

# 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 from 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

## 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

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

**1**  
Foundations of healthcare communications

**2**  
Communication skills

**3**  
Science and data

**4**  
Leadership, partnership and management

**5**  
Environmental, social and corporate governance

**6**  
Innovation and trends



@the\_hca.org

cpdstandards@the-hca.org

the-hca.org