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Project aim

To increase the average weekly page views of the QI microsite by 100% by 30 December 2014

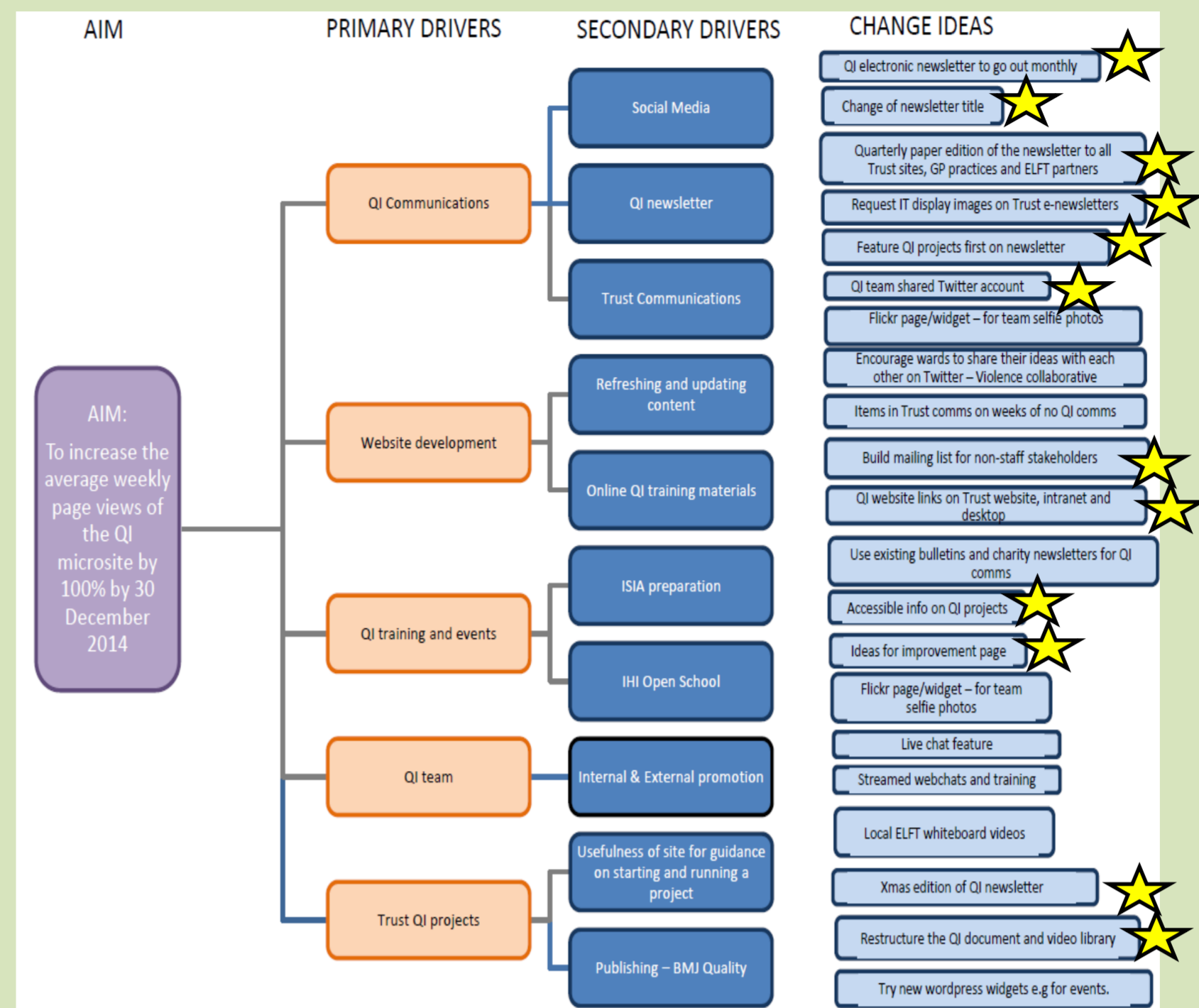
Why we chose this project...

- QI team built and maintain the site on Wordpress.com
- Great resource to be shared and used by all
- Gain a better understanding of electronic communications
- Highlight a cost effective way of communicating with staff , service users, carers and the general public.
- Continuous quality improvement is the only way

What was the problem?

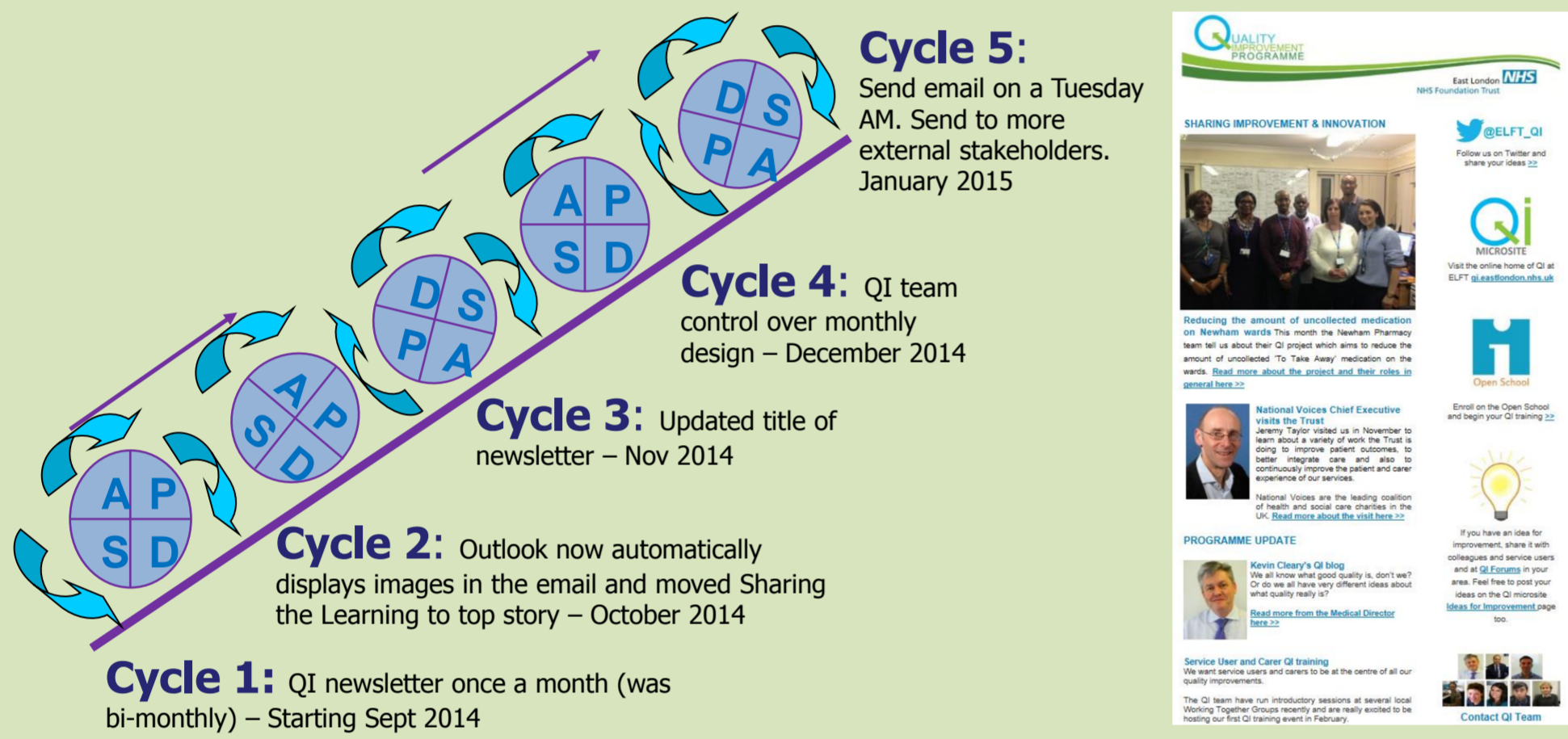
- Low awareness of the site and visited infrequently.
- Limited accessibility of QI information for ELFT community
- Basic and limited first version of the microsite

Our project driver diagram

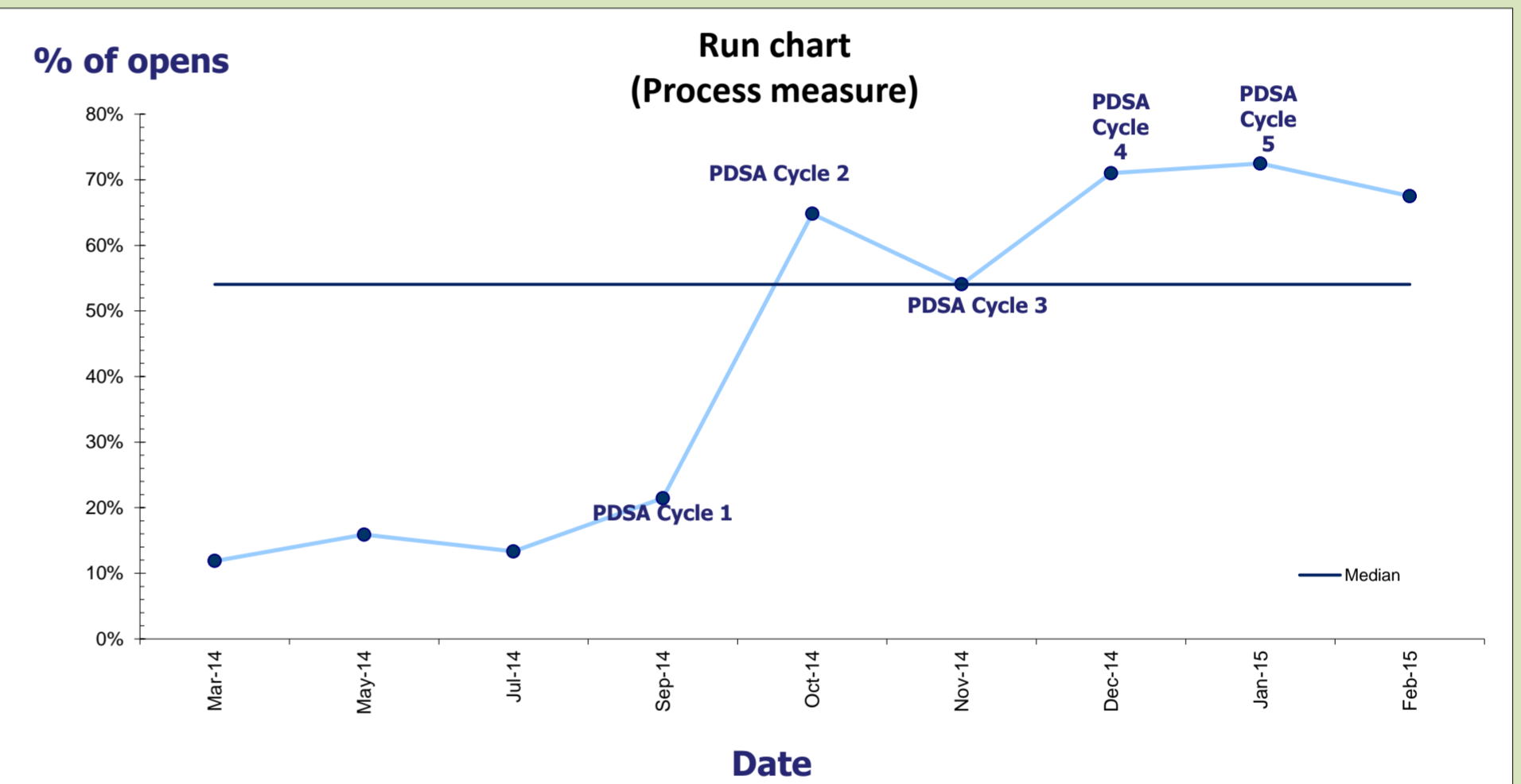


We have tested many of our change ideas. Most focused on the monthly e-newsletter as we identified it was a big driver of traffic to the microsite

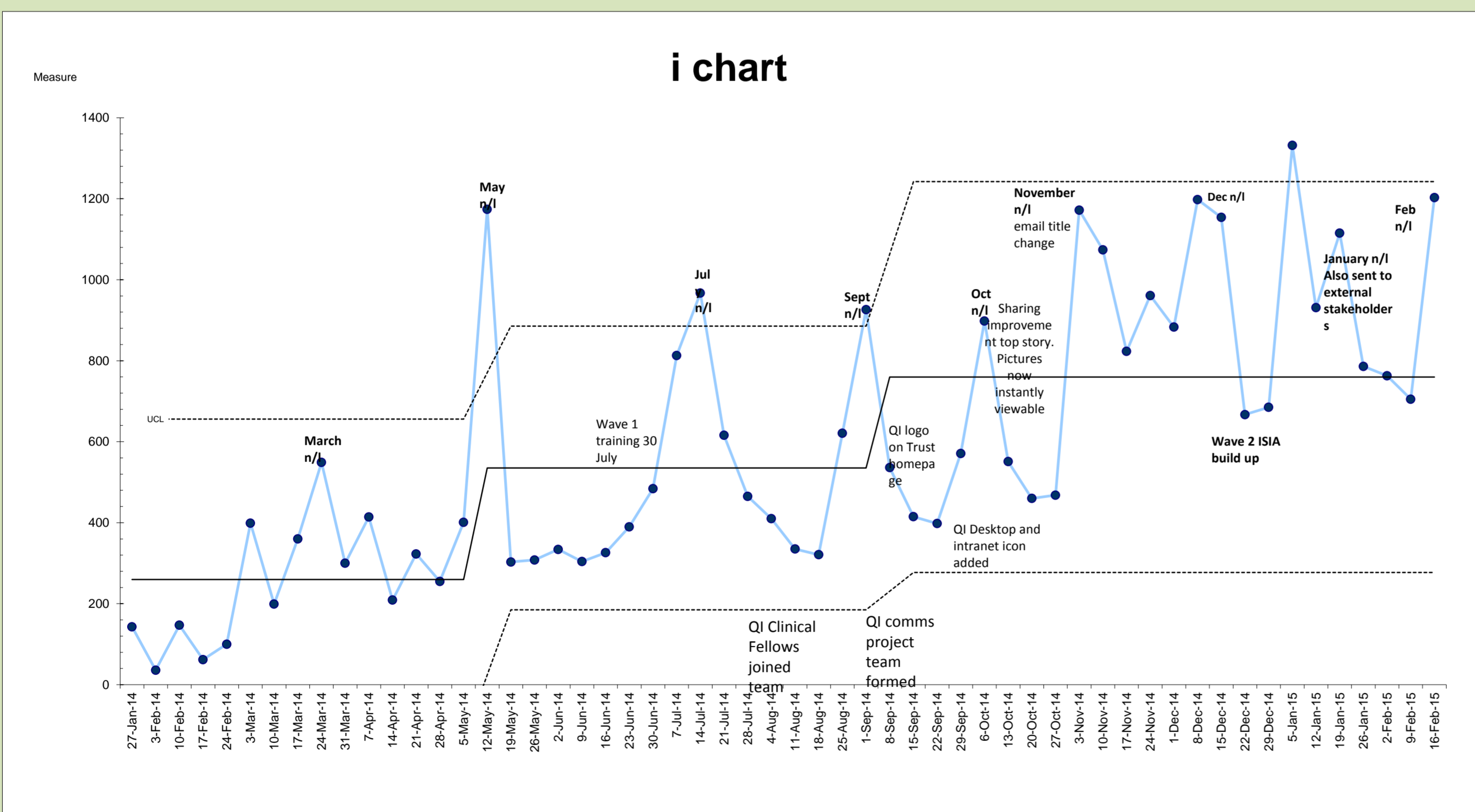
Development of the QI e-newsletter through PDSA testing



Percentage of staff opening QI e-newsletter email (5000 people)



Development of the QI e-newsletter through PDSA testing



25,000 views across the world in 2014



We need more from Malta!

Shifting the mean

During its 1 year lifespan we have seen the mean daily page views shift from 259.8 to 535.1. To a current weekly average of 759.6

What did we learn?

- Team working has been essential
- Great to collaborate with service users in the team, keeps focus on purpose.
- Other teams will need support around involving service users in their project
- Resistance to change has been a barrier and slowed progress
- Knock on effects have been positive for Trust communications
- The QI microsite is quite unique in the NHS
- Control over the system can lead to fairly quick progress and enables greater learning.

