



Optimizing Health by Advancing the Quality of Medication Use

STATEMENT

PQA CEO Announces Planned Leadership Transition

June 19, 2020

Statement by PQA CEO Laura Cranston, RPh

“After 15 years of leading PQA from a start-up organization to the nation’s only organization solely dedicated to optimizing health by advancing the quality of medication use, I will step down as CEO by the end of the year. This is a planned transition that will ensure PQA’s work to optimize the safe and appropriate use of medications through the development and implementation of meaningful measures, research and cutting-edge educational initiatives continues its strong momentum.

“As an organization that CMS envisioned 15 years ago as a public-private partnership, it has been my privilege to serve as the founding CEO of PQA, an organization that has grown to 250 members. I continue to be inspired every day by PQA’s mission, and am grateful for the steadfast commitment and engagement of the PQA team, the board of directors and the strong volunteerism of the membership that helps to shape the work we are doing in helping to develop measures through a consensus-driven process that will enhance patient outcomes through appropriate medication management.

“PQA’s ambitious agenda is shaped by the strategic leaders on our board, combined by the strong clinical, measurement science, research skills, and business acumen of our multi-stakeholder membership base. PQA is poised to continue to shape the quality agenda for today’s healthcare system as we emerge from this pandemic. I have the strongest confidence in our leadership, and in the momentum of the organization, and look forward to passing the baton to a new executive leader by the end of 2020.

“I have been humbled by the opportunity to lead PQA, and I am proud of the organization we have built. Together, we have defined medication quality and positively impacted how healthcare is experienced and evaluated. PQA is in a great place today and I am ready for the next chapter in my career.”

Statement by Jamie Chan, PharmD, Chair, PQA Board of Directors

“Laura Cranston has been a phenomenal leader for PQA since it was established in 2006. The implementation of meaningful medication use measures in today’s marketplace is due in large part to her vision for quality and her passion for bringing diverse healthcare leaders together to improve care and patient outcomes.

“Laura’s enthusiasm for PQA is as strong today as it was 15 years ago, and we continue to benefit from her leadership every day. She has built a tremendous foundation for PQA and we are committed to building on its legacy as the nation’s consensus-driven organization for medication use quality.

“The PQA Board has begun our work to identify a new CEO. We look forward to sharing with our members and stakeholders more about the search process in the coming weeks.”