

# QI Communications & Microsite



EVENTS NEWS **QI LIFE**  

QUALITY IMPROVEMENT PROGRAMME

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

## Engaging, encouraging & inspiring



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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 7<sup>th</sup> 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: 12<sup>th</sup> & 26<sup>th</sup> May in Hackney and 12<sup>th</sup> & 26<sup>th</sup> June at Trust HQ.

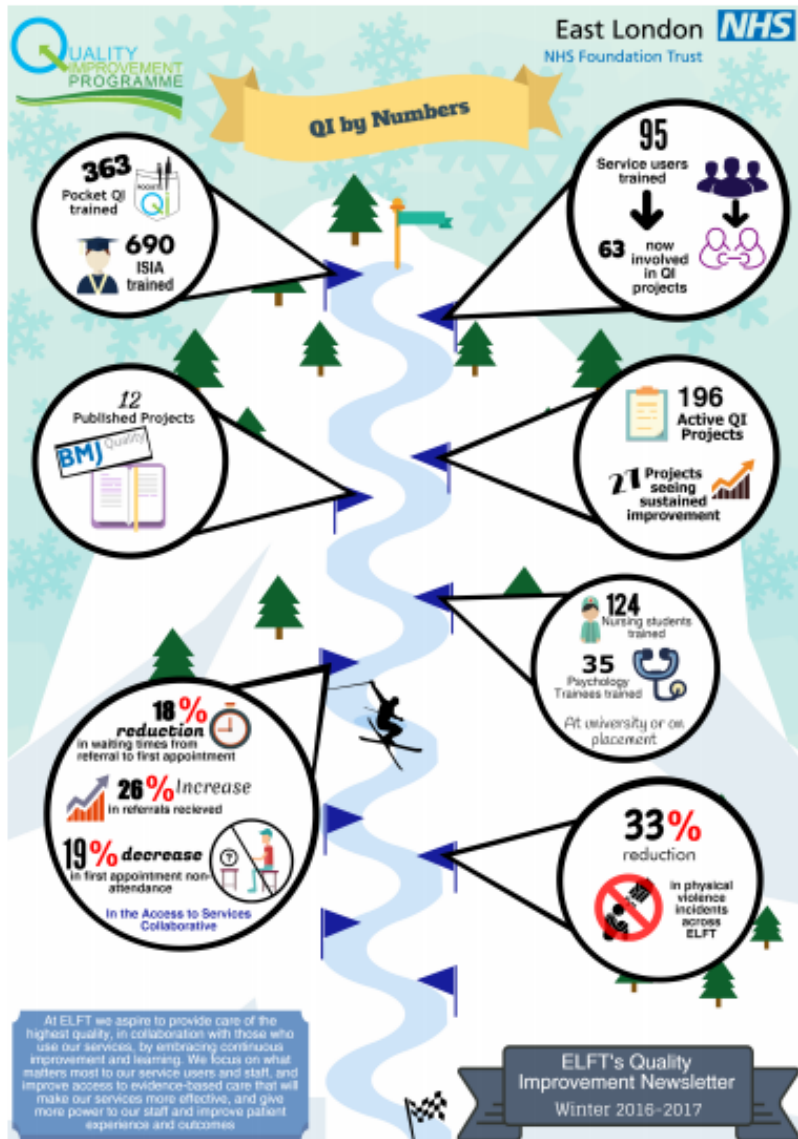
## Latest Learning

### 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](mailto:qi@elft.nhs.uk) or call us on

[qi.elft.nhs.uk](http://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!

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# QI Communications & Microsite



**NHS**  
East London  
NHS Foundation Trust



EVENTS NEWS **QI LIFE**

East London **NHS**  
NHS Foundation Trust

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.





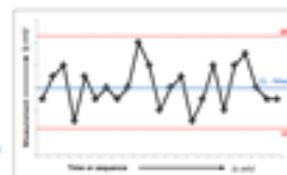
Learn from QI project posters

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**

Home  
Updates

- Posts
- Resources
- Training Courses
- Events
- Adverts
- Media
- Collections
- Team Members
- Forms
- Pages
- Comments 4
- Cookie Law Info
- Appearance
- Plugins
- Users
- Tools
- Settings
- Custom Fields
- Options

## 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	<a href="#">My QI Story</a>
7 Apr, 12:41 pm	<a href="#">My Quality Improvement Journey...</a>
4 Apr, 4:46 pm	<a href="#">Our Annual QI Conference</a>
21 Mar, 5:12 pm	<a href="#">Congratulations to our Wave 6 ISIA graduates!</a>
15 Mar, 3:06 pm	<a href="#">Congratulations to Wave 5 ISIA Graduates</a>

#### 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 jij Diana Rodriguez Hurtado M.D FACP...
- From  Andrea Okoloekwe on [It's a QI rap!](#)  
Brilliant Rap, catchy tunes, fun video. Ab fab

### Drafts

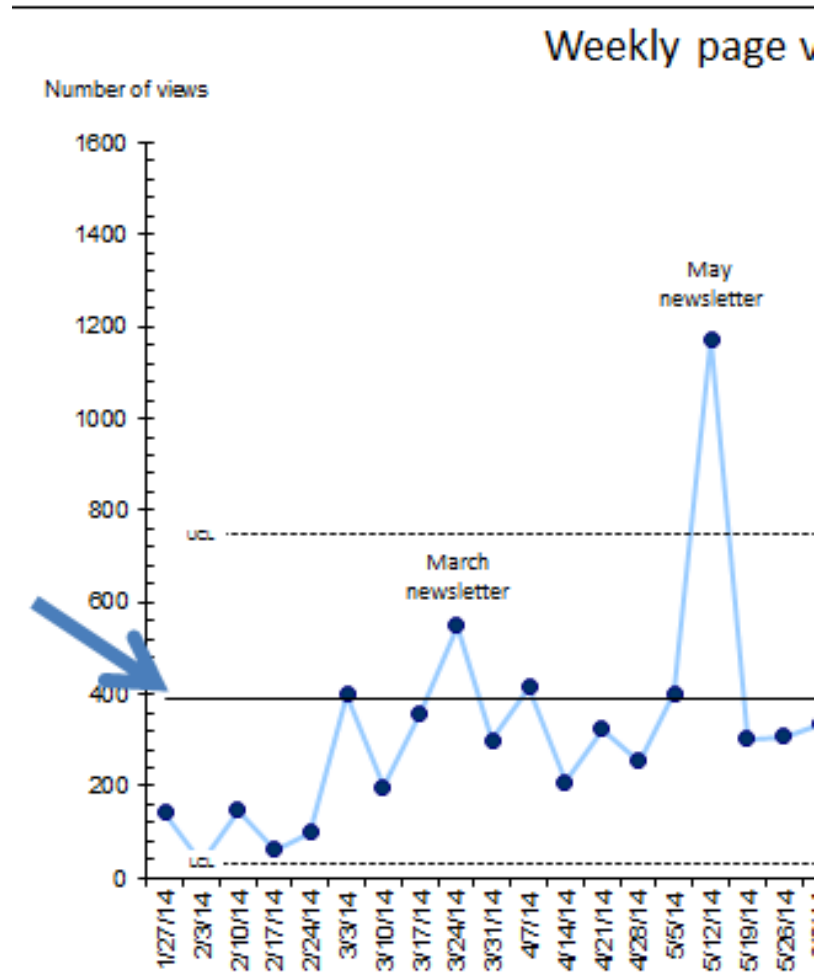
[View all](#)

- [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...

### WordPress News

Loading...

# 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

QI Communications

Website development

QI training and events

QI team

Trust QI projects

## SECONDARY DRIVERS

Social Media

QI newsletter

Trust Communications

Refreshing and updating content

Online QI training materials

ISIA preparation

IHI Open School

Internal & External promotion

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.

## 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

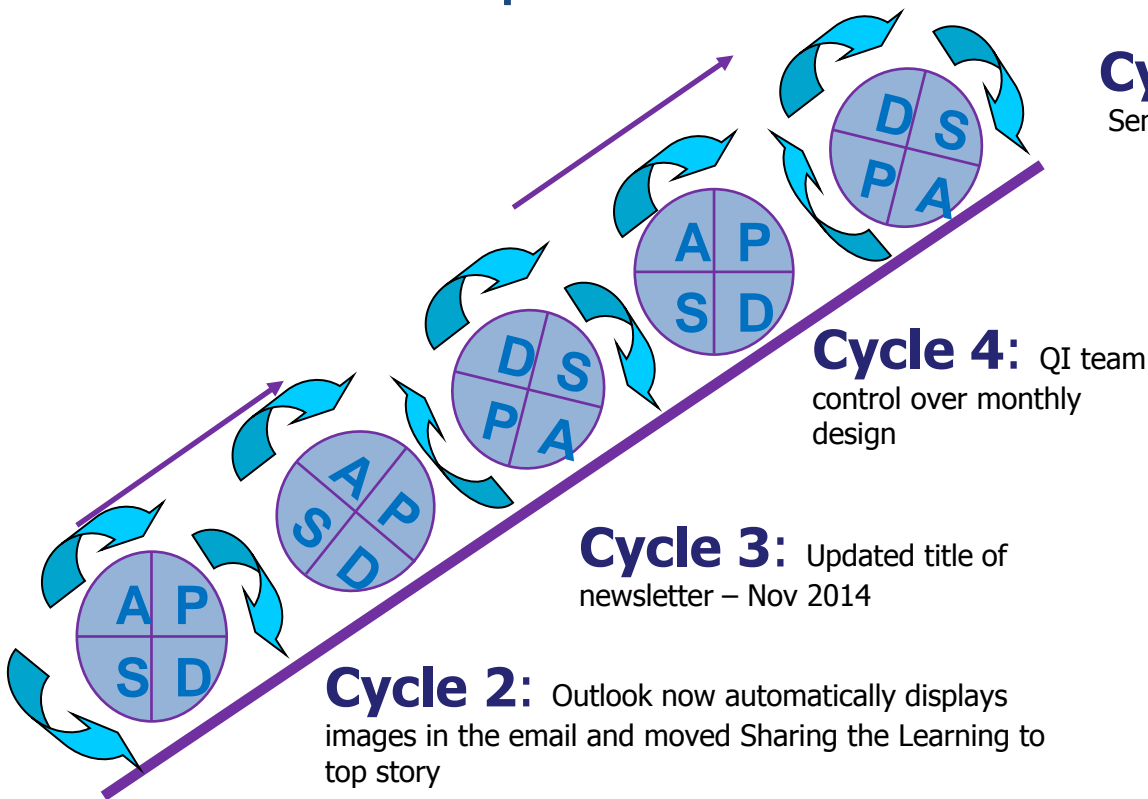
Feature sharing the learning from QI projects first on newsletter

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**  
@ELFT\_QI  
Follow us on Twitter and share your ideas >>

**Qi MICROSITE**  
Visit the online home of QI at [ELFT.qi.eastlondon.nhs.uk](http://ELFT.qi.eastlondon.nhs.uk)

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

**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 >>](#)

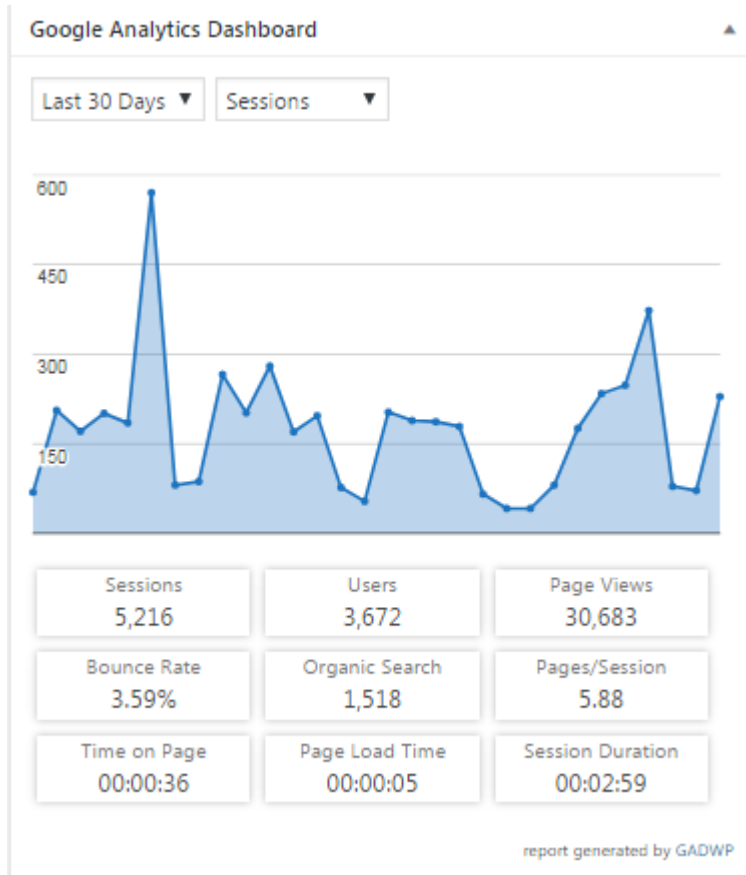
**National Voices Chief Executive visits the Trust**  
Jeremy Taylor visited us in November to learn about a variety of work the Trust is doing to improve patient outcomes, to better integrate care and also to continuously improve the patient and carer experience of our services.  
National Voices are 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 >>](#)

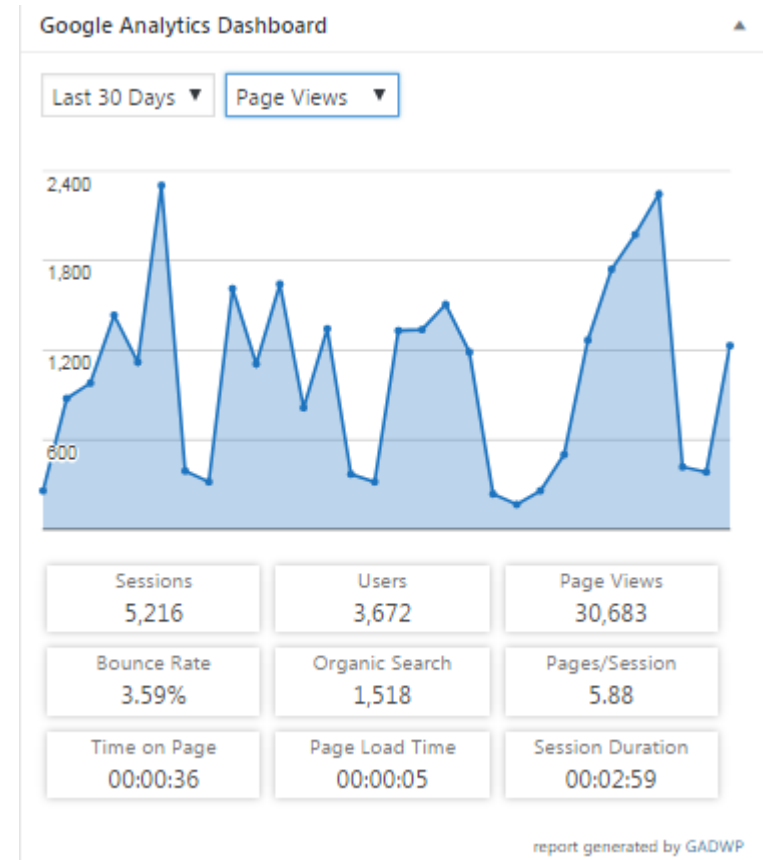
**Service User and Carer QI training**  
We want service users and carers to be at the centre of all our quality improvements.  
The QI team have run introductory sessions at several local Working Together Groups recently and are really excited to be hosting our first QI training event in February.

**Contact QI Team**

## Sessions



## Page views

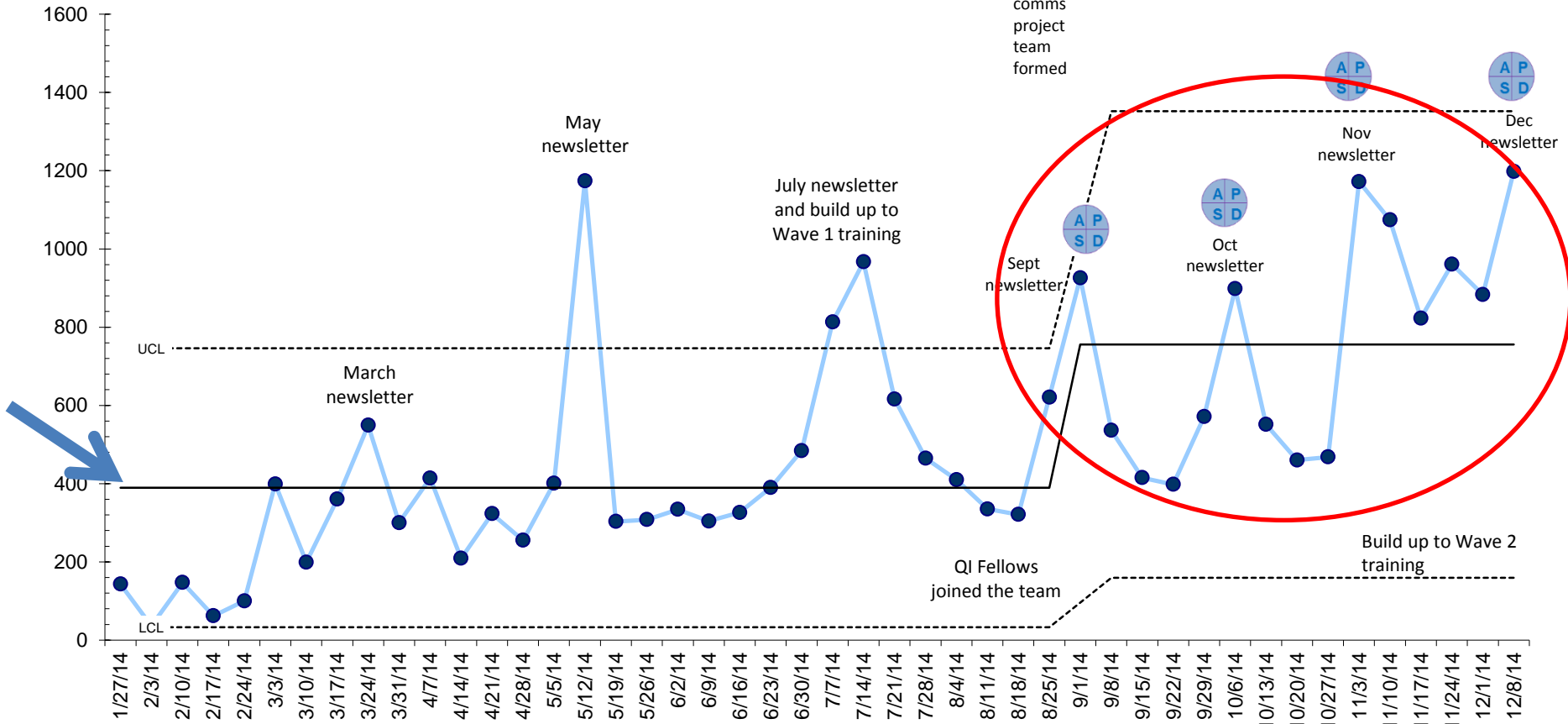


# Weekly page views of the QI microsite

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

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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

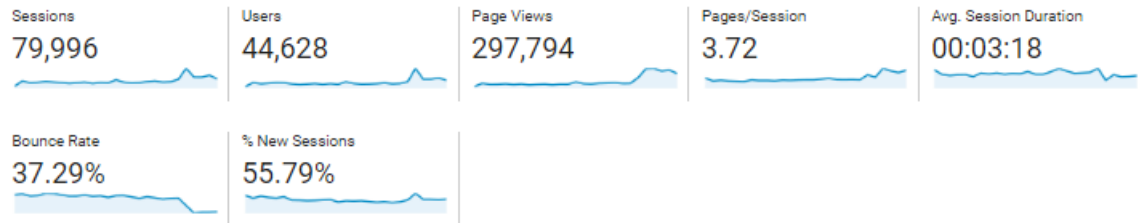
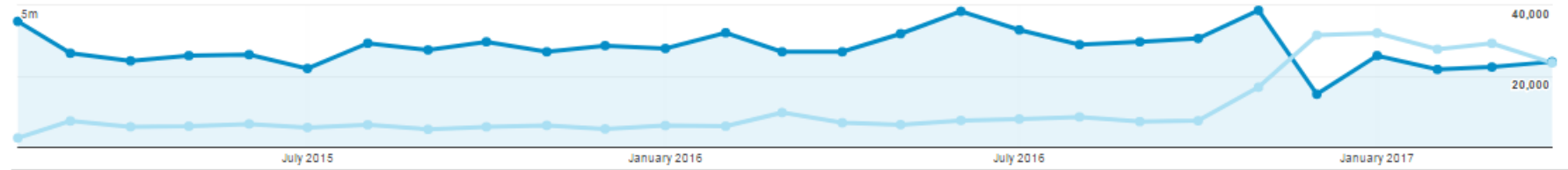
+ Add Segment

#### Overview

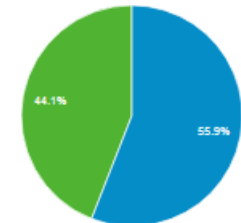
Avg. Session Duration vs Page Views

Hourly Day Week Month

Avg. Session Duration Page Views



New Visitor Returning Visitor



# Views across the Globe





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



# Data on E-Newsletters



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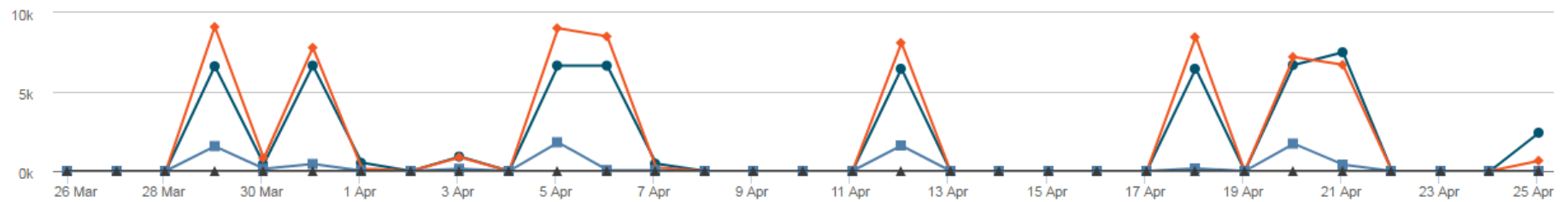
In this thought paper.

## 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](#)


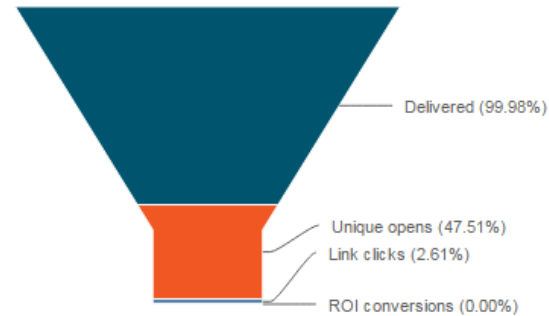
## Campaign overview

More reports... ▾

Filter: Showing all

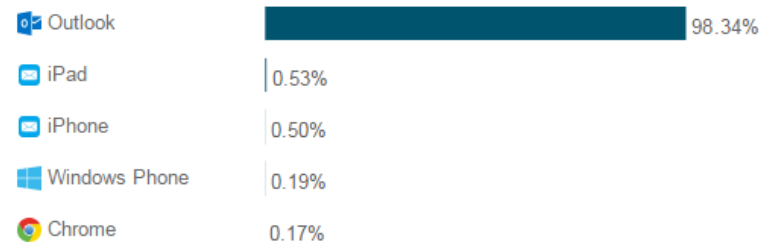
Delivery ?	Total	Total %	
Emails sent	6,474	-	
Emails delivered	6,473	99.98%	
Engagement ?	Total	Total %	
Unique opens	3,075	47.51%	
Views & forwards	5,851	-	
Forwards to a friend	0	-	
Social network views	0	-	
Non openers	3,398	-	
Interaction ?	Total	Total %	
Unique user click through	169	2.61%	
Link 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



**hootsuite**<sup>TM</sup>

Social Media Dashboard



WORDPRESS



### 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

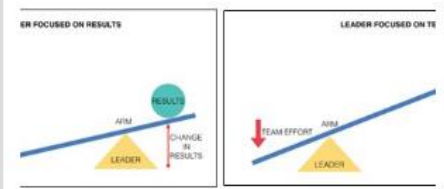


In reply to CliffMitchel and 4 more

**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  
Congratulations! You've been gifted our 7-day free trial of the Business plan to help you get started. You have 7 days remaining. Take me to my...  
Read More

**Commun.it** @commun\_it 5 days ago  
20 Additional Engagement Credits, FREE! Grow engagements & get more followers. Try it today. It's magical! Login to [commun.it](https://commun.it)

**Commun.it** @commun\_it Apr 17  
Check your 1960 followers actionable insights, 0 new followers, 0 unreplied engagements and more. Try it today. It's magical! Login to [commun.it](https://commun.it)

Videos

Actions

View: Most viewed ▾

- |                          |  |   |  |                                |
|--------------------------|--|---|--|--------------------------------|
| <input type="checkbox"/> |  | <p><b>We're Quality Improving!</b> <span>HD</span></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><b>ELFT Annual QI Conference - 10 March</b> <span>HD</span></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><b>How to create a Run Chart</b> <span>HD</span></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><b>Dr Don Goldmann - How To Implement Credible QI Projects...</b></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><b>Introduction to QI Life</b></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><b>Leadership for Continually Improving and Compassionate Care</b> <span>HD</span></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><b>2017 Bedfordshire &amp; Luton QI Conference</b> <span>HD</span></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<sub>i</sub>o Life

Demonstration



# QI Life Charts

## QI Comms Stats



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

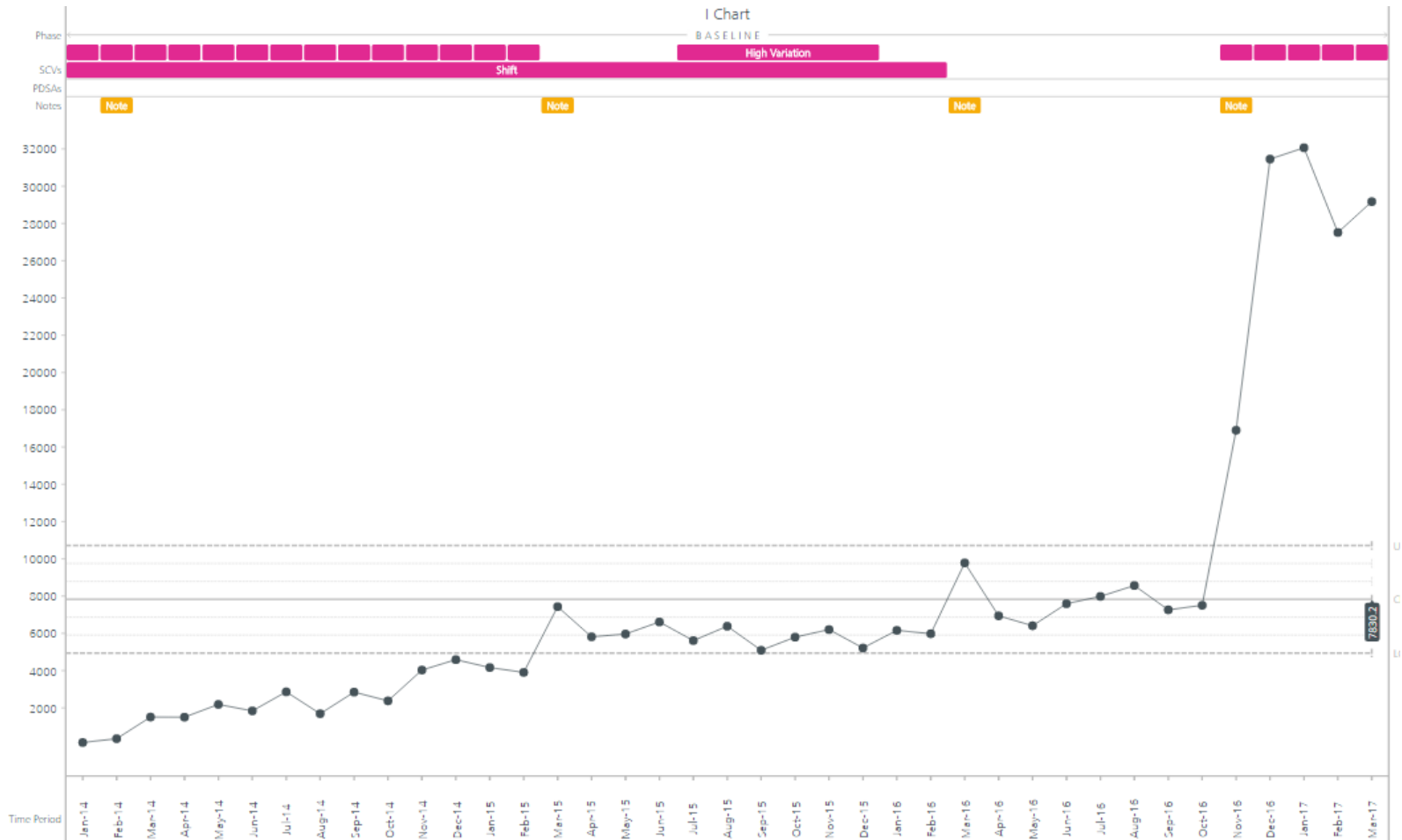
## SPC Charts [Learn More](#)

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





Qiqo Life

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