

Advancing healthcare communications: HCA CPD standards



Recommended Continuing Professional Development (CPD) Standards for Healthcare Communications Professionals

**Annual target
of at least 32
CPD points***

*1 CPD point = 1 hour

**≥6 points
Structured
Learning**

**≥3 points
from ethics
and/or codes
of practice
learning**

Suggested activities for CPD

- Structured Learning
 - Courses
 - 1-to-1 training or coaching
 - Online learning
- Events
- Researching, reading, writing and reviewing
- Presenting
- Committee or group work
- Training, coaching or mentoring others
- Volunteer/pro bono work in a related area



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CPD Points Gained from Activities Spanning Six Core Competency Spheres Relevant To All Healthcare Communications Professionals



Gain Annual Certification of Maintaining CPD Standards from the Healthcare Communications Association (HCA)

Annual certification available via HCA

Start/end dates of annual cycle set by the individual

Record and submit annually for certification using HCA CPD Platform

