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**QUESTION 1**

Healthcare organizations\\ ability to deliver high-quality, patient-centered care to their members and patients depends in part on their understanding of basic customer service principles and their ability to integrate these principles into clinical settings. Healthcare organizations should pay attention to customer service for several reasons.

Which of the following is NOT out of those reasons?

- A. Better service translates into higher satisfaction for the patient and, subsequently, for the employer who pays most of the bills
- B. As in any other service industry, a satisfied (and loyal) member or patient creates value over the course of a life time.
- C. Poor customer service raises the risk of a negative "grapevine effect"
- D. Existing patients and members are a valuable source of information healthcare organizations can use to learn how to improve what they do and reduce waste by eliminating services that are unnecessary or not valued

Correct Answer: D

QUESTION 2

Honest criticism is hard to take, particularly from a relative, a friend, an acquaintance, or a stranger. Resistance to lower-than-expected results is common and reasonable. It is not necessarily a sign of complacency or lack of commitment to high-quality, patient entered care.

Most of the resistance comes in any two forms: (Choose two.)

- A. People resistance
- B. Arguments about patients
- C. Data resistance
- D. None of these

Correct Answer: AB

QUESTION 3

Through _____ the data collection staff can spot patient trends as they develop rather than receive the information after the patient have been discharged.

For instance, the incidence of ventilator-associated pneumonia sooner, or it may spot an increase in the rate of aspiration in stroke patients as it occurs.

- A. Medical record review (Retrospective)
- B. Prospective chart review
- C. Data collection forms



D. Scanners

Correct Answer: B

QUESTION 4

You decided to interview ten patients in your emergency room on a given day and drew conclusions about your emergency services from these people. You have taken limited data and made a huge jump in logic.

This jump is known as:

- A. Stereotyping
- B. Over-generalization
- C. Ecological fallacy
- D. Quota sampling

Correct Answer: C

QUESTION 5

A quality manager needs to assign a staff member to assist a medical director in the development of a quality program for a newly established service.

Which of the following staff members is most appropriate for this project?

- A. A newly hired staff member who has demonstrated competence and has time to complete the task
- B. A knowledgeable staff member who works best on defined tasks
- C. A motivated staff member who is actively seeking promotion
- D. A competent staff member who has good interpersonal skills

Correct Answer: D

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