

QI Communications & Microsite



NHS
East London
NHS Foundation Trust

A screenshot of the NHS Quality Improvement Programme website homepage. The page features a green and blue color scheme. At the top left is the 'QUALITY IMPROVEMENT PROGRAMME' logo. At the top right are navigation links for 'EVENTS', 'NEWS', and 'QI LIFE', along with social media icons for Twitter and a search icon. Below this is the 'East London NHS Foundation Trust' logo. A horizontal menu contains links for 'About Us', 'QI Projects', 'QI Training', 'Resources', 'Get Involved', and 'Help & Support'. The main content area is a large collage of photos showing various healthcare professionals and staff. Overlaid on this collage is a large green circular graphic with a white arrow pointing right. The text 'Watch our 2017 QI Conference' is written in white across the center of the collage, with an orange button below it that says 'Available here>>'.

EVENTS NEWS **QI LIFE**

East London **NHS**
NHS Foundation Trust

About Us QI Projects QI Training Resources Get Involved Help & Support

Watch our 2017 QI Conference

Available here>>

<https://qi.elft.nhs.uk/>

AIM
 To provide the highest quality mental health and community care in England by 2020

Engaging, encouraging & inspiring

1. Targeting / segmenting communication for different groups (community-based staff, Bedfordshire & Luton staff)
2. Sharing stories – newsletters, microsite, presenting internally
3. Celebration – awards, conferences, publications, internal presentations
4. Share externally – social media, Open mornings, visits, microsite
5. Work upstream – trainees, regional partners, key national and international influencers

Developing improvement skills

1. Pocket QI for anyone interested, extended to Beds & Luton
2. Refresher training for all ISIA graduates
3. Improvement Science in Action waves
4. Online learning options
5. Develop cohort and pipeline of improvement coaches
6. Leadership and scale-up workshops for sponsors
7. Bespoke learning, including Board sessions & commissioners

Embedding into daily work

1. Learning system: QI Life, quality dashboards, microsite
2. Standard work as part of a holistic quality system
3. Job descriptions, recruitment process, appraisal process
4. Annual cycle of improvement: planning, prioritising, design and resourcing projects
5. Support staff to find time and space to improve things
6. Support deeper service user and carer involvement

QI Projects

- Directorate-level priorities**
- Defined through annual cycle of planning
 - Most local projects aligned to directorate priorities
- Trust-wide strategic priorities**
1. Reducing inpatient physical violence
 2. Improving access to community services
 3. Enjoying work
 4. Shaping recover in the community
 5. Value for money

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QI Visibility Walls



QI Visibility Walls



We aspire to provide care of the **highest quality** in collaboration with those who use our services.

ELFT is an organisation that embraces continuous improvement and learning. Achieving this will mean we have to think differently, be **innovative**, and give everyone, at every level, the skills they need to **lead change**.

It will not be easy to build this culture, but focusing on **what matters most to our service users and staff**, and improving access to **evidence-based care** will make our **services more effective**, give more **power to our staff** and improve patient experience and outcomes.



Newham Centre for Mental Health



Engaging, encouraging & inspiring



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E-Newsletters



Gold Standards Environment QI Project



Holly Smith, service user QI project team member for Gold Standards Environment project in City & Hackney, spoke about her experience of being involved in a project, the rationale for the work, what is being tested and her impression of quality improvement >>

The project aims to improve patient satisfaction of the ward environment to a positive rating of 4.0. Take a look at how the project has captured and used service user feedback to inform their improvement work.

[View the poster here >>](#)



QI Conference Reflections...



7th March saw the celebration of the first year of QI in Bedfordshire & Luton. It was a fantastic morning of learning from QI project teams, directors providing an honest look at the challenges and progress of quality improvement, as well as memorable keynote presentations from Professor Chris Ham and Pedro Delgado.

[Watch the conference again here >>](#)

Improvement Science In Action graduations...



Wave 5, the first cohort for our Bedfordshire & Luton colleagues graduated on the 14th March. There are now 33 active QI projects across the 2 directorates working on projects ranging from improving access to services to reducing waiting times for initial assessment.

[Read about Wave 5's ISIA journey here >>](#)



Wave 6 in London graduated in March too; staff on the ISIA training were introduced to concepts and tools to help them in their work from improving lifestyles on wards to reducing handoff usage on secure wards.

[See Wave 6's progress here >>](#)

Stories from the front line



Erayna, Chair of the Service User and Carer Quality Improvement steering group, describes how she got involved in quality improvement and the impact that it has had on her and other service users and carers >>

Masterclass Series



[Sign Up](#)

Brush up on your data skills at this half day event on 7th June; covering the fundamentals of SPC methodology including chart creation and much more >>

Steve Swensen, Medical Director for Leadership at the Mayo Clinic (US), has written and researched extensively on clinical engagement, enjoying work and staff burnout.



New dates for Pocket QI



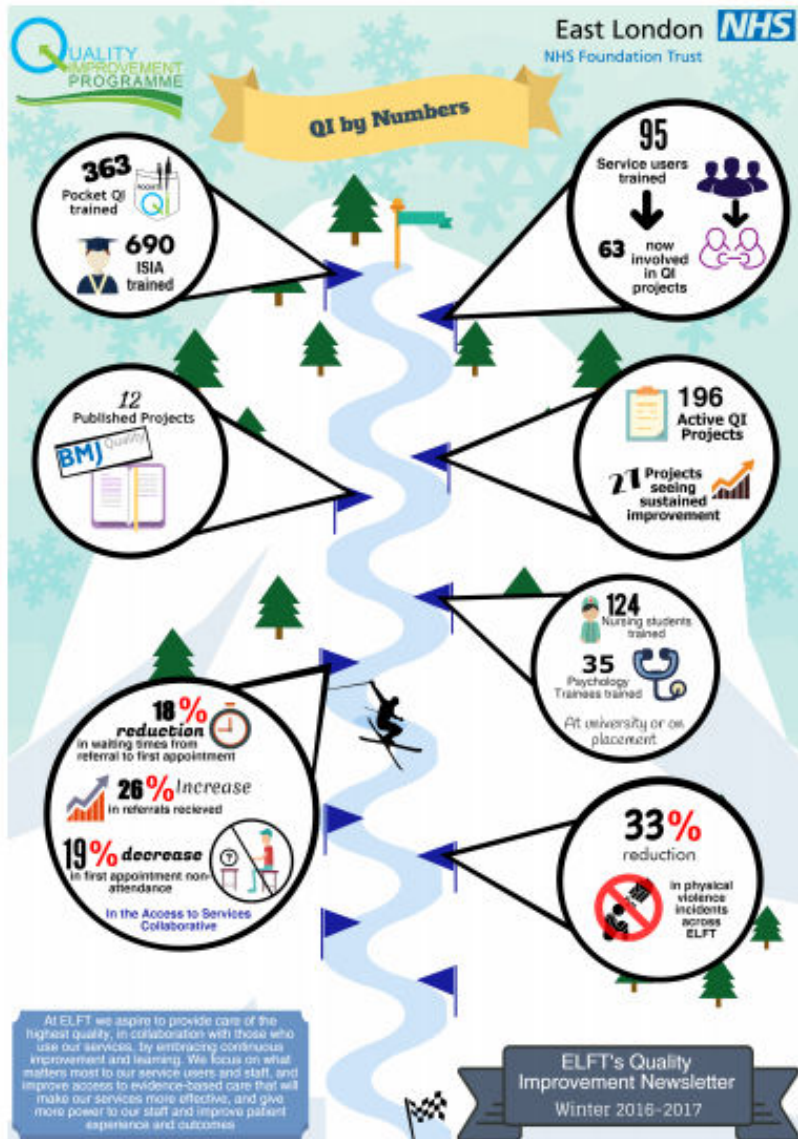
Don't forget to sign up for bite-size QI training in your area! The next dates are: 12th & 26th May in Hackney and 12th & 26th June at [Trust HQ](#).

Latest Learning

The Fast Discovery

In this thought paper:

Paper Newsletter



QI by Stories

Reflecting on 2016 and moving forward in 2017

"This is my first message as CEO of ELFT. We hosted the IHI summer camp, attended by strategic partners from across the world. We were proud to show them the work we have done in ELFT and with partners. We were especially proud of the work with service users. 2016 has been an exciting year for the Trust with a visit from CQC which resulted in an outstanding rating. The inspectors were particularly impressed with the way in which QI thinking was being embedded in the culture of the organisation. Bedfordshire and Luton colleagues were very keen to start on their own QI Journey. Training has begun and projects are beginning to take shape. In 2017 I will support our ambition to further embed improvement practice as the norm within ELFT and to take QI to the wider system to deliver improved outcomes for the communities we serve".



Dr Navina Evans, Chief Executive of ELFT



Paul Binfield, Head of People at Participation at ELFT

People Participation in Quality Improvement

Our QI work involving service users & carers continues to gain international recognition, most recently in December 2016 where stories from East London were shared with an international audience at the 2016 IHI National Forum on Quality Improvement in Healthcare. In 2017 we look forward to sharing some new and exciting ways to involve our service users and carers in quality improvement. We have launched a new 'Get Involved' section of the QI microsite, which explains more about the various

levels of involvement in projects that people can choose from; it enables us to build and communicate with a growing network of service users & carers interested in QI. Most excitingly we will soon provide a QI microsite function that enables people share their interests, skills, experience and availability with project teams, and for ELFT teams to share project work that would benefit from having service users and carers involved! Visit the QI microsite to find out more about how you can get involved!

Contact the QI Team if you'd like any further information about the QI Programme please email us at qi@elft.nhs.uk or call us on

qi.elft.nhs.uk

[@ELFT_QI](https://twitter.com/ELFT_QI)



From Quality Improvement to Quality Control

"When can we say we have achieved our aim and close our project as 'complete'?" The answer is, "it depends". It is important to look at the whether the changes tested have been fully implemented into day-to-day activities. If your project has achieved its improvement aim and you have successfully undertaken the implementation tasks and testing, you can close the QI project as 'complete'. You should however have a plan for quality control, that is, a plan of how you will maintain control within agreed parameters of what is expected in the new system. You can also set thresholds identifying exceptions and how to escalate this. When this happens a decision may be made about how to understand the exception and how to respond to it. A typical approach would be to analyse the process to see if it's operating reliably to produce the results you expect. If it is not, you may look at testing some change ideas using PDSA cycles to try and address the issue. It is up to the subject matter experts to decide whether this will be done through a formal QI project or not. Once the issue is resolved through PDSA cycles and improved design, you can revert back to quality control.

There is plenty more to come in 2017 and we are particularly looking forward to the ELFT QI Conferences in March, and ELFT Experience Day in April, where service users and carers will be running sessions on involvement in quality improvement. See you there!

Engaging, encouraging & inspiring



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About Us QI Projects QI Training Resources Get Involved Help & Support



News Sharing programme news, featuring QI project teams and their improvement work.



Your QI Project How to start & run a project, get support, disseminate learning, scale up and spread QI.



Training Details on how to access QI training. IHI Open School e-learning, modular Pocket QI, Improvement Science in Action and other bespoke training.



Events See our calendar of events for the year. Find out when our next annual QI conference is and look at highlights from past events.





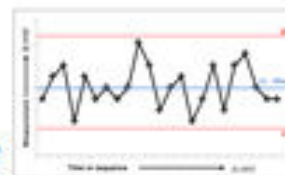
Learn from QI project posters

Visit our QI library



Video library of QI at ELFT & beyond

Learn about the Model for Improvement, PDSA run & control charts and more



Access all these **Resources** and more

Access QI tools for all stages of your project

Which tools might be helpful at different stages of your QI project?



Videos on the Science for Improvement on a whiteboard

Find out how you can involve your service users and carers in QI



Read about active QI projects happening all over the Trust

Quality Improvement - East London NHS Fo... 4 + New

Dashboard

Google Analytics Dashboard for WP has been updated to version 4.9.6.2. For details, check out [the documentation page](#) and [the plugin's settings page](#).

At a Glance

- 117 Posts
- 83 Pages
- 9 Comments
- 4 in moderation

WordPress 4.7.4 running [Speedway](#) theme.

Akismet has protected your site from 97 spam comments already. There's nothing in your [spam queue](#) at the moment.

Quick Draft

Title

What's on your mind?

[Save Draft](#)

Activity

Recently Published

20 Apr, 2:01 pm	My QI Story
7 Apr, 12:41 pm	My Quality Improvement Journey...
4 Apr, 4:46 pm	Our Annual QI Conference
21 Mar, 5:12 pm	Congratulations to our Wave 6 ISIA graduates!
15 Mar, 3:06 pm	Congratulations to Wave 5 ISIA Graduates


Drafts [View all](#)


It's Data Awareness Week! 23rd May 2016
The NHS collects a lot of data every year. But...

Increasing the screening of cardiovascular risk to 80% 7th January 2016
The aim of this project is to increase the screening...

ELFT Shortlisted in HSJ Value in Health Care Awards 2nd July 2015
The Trust has been shortlisted in The HSJ Value in...

Recent Comments

 From Diana Rodriguez Hurtado M.D on I believe we all have, at one moment or another, felt that urge to be rebellious at work... Congratulations jiji Diana Rodriguez Hurtado M.D FACP...

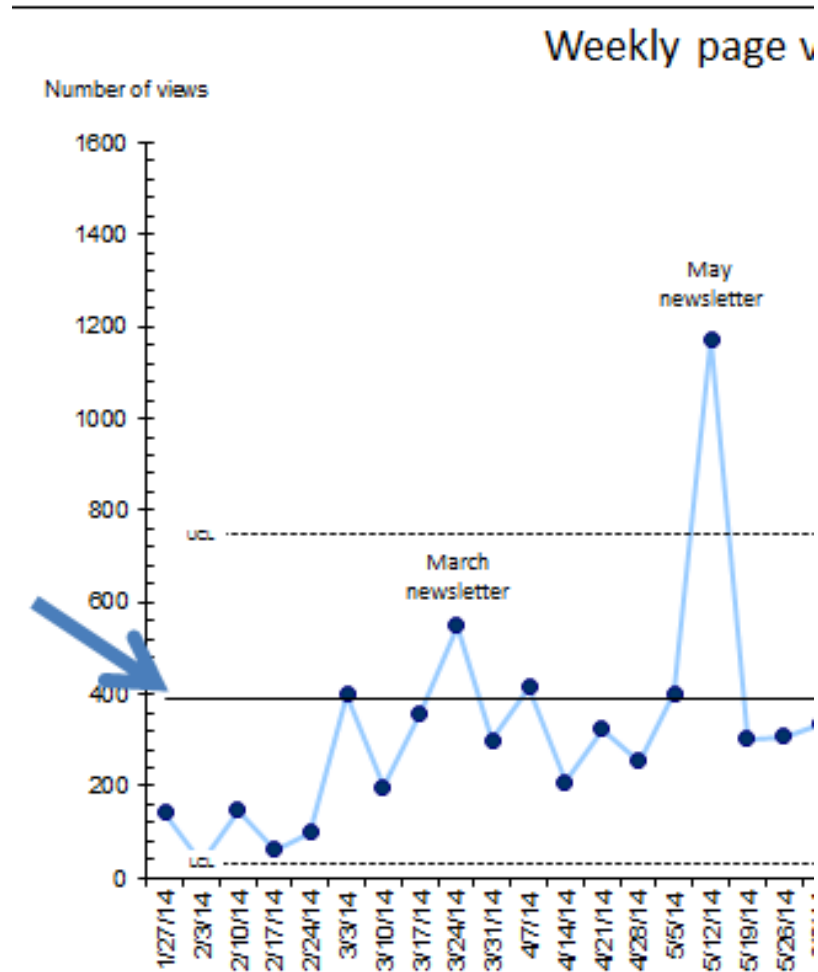
 From Andrea Okoloekwe on It's a QI rap! Brilliant Rap, catchy tunes, fun video. Ab fab

WordPress News

Loading...

Appearance
Plugins
Users
Tools
Settings
Custom Fields
Options

Microsite Page Views

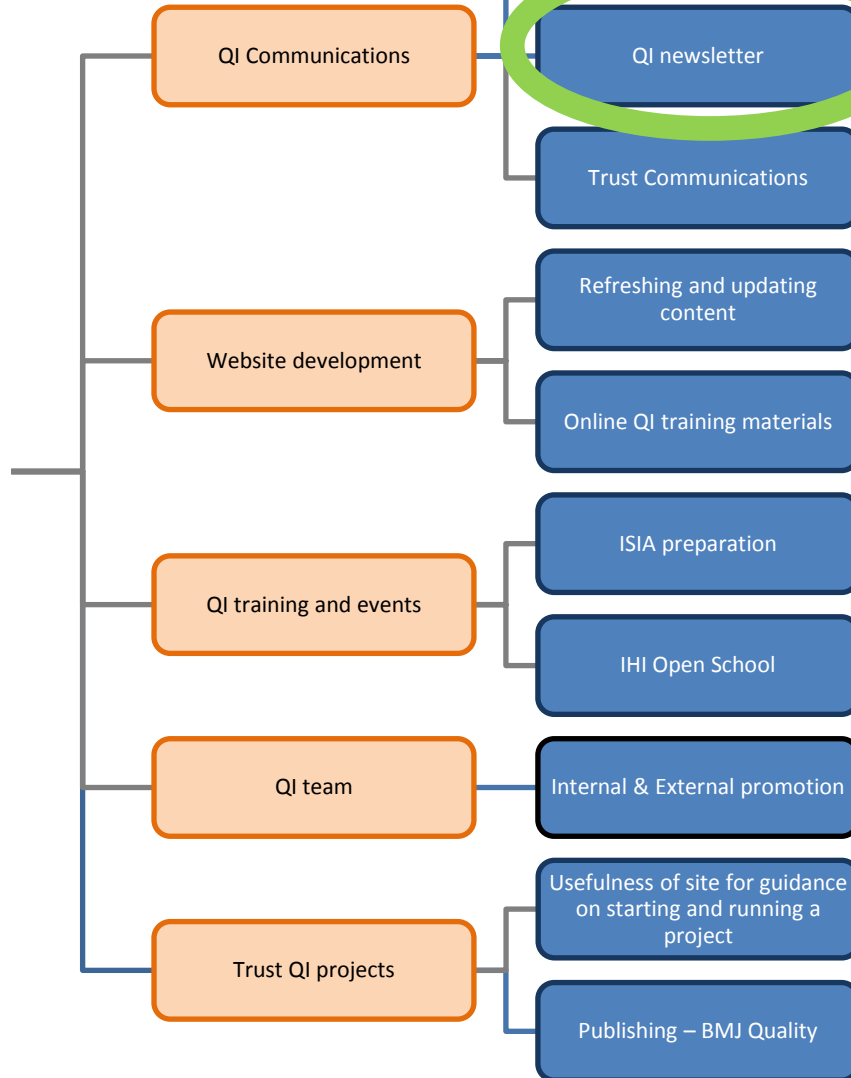


QI microsite project

AIM

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

PRIMARY DRIVERS



SECONDARY DRIVERS

CHANGE IDEAS

- QI electronic newsletter to go out monthly
- Change of newsletter title
- Quarterly paper edition of the newsletter to all Trust sites, GP practices and ELFT partners
- Request IT display images on Trust e-newsletters
- Feature QI projects first on newsletter
- QI team shared Twitter account
- Flickr page/widget – for team selfie photos
- Encourage wards to share their ideas with each other on Twitter – Violence collaborative
- Items in Trust comms on weeks of no QI comms
- Build mailing list for non-staff stakeholders
- QI website links on Trust website, intranet and desktop
- Use existing bulletins and charity newsletters for QI comms
- Accessible info on QI projects
- Ideas for improvement page
- Flickr page/widget – for team selfie photos
- Live chat feature
- Streamed webchats and training
- Local ELFT whiteboard videos
- Xmas edition of QI newsletter
- Restructure the QI document and video library
- Try new wordpress widgets e.g for events.

PRIMARY DRIVERS

SECONDARY DRIVERS

CHANGE IDEAS

QI Communications

Social Media

QI newsletter

Trust Communications

QI electronic newsletter to go out monthly

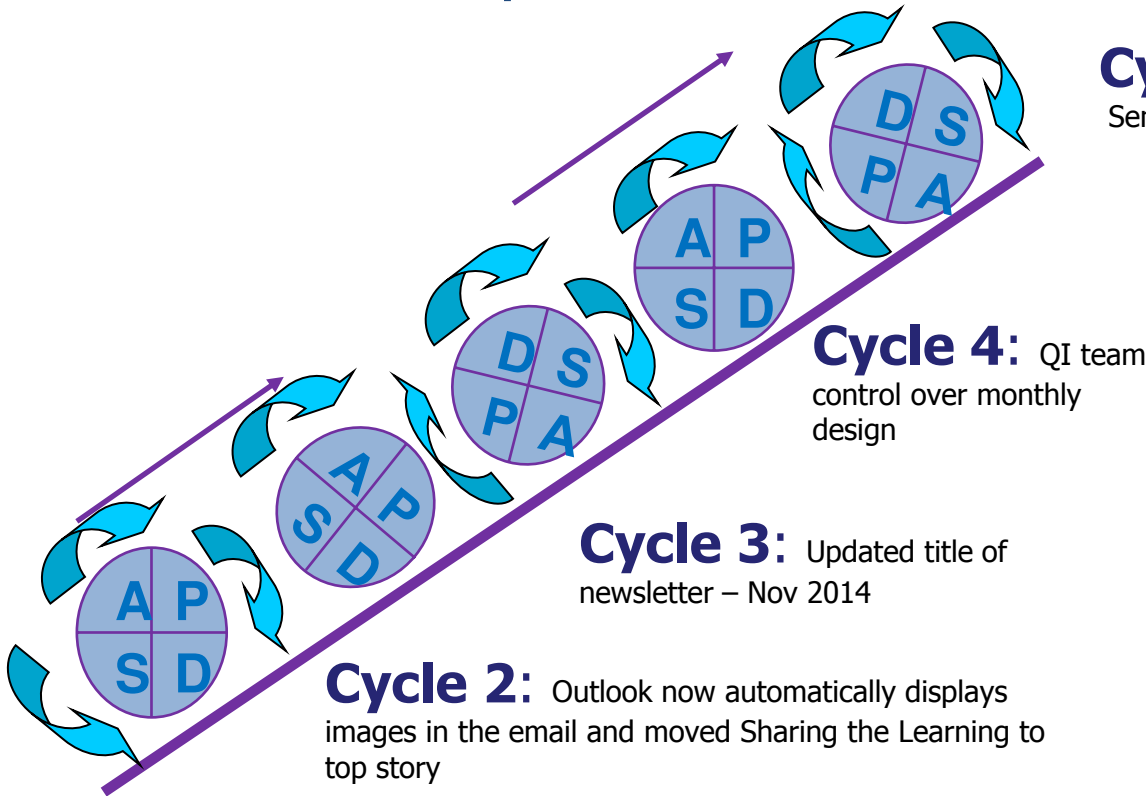
Work with IT to enable images to be displayed automatically on Trust e-newsletters

Feature sharing the learning from QI projects first on newsletter

Change of newsletter title

Quarterly paper edition of the newsletter to all Trust sites, GP practices and ELFT partners

Sequence of PDSA's for QI newsletter



Cycle 1: QI newsletter once a month (was bi-monthly) – Starting Sept 2014

Cycle 2: Outlook now automatically displays images in the email and moved Sharing the Learning to top story

Cycle 3: Updated title of newsletter – Nov 2014

Cycle 4: QI team control over monthly design

Cycle 5: Send email on a Tuesday AM. Send to more external stakeholders.

QUALITY IMPROVEMENT PROGRAMME
East London **NHS** Foundation Trust

SHARING IMPROVEMENT & INNOVATION

Reducing the amount of uncollected medication on Newham wards This month the Newham Pharmacy team tell us about their QI project which aims to reduce the amount of uncollected 'To Take Away' medication on the wards. [Read more about the project and their roles in general here >>](#)

National Voices Chief Executive visits the Trust Jeremy Taylor visited us in November to learn about a variety of work the Trust is doing to improve patient outcomes, to better integrate care and also to continuously improve the patient and carer experience of our services. National Voices are the leading coalition of health and social care charities in the UK. [Read more about the visit here >>](#)

PROGRAMME UPDATE

Kevin Cleary's QI blog We all know what good quality is, don't we? Or do we all have very different ideas about what quality really is? [Read more from the Medical Director here >>](#)

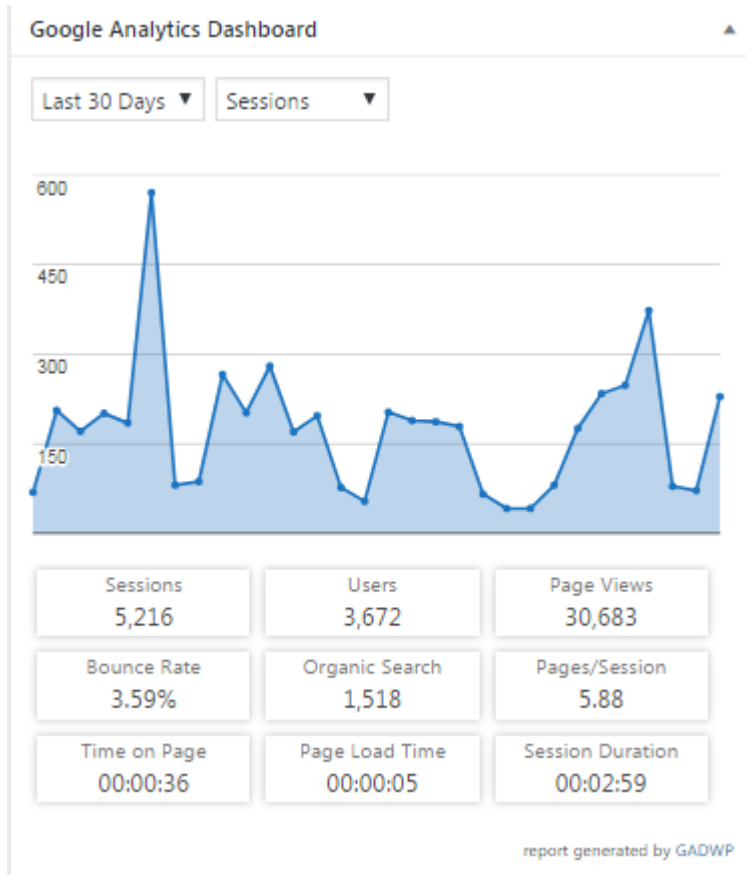
Service User and Carer QI training We want service users and carers to be at the centre of all our quality improvements. The QI team have run introductory sessions at several local Working Together Groups recently and are really excited to be hosting our first QI training event in February.

Open School
Enroll on the Open School and begin your QI training >>

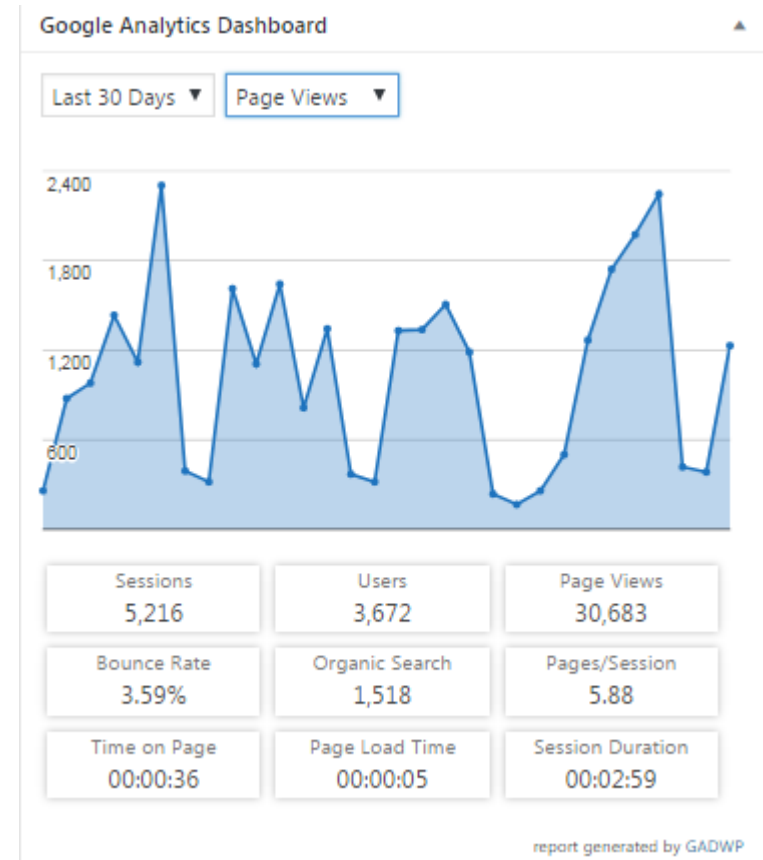
Qi MICROSITE
Visit the online home of QI at ELFT.qi.eastlondon.nhs.uk

Contact QI Team

Sessions



Page views

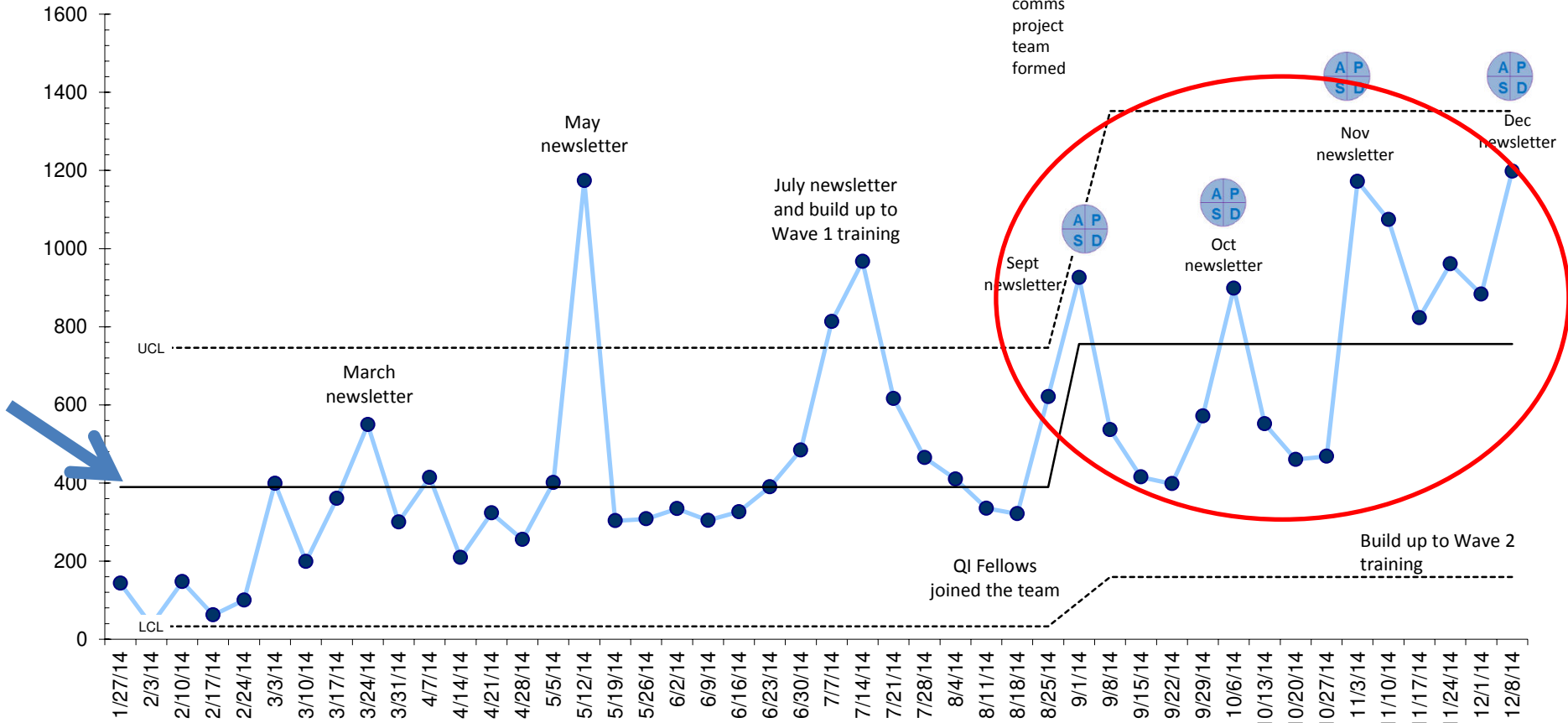


Weekly page views of the QI microsite

Number of views

I-Chart

QI
comms
project
team
formed



- Pre project mean was **389.3 views per week**
- Since start of the project there have been 16 points above the original mean – a shift!
- Current mean is **755.6 views** – only 41 more per week needed to achieve aim!

QI microsite development

EVENTS NEWS **QI LIFE**  

 QUALITY IMPROVEMENT PROGRAMME

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Microsite 1.0 & 2.0 – 2014 to 2016



WORDPRESS

**Built in house using Wordpress
Business package - \$299 per year**

Microsite 3.0 – 2016 to...



WORDPRESS

**Developed in collaboration with a
web designer and fully populated
by QI team**

How is our Microsite doing?

Google Analytics



Audience Overview

2 Feb 2015 - 24 Apr 2017

Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

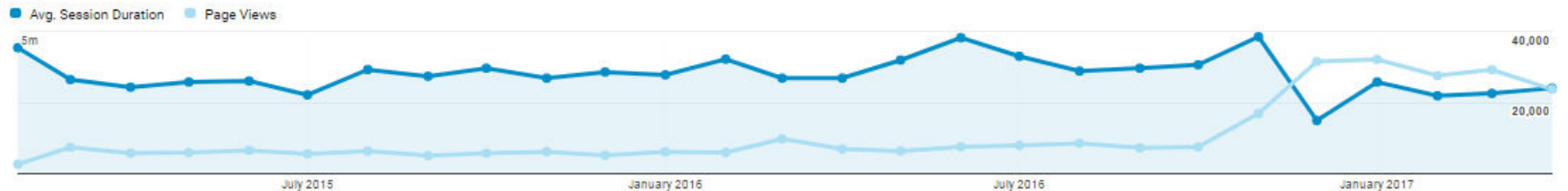
All Users
100.00% Sessions

+ Add Segment

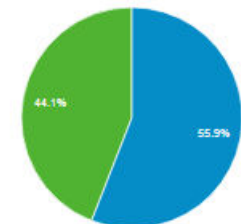
Overview

Avg. Session Duration vs Page Views

Hourly Day Week Month



New Visitor Returning Visitor



Views across the Globe





Country ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
	79,996 % of Total: 100.00% (79,996)	55.93% Avg for View: 55.79% (0.26%)	44,743 % of Total: 100.26% (44,627)	37.29% Avg for View: 37.29% (0.00%)	3.72 Avg for View: 3.72 (0.00%)	00:03:18 Avg for View: 00:03:18 (0.00%)
1. United Kingdom	70,111 (87.64%)	52.43%	36,758 (82.15%)	34.11%	3.93	00:03:35
2. United States	3,174 (3.97%)	87.27%	2,770 (6.19%)	66.70%	1.80	00:01:03
3. (not set)	1,272 (1.59%)	98.74%	1,256 (2.81%)	83.88%	1.37	00:00:32
4. Denmark	413 (0.52%)	51.33%	212 (0.47%)	36.08%	3.71	00:02:31
5. Ireland	357 (0.45%)	67.23%	240 (0.54%)	36.69%	3.63	00:01:57
6. Norway	356 (0.45%)	47.47%	169 (0.38%)	38.20%	3.52	00:02:46
7. Canada	307 (0.38%)	82.08%	252 (0.56%)	51.14%	2.11	00:01:09
8. Australia	306 (0.38%)	75.82%	232 (0.52%)	47.39%	3.43	00:02:33
9. Russia	274 (0.34%)	23.72%	65 (0.15%)	42.34%	1.62	00:02:55
10. New Zealand	268 (0.34%)	67.16%	180 (0.40%)	38.43%	3.99	00:02:32

Data on E-Newsletters



Gold Standards Environment QI Project



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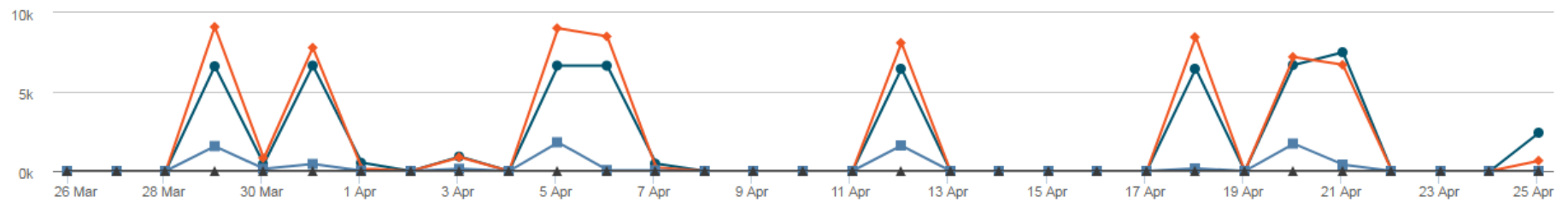
In this thought paper.

Recent campaigns sent

[View all reports](#)

Date sent	Name	Sent	Delivered	Opened	Preview
25 Apr 2017 10:12	Remail: Copy of Clinical alert 028 - Antimicrobial stewardship	2,421	2,420 (99.96%)	357 (14.75%)	
21 Apr 2017 16:15	Governors' Bulletin April 2017	55	55 (100.00%)	38 (69.09%)	
21 Apr 2017 12:26	QJ (External) Newsletter April 2017	973	961 (98.77%)	249 (25.91%)	
21 Apr 2017 12:17	QJ (Internal) Newsletter April 2017	6,474	6,473 (99.98%)	3,075 (47.51%)	
20 Apr 2017 17:39	What's new - 19 April 2017	6,697	6,693 (99.94%)	3,642 (54.42%)	

Activity in the last 30 days

[View all activity](#)


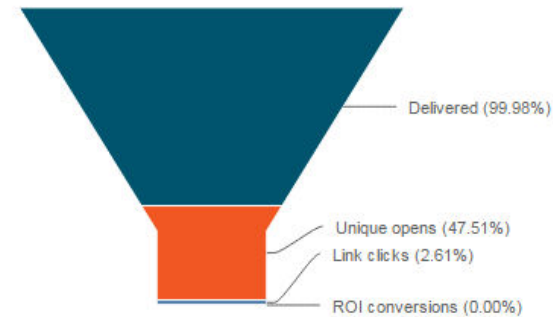
Campaign overview

More reports...

Filter: Showing all

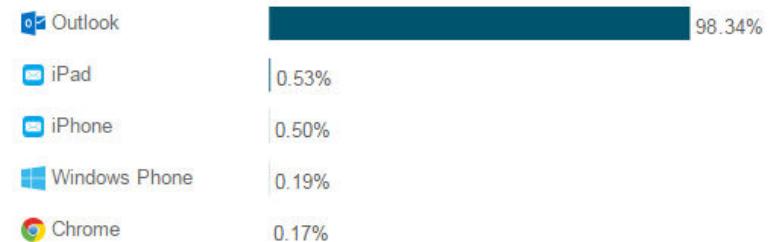
Delivery ?	Total	Total %
Emails sent	6,474	-
Emails delivered	6,473	99.98%
Engagement ?	Total	Total %
Unique opens	3,075	47.51%
Views & forwards	5,851	-
Forwards to a friend	0	-
Social network views	0	-
Non openers	3,398	-
Interaction ?	Total	Total %
Unique user click through	169	2.61%
Link clicks	252	-
Click to open rate	-	5.5%
Page views	0	-
ROI	0	-
Replies	0	0%
Removes ?	Total	Total %
Hard bounces	0	0%
Soft bounces	1	0.02%
Unsubscribe requests	0	0%
ISP complaints	0	0%

Conversion funnel



Top five email clients

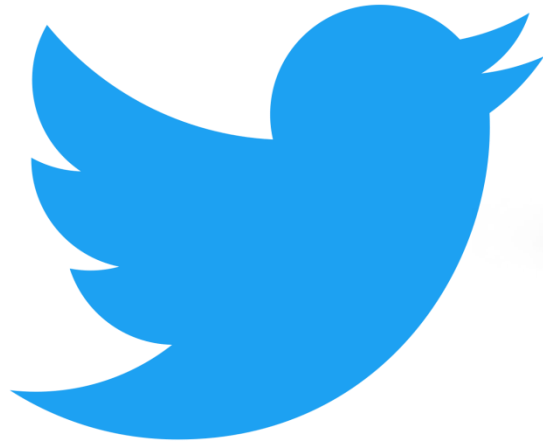
[View full report](#)



Other measures of interest



NHS
East London
NHS Foundation Trust



Home ELFT_QI

Chrys Muirhead @ChrysMuirhead just now
that sounds iffy; injecting pregnant women

Dr Andrew Fraser @AndrewFraserPH
Immunisation on offer to pregnant women protects mothers and babies, prevents misery & many serious diseases <https://t.co/dZGTONhU2U>

Emsworth Health @EmsworthHealth 5 days ago

Come along to the Friends of Emsworth Community Health Fair. 11am-2pm on 5 May 2017 at Emsworth Baptist Church.



Mentions ELFT_QI

Jaz Mann @JazKaur84 just now
Community Health Newman afternoon of QI and learning for our international guests @ #Quality2017 @ELFT_QI @NHS_ELFT @BMJQuality

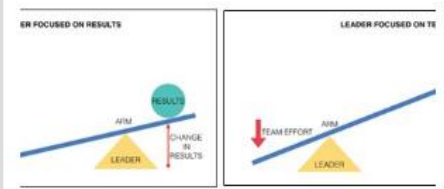


In reply to CliffMitchel and 4 more

Jacqueline @jmortonQI 1 min ago
Looking forward to sharing tge learning

My Tweets ELFT_QI

ELFT_QI retweeted
Helen Bevan @helenbevan 5 days ago · City of London
"Leaders aren't responsible for the results, they're responsible for the people who are responsible for the results"
[linkedin.com/pulse/what-mod...](https://www.linkedin.com/pulse/what-mod...)



from: What Modern Leaders Definitely Get Right by John Eades

162 retweets, 242 likes

ELFT_QI retweeted
James Innes @JInnesMPharm 3 hours ago
So proud of our service users & carers. Co-

Messages (Inbox) ELFT_QI

Commun.it @commun_it 5 days ago
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Videos

Actions

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|--------------------------|--|---|--|--------------------------------|
| <input type="checkbox"/> | | <p>We're Quality Improving! HD</p> <p>Mar 24, 2016 9:13 AM</p> <p><input type="button" value="Edit"/></p> | <p></p> <p>3,082 views</p> | <p> 0</p> <p> 22</p> <p> 0</p> |
| <input type="checkbox"/> | | <p>ELFT Annual QI Conference - 10 March HD</p> <p>Streamed: March 10, 2015 at 6:03 AM</p> <p><input type="button" value="Edit"/></p> | <p></p> <p>858 views</p> <p>Includes copyrighted content</p> | <p> 1</p> <p> 2</p> <p> 0</p> |
| <input type="checkbox"/> | | <p>How to create a Run Chart HD</p> <p>May 25, 2016 10:02 AM</p> <p><input type="button" value="Edit"/></p> | <p></p> <p>461 views</p> | <p> 0</p> <p> 0</p> <p> 0</p> |
| <input type="checkbox"/> | | <p>Dr Don Goldmann - How To Implement Credible QI Projects...</p> <p>Feb 11, 2015 3:36 PM</p> <p><input type="button" value="Edit"/></p> | <p></p> <p>454 views</p> | <p> 0</p> <p> 0</p> <p> 0</p> |
| <input type="checkbox"/> | | <p>Introduction to QI Life</p> <p>Jun 14, 2016 1:32 PM</p> <p><input type="button" value="Edit"/></p> | <p></p> <p>302 views</p> | <p> 0</p> <p> 1</p> <p> 0</p> |
| <input type="checkbox"/> | | <p>Leadership for Continually Improving and Compassionate Care HD</p> <p>Mar 30, 2016 11:28 AM</p> <p><input type="button" value="Edit"/> <input type="button" value="Improve this video"/></p> | <p></p> <p>312 views</p> | <p> 0</p> <p> 1</p> <p> 0</p> |
| <input type="checkbox"/> | | <p>2017 Bedfordshire & Luton QI Conference HD</p> <p>Streamed: March 7, 2017 at 4:56 AM</p> <p><input type="button" value="Edit"/></p> | <p></p> <p>271 views</p> | <p> 0</p> <p> 2</p> |

Q_io Life

Demonstration



QI Life Charts

QI Comms Stats



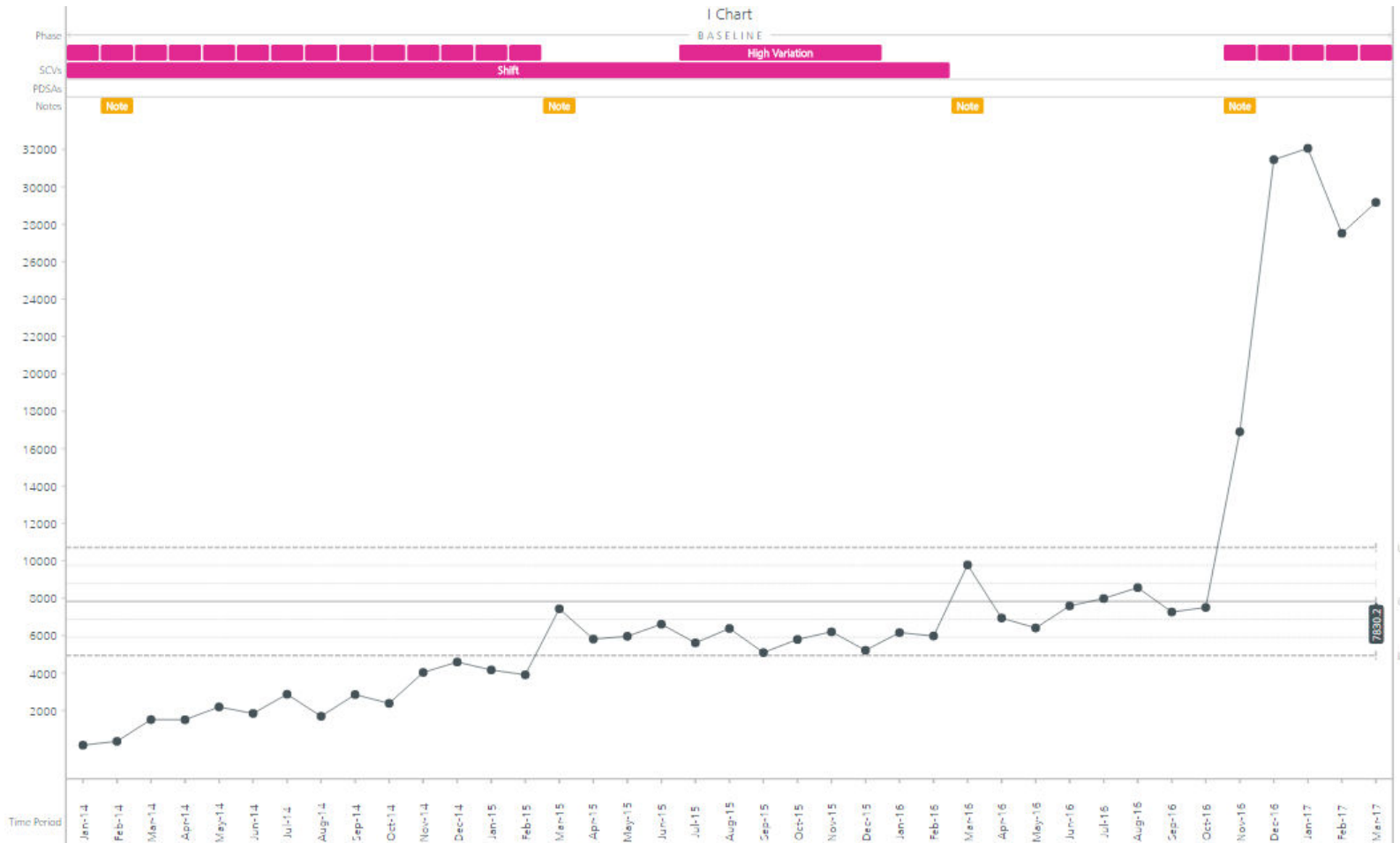
- General
- Driver Diagram
- Change Ideas
- PDSAs
- Measures
- Charts**
- Documents

SPC Charts [Learn More](#)

Add New SPC Chart +

<p>Average Session Duration (Seconds per user on QI microsite)</p> <p>Open</p>	<p>Number of External E-Newsletters opened</p> <p>Open</p>	<p>Number of Internal E-Newsletters opened</p> <p>Open</p>	<p>Number of tweet impressions per month</p> <p>Open</p>
<p>Number of Twitter Profile Visits per month</p> <p>Open</p>	<p>QI Microsite Page Views Per Month</p> <p>Open</p>	<p>QI Microsite Sessions/Users Per Month</p> <p>Open</p>	<p>total number of followers on twitter per month</p> <p>Open</p>

QI Life Statistics





Qio Life

<https://life.seedata.co.uk/projects/my>