



# LET'S TALK DATA

What is data quality?



“ It is important to remember that behind every data point is a daughter, a mother, a sister - a person with hopes and dreams. ”  
Melinda Gates

## What is QAPI?

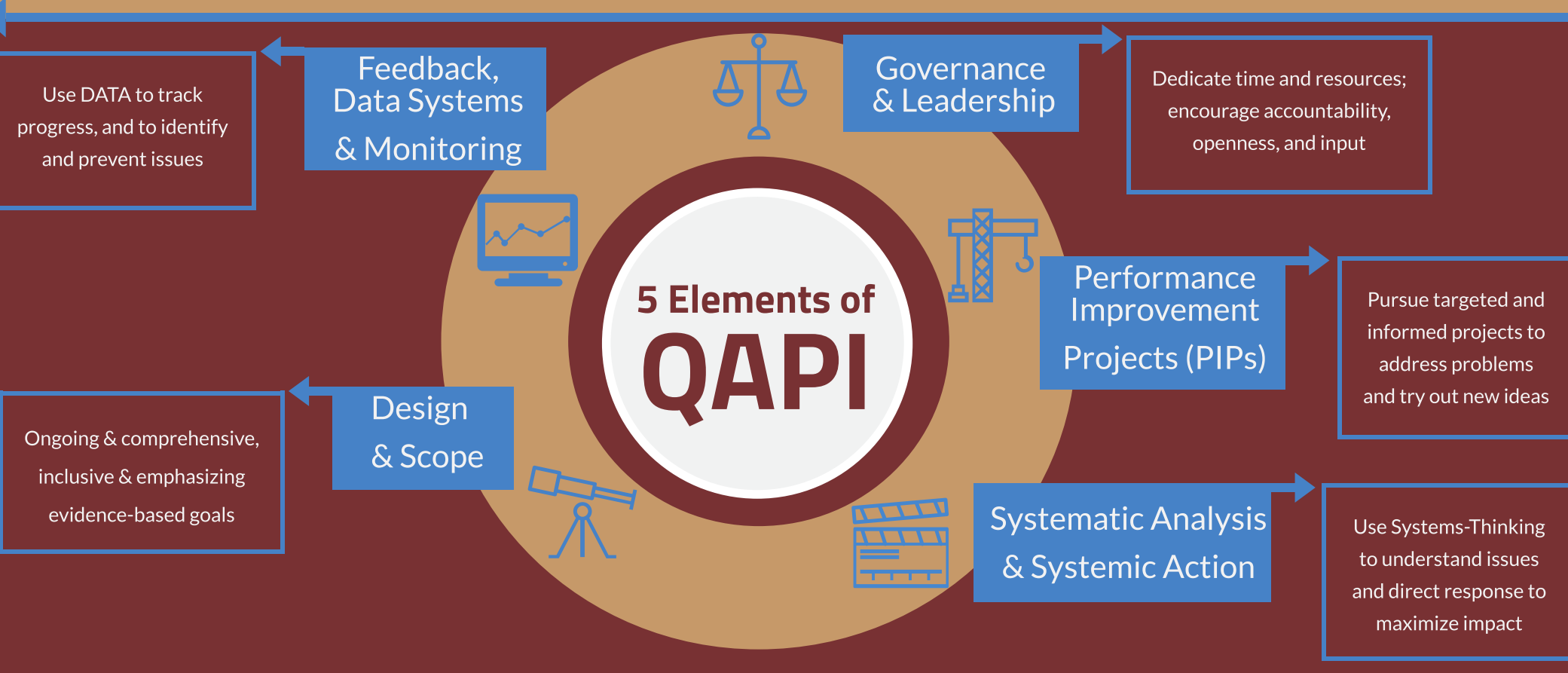
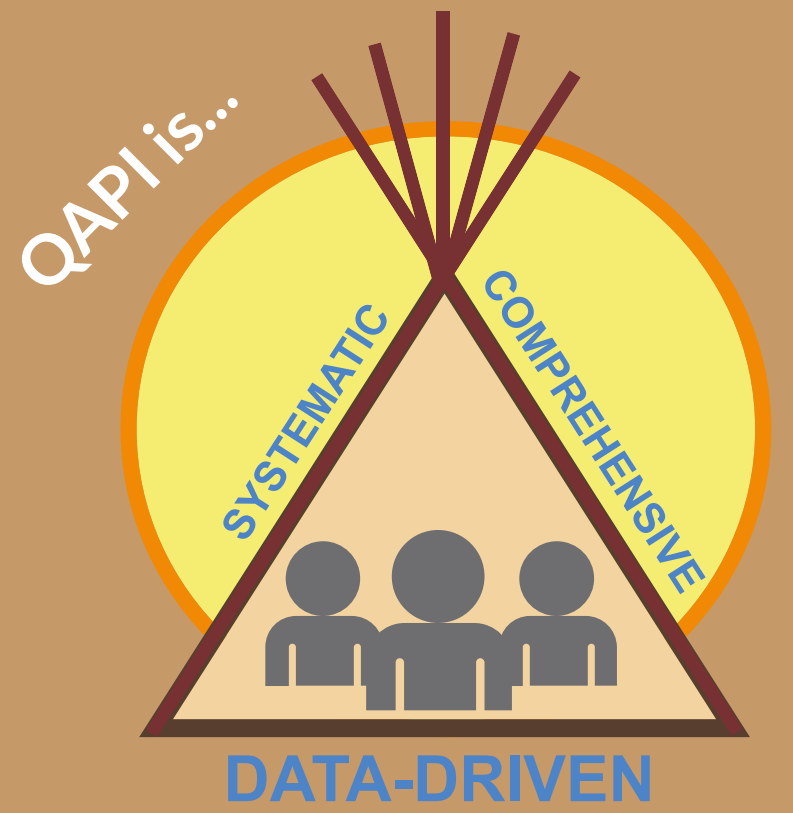
"Data are just summaries of thousands of stories - tell a few of those stories to help make the data meaningful."  
Chip & Dan Heath

### QUALITY ASSURANCE

Specifying standards for the quality of programs and services as well as the outcomes we hope to see...  
**AND**  
...the continuous process of making sure that programming maintains these standards.  
**QA** both looks back on what's already been done and looks ahead to what can be done.

### PERFORMANCE IMPROVEMENT

The continuous study and improvement of processes and practices to improve services or outcomes...  
**AND**  
...to prevent or decrease the likelihood of problems.  
**PI** involves identifying areas of opportunity and testing new approaches.



Great Plains Tribal Epidemiology Center  
1770 Rand Road  
Rapid City, SD 57702



(E) [gptec@gptchb.org](mailto:gptec@gptchb.org)  
(W) [www.gptec.gptchb.org](http://www.gptec.gptchb.org)



(P) 605.721.1922  
(F) 605.721.2876

