



# APIC VISION 2012

**APIC**  
ASSOCIATION FOR PROFESSIONALS IN  
INFECTION CONTROL & EPIDEMIOLOGY, INC.



# APIC VISION 2012

## PREFERRED FUTURE

By 2012, APIC will be recognized as the leader in infection prevention and control by practitioners, policy makers, healthcare executives, and consumers.

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INFECTION CONTROL & EPIDEMIOLOGY, INC.



# STRATEGIC PRIORITIES

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## GOAL 1

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APIC will emphasize prevention and promote zero tolerance for healthcare-associated infections and other adverse events.

## GOAL 2

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APIC will ensure that appropriate standards and measures are set by which infection prevention and control programs are evaluated by regulatory agencies, healthcare executives, payers and consumers.

## GOAL 3

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Infection prevention and control will be recognized as a separate and distinct profession, whose members are positioned for leadership roles in healthcare.

## GOAL 4

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APIC will serve as a catalyst for leading edge research for the prevention of infection and associated adverse outcomes.

## GOAL 5

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APIC will play a leadership role in emergency preparedness related to infection prevention and control, including emerging and reemerging diseases, bioterrorism, natural disasters and other issues.



# STRATEGIC PLAN

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## GOAL 1

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APIC will emphasize prevention and promote zero tolerance for healthcare-associated infections and other adverse events.

- **OBJECTIVE 1**  
Promote the implementation of interventions and strategies to reduce the occurrence of healthcare-associated infections.



## GOAL 2

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APIC will ensure that appropriate standards and measures are set by which infection prevention and control programs are evaluated by regulatory agencies, healthcare executives, payers, and consumers.



- **OBJECTIVE 1**

APIC will continue to establish and promote *the* professional practice standards for the development, operation and evolution of infection prevention and control programs. (ongoing)

- **OBJECTIVE 2**

APIC will effectively influence development of key standards and regulations that impact the practice of infection prevention and control. (ongoing)

- › **STRATEGY 2A**

Advance APIC's reputation as the gold standard for scientific and technical expertise in infection prevention and control. (ongoing)

- › **STRATEGY 2B**

Expand organizational capacity to educate legislators, regulators and other decision makers who are positioned to influence the practice and the profession. (2006)

- › **STRATEGY 2C**

Ensure APIC representation on all pertinent standards development and regulatory decision-making bodies. (2007)

- › **STRATEGY 2D**

Create an evaluation process to test the efficacy of proposed or existing standards that impact the practice of infection prevention and control. (2007)

- **OBJECTIVE 3**

Define and promote the ideal infection prevention program of the future. (2007)

- **OBJECTIVE 4**

Create a mechanism for development of a national standard for public reporting of healthcare-associated infection rates. (2006)

- › **STRATEGY 4A**

Create a process for evaluation.





## GOAL 3

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Infection prevention and control will be recognized as a separate and distinct profession, whose members are positioned for leadership roles in healthcare.

- **OBJECTIVE 1**  
Identify the characteristics and competencies of the infection prevention professional of 2012 including knowledge, skills, attributes and relevant experience. (2007)
  
- **OBJECTIVE 2**  
Define what differentiates the infection prevention profession from traditional nursing, medical technology, microbiology and public health roles and professions. (2007)
  - › **STRATEGY 2A**  
Explore comprehensive branding, imaging, marketing and communications programs to further the image and role of the profession and the Association. (2006)
  
  - › **STRATEGY 2 B**  
Explore changing the Association's name to emphasize prevention. (2006)
  
- **OBJECTIVE 3**  
Develop APIC members for executive leadership roles and responsibilities in healthcare organizations. (2012)
  - › **STRATEGY 3A**  
Define the characteristics and competencies that will move APIC members into executive roles. (2007)
  
  - › **STRATEGY 3B**  
Develop and offer a comprehensive educational portfolio that will support member transition from novice professional to healthcare executive. (2007, ongoing)
  
  - › **STRATEGY 3C**  
Leverage issues such as public reporting to elevate the profession and practice in the eyes of healthcare executives, legislators and the public. (2006, ongoing)
  
  - › **STRATEGY 3D**  
Position communications in key publications that will positively influence healthcare executives on issues related to the profession. (2006, ongoing)



- **OBJECTIVE 4**  
Recruit a new generation of infection prevention and control professionals. (2012 and beyond)
  - › **STRATEGY 4A**  
Develop and market a standardized infection prevention and control curriculum in schools of nursing, public health and microbiology. (2008)
  - › **STRATEGY 4B**  
Define alternative healthcare management career paths for the infection prevention and control professional of 2012. (2007)
  - › **STRATEGY 4C**  
Market infection prevention and healthcare epidemiology as a distinct healthcare career to schools of nursing, public health and microbiology. (2011)
  
- **OBJECTIVE 5**  
Influence state regulators and accreditation agencies to require specialized training and certification of infection prevention professionals. (2011)
  
- **OBJECTIVE 6**  
Launch a consumer campaign to build greater awareness of the profession and its impact on the safe delivery of healthcare. (2007)
  - › **STRATEGY 6A**  
Create new section of the APIC website targeted to consumers and patients. (2006)
  
- **OBJECTIVE 7**  
Identify at least two new entrepreneurial products or services that will elevate the visibility of APIC in national and international arenas. (2006, 2007)



## GOAL 4

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APIC will serve as a catalyst for leading edge research for the prevention of infection and associated adverse outcomes.

- **OBJECTIVE 1**  
APIC-sponsored research is frequently published and cited in refereed medical and healthcare administration journals. (2012)
  - › **STRATEGY 1A**  
Define research agenda and key strategic research partners. (2005)
  - › **STRATEGY 1B**  
Establish a core network of leading researchers in infection prevention and related adverse outcomes. (2007)
  - › **STRATEGY 1C**  
Complete two research projects that have practical application to the prevention of infection or adverse outcomes. (2008)
  
- **OBJECTIVE 2**  
Establish adequate, sustainable funding to address critical research priorities. (ongoing)
  - › **STRATEGY 2A**  
Identify level of funding necessary to address critical research priorities on an annual basis (ongoing).
  
- **OBJECTIVE 3**  
Award a least one grant of \$100,000 or more each year (2006, ongoing)
  
- **OBJECTIVE 4**  
Create a consulting enterprise to work with industry partners on development of new research and technologies to advance infection prevention and patient safety. (2006)
  
- **OBJECTIVE 5**  
Provide infection prevention and control professionals with basic education on the interpretation and use of research. (2007)
  
- **OBJECTIVE 6**  
Mentor and prepare ICPs to lead and/or participate in research studies. (2009)



## GOAL 5

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APIC will play a leadership role in emergency preparedness as it relates to infection prevention and control, including emerging and reemerging diseases, bioterrorism, natural disasters, and other issues.

- **OBJECTIVE 1**  
Define indicators of hospital emergency preparedness related to infection prevention and control (2006)
  - › **STRATEGY 1 A**  
Conduct a needs assessment to create baseline information. (2006)
  
- **OBJECTIVE 2**  
Convene a thought leaders summit on emergency preparedness related to infection prevention and control to determine strategic priorities and roles for APIC and its partners. (2006)
  
- **OBJECTIVE 3**  
Identify critical partnerships and dependencies necessary for rapid and effective disaster response by infection prevention professionals and develop an action plan to address gaps. (2007)
  - › **STRATEGY 3A**  
Conduct gap analysis. (2007)
  - › **STRATEGY 3B**  
Develop action plan to address gaps. (2007)
  
- **OBJECTIVE 4**  
Develop and implement a plan to strengthen the partnership between public health epidemiologists and infection prevention professionals with emphasis on emergency preparedness. (2007)
  - › **STRATEGY 4A**  
Create an APIC public health section and provide opportunities for joint education and collaboration. (2006)

