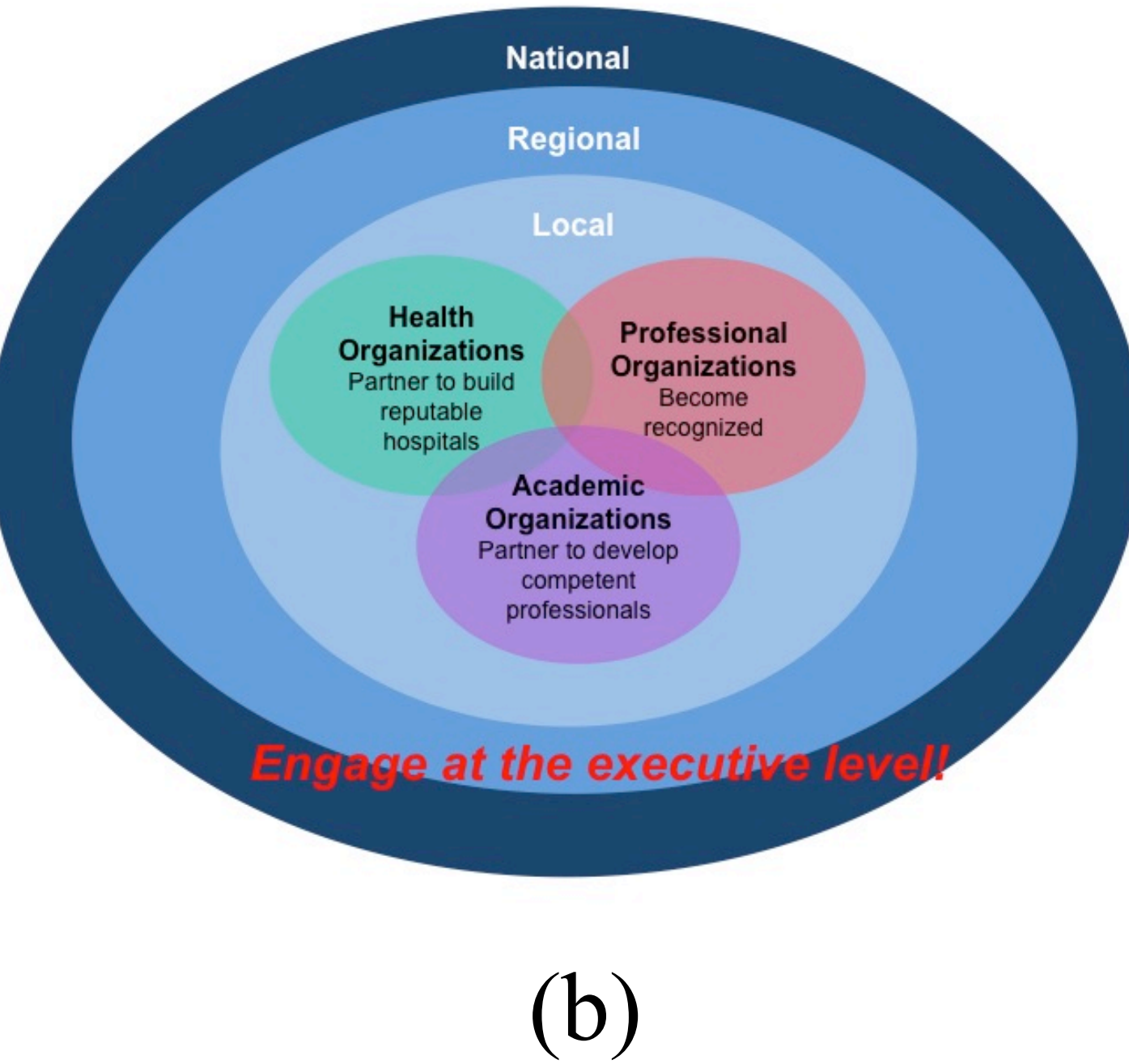
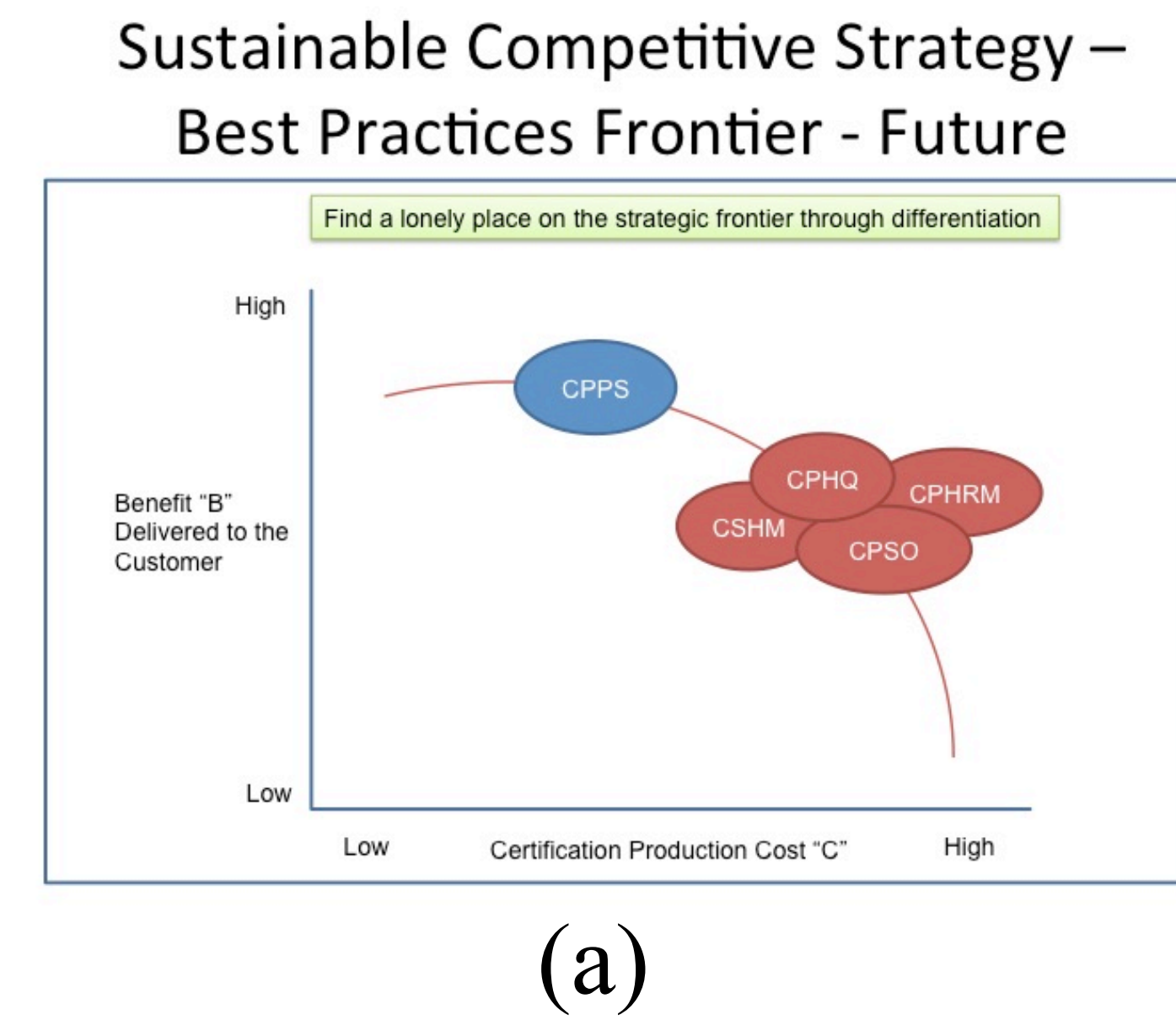
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Recommendation Highlights

Main recommendations include product differentiation (a), phase-approach strategy (b), price bundling (c) and website design focusing on the CPPS landing page for a user-friendly experience.



- Pricing and cost: price bundling

