# Improving the QI microsite and increasing its usage

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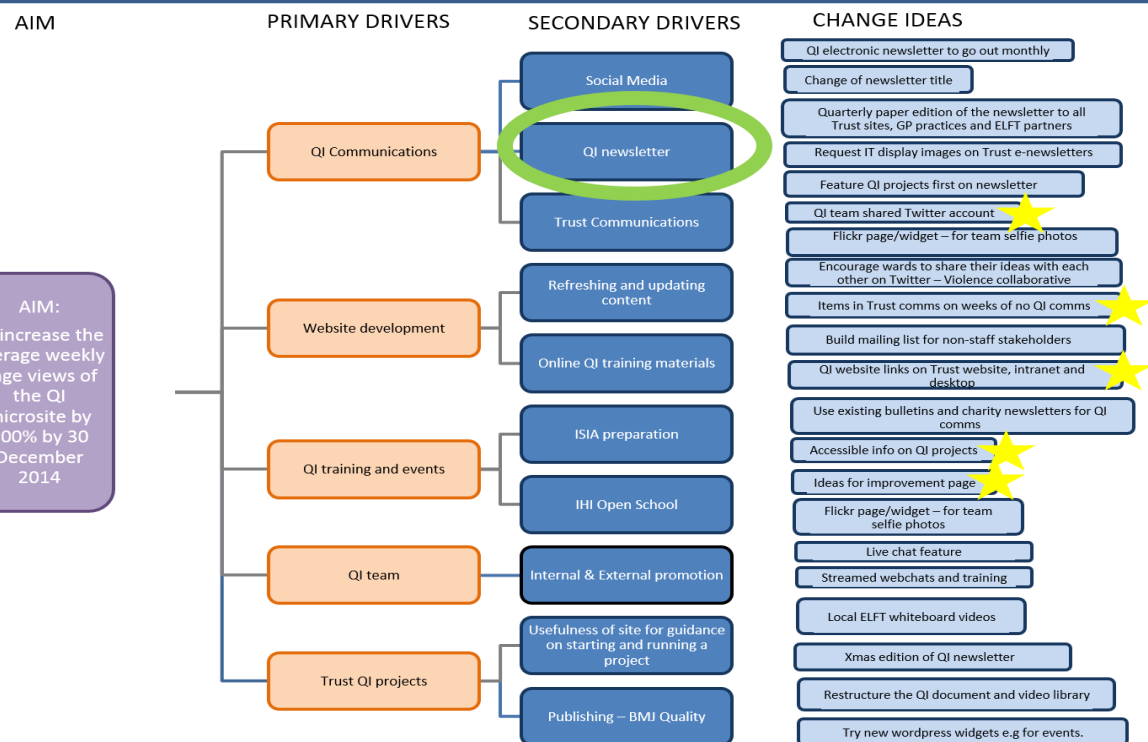
East London
NHS Foundation Trust

## Aim

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

## Why is this important to users ?

QI microsite is the home of info on the programme and how to get involved

Project aimed to raise awareness within staff and service user group and understand their journey on the site.

Service user has been a part of the Project team

## Driver diagram



| AIM | PRIMARY DRIVERS | SECONDARY DRIVERS | CHANGE IDEAS |
|---|---|---|---|

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

- QI Communications
  - Social Media
  - QI newsletter
  - Trust Communications
- Website development
  - Refreshing and updating content
  - Online QI training materials
- QI training and events
  - ISIA preparation
  - IHI Open School
- QI team
  - Internal & External promotion
- Trust QI projects
  - Usefulness of site for guidance on starting and running a project
  - Publishing – BMJ Quality

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
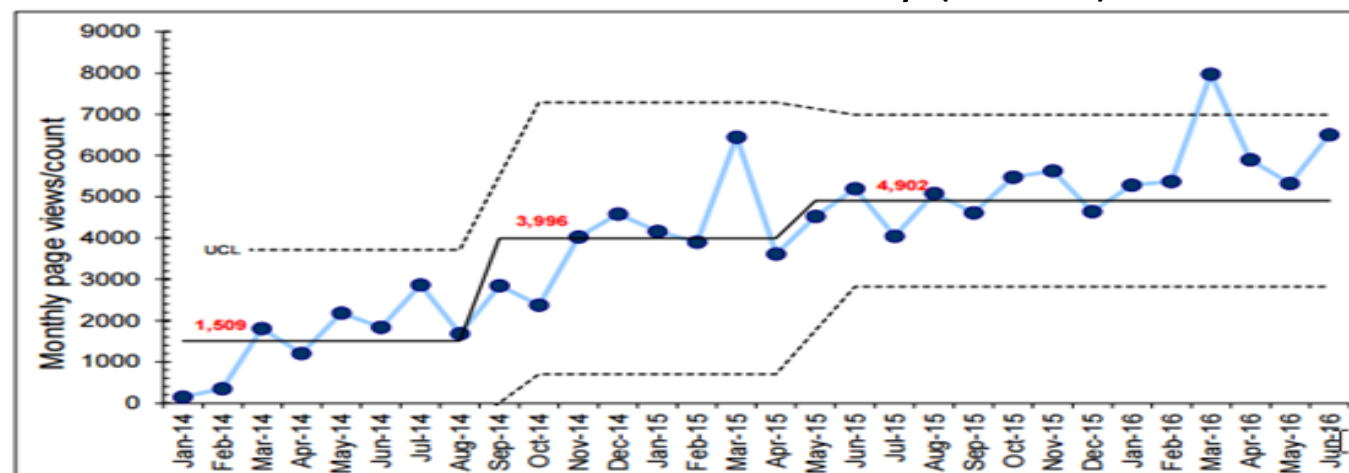- Try new wordpress widgets e.g for events.

## Tests of Change

QI electronic newsletter to go out monthly, Change of newsletter title, Quarterly paper edition of the newsletter to all Trust sites, Feature QI projects first on newsletter, QI team shared Twitter account, Flickr page/widget - for team selfie photos.

## Data

### Visits to QI Microsite Monthly (I Chart)



## Learning

- QI 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 comms
- The QI microsite is quite unique in the NHS
- Control over the system can lead to fairly quick progress and enables greater learning.