



Health Innovation Manchester Book Club



Today's Agenda

- Introduction to book club: concept & format
- Co designed book club compact
- **Communication for Improvement:** Natalie Balmain. Health Innovation Manchester Communications Team
- **Coffee & Networking**
- **Book Reviews: Habits of an Improver & Communications In Health Care Improvement**
- Discussion time
- Reflections , 4 word review & voting
- Allocation of next books: **Influencing**
- Evaluation & close
- **Networking lunch**

Health Innovation Manchester



Health
Innovation
Manchester

Discovering. Developing. Delivering.

- Formally GM Academic Health Science Network
- Cover Greater Manchester, East Lancashire and East Cheshire
- Bring together healthcare and academic organisations in partnership with industry, local authorities and other agencies.
- Key delivery of Patient Safety Collaboratives and supporting members in their Sign Up To Safety work.
- Developing and delivering the Q network in GM



- Q is an initiative connecting people, who have improvement expertise, across the UK.
- Led Health Foundation; Supported & co-funded by NHS Improvement.
- Q's mission is to foster continuous and sustainable improvement in health and care.
- Achieved by creating opportunities for people to come together & form a community – sharing ideas, enhancing skills and collaborating
- Q support (and are keen to see the impact) of our Book Club which is unique to Greater Manchester

Join the conversation...

#Qcommunity

#GMBookClub

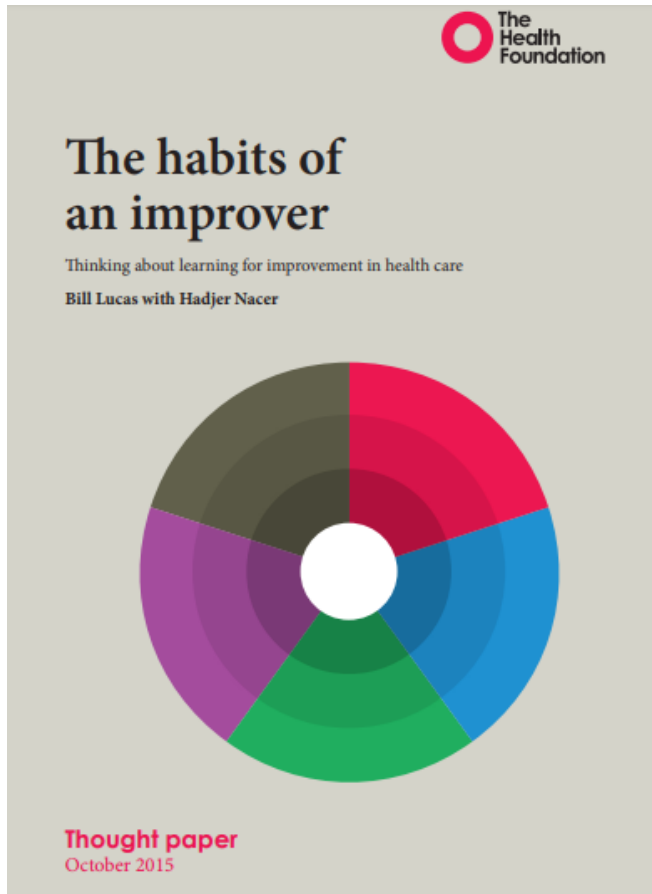
@theQcommunity

@healthinnovmcr

@AQUA_NHS



Habits of an Improver



Our approach is structured to explore the key themes from the [‘Habits of an Improver’](#) (Health Foundation 2015).

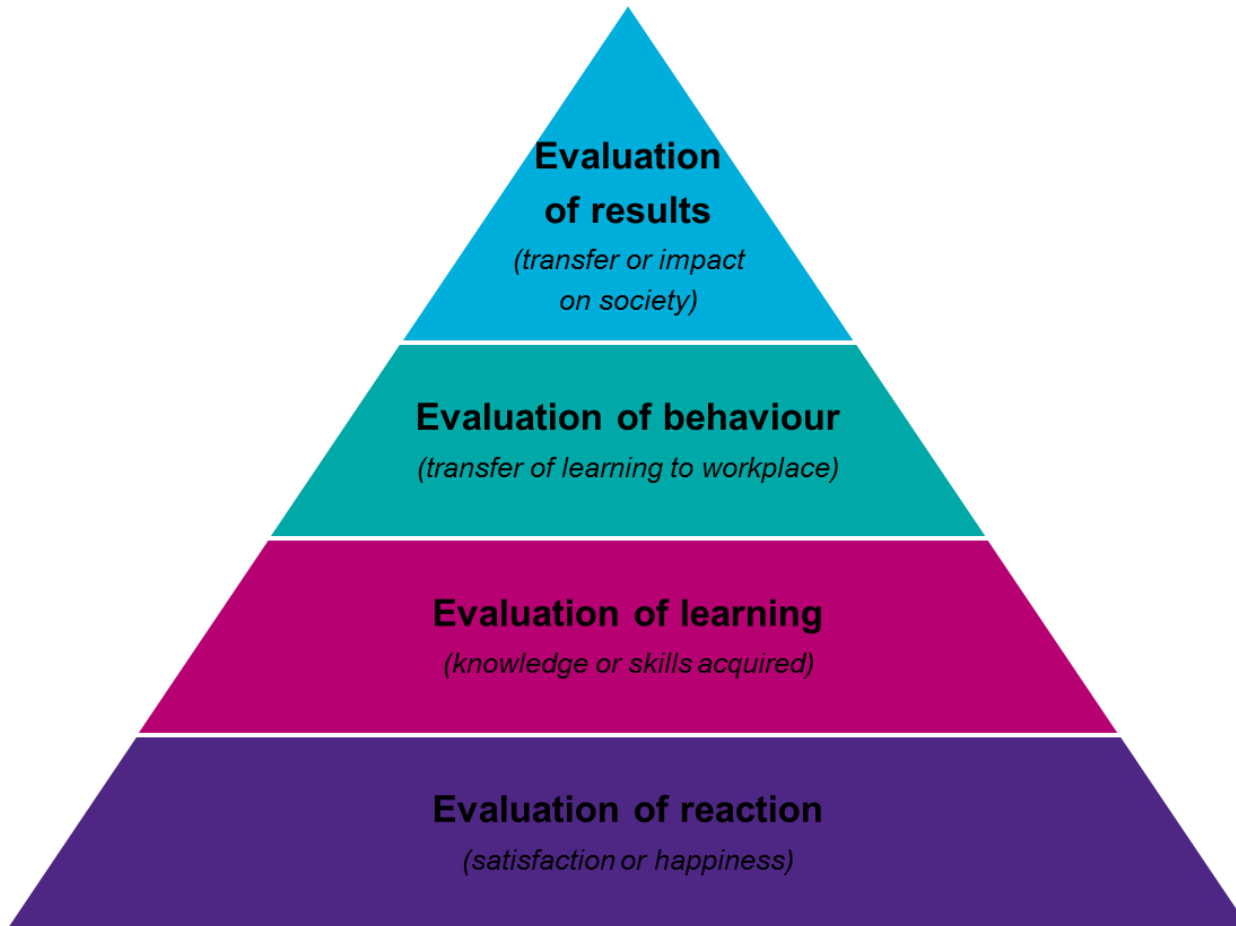
Professor Bill Lucas describes a perspective of viewing the field of improvement via 15 ‘habits’ which individuals like yourself regularly deploy.



Q Network: Health Innovation Manchester Book Club

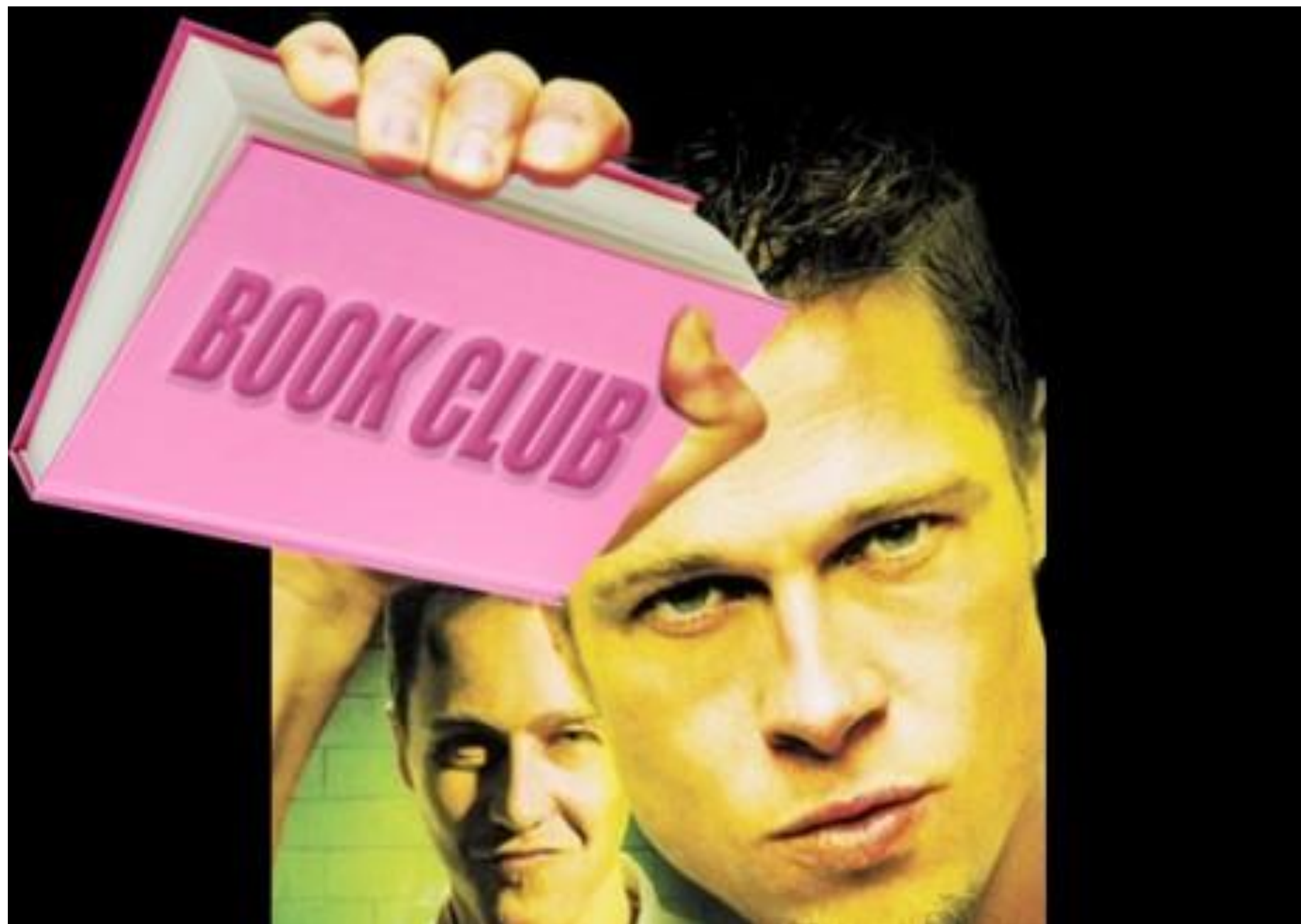


Evaluation



History





BOOK CLUB

Book Club Compact

Book Club Team

- Provide a venue
- Refreshments
- Order books
- Materials post event
- Facilitate networking
- Reading Book list (you may also be interested in?)
- Promote book club more wider
- Set up slido feedback.
- Award categories (Day 4)

Book Clubbers

- Sharing knowledge
- Actually read books (enough to contribute)
- Come prepared to share
- Keep your first thoughts for club, before sharing wider
- Promote book club more wider/bring friends
- Slido homework
- Healthy Debate Is Good!
(Disagreeing is ok)



Health
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How communication underpins all Quality Improvement

Natalie Balmain



Discover



Develop



Deploy

The mission

“The NHS should continually and forever reduce patient harm by embracing wholeheartedly an ethic of learning”

- Berwick report, 2013

Learning

Connecting

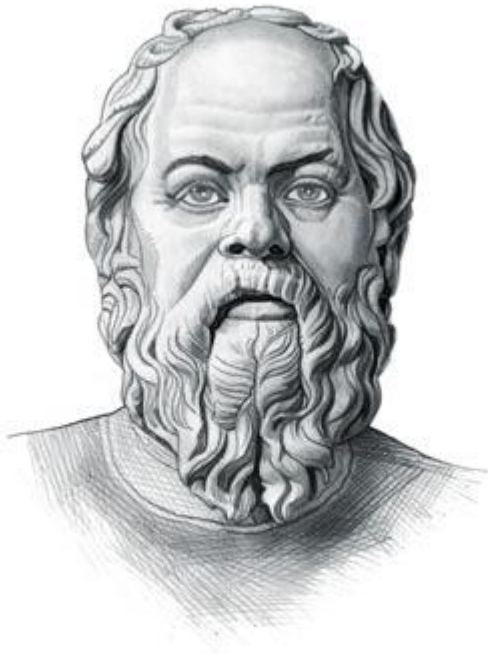
Complaints

Transparency

Clear

“Communications is as much about listening as talking”

To improve, we must accept our imperfection



“I am wiser than this man, for neither of us appears to know anything great and good; but he fancies he knows something, although he knows nothing—whereas I do not fancy I do. In this trifling particular, then, I appear to be wiser than he, because I do not fancy I know what I do not know.” – Socrates

What part do communications play in this?



- Framing and defining key issue/s
- Disseminating information to promote adoption and spread
- Reaffirming aims and values to frontline staff
- Promoting sustained engagement
- Profile building in media
- Creating awareness within patient populations and the public

But, communications is easy..?

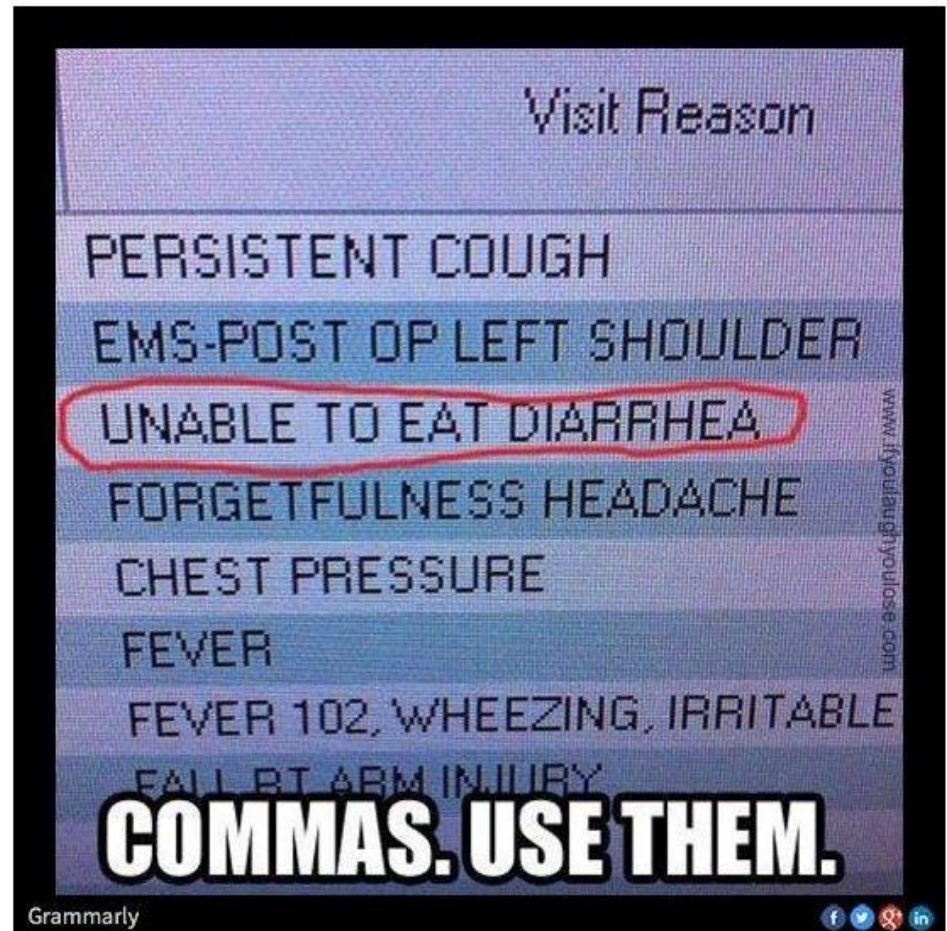
did you know?

**"I never said she
stole my money"
has 7 different
meanings
depending on the
stressed word.**

Poorly addressed problems are usually poorly defined problems

“If I had 60 minutes to solve a problem, I'd spend 55 minutes defining it, and 5 minutes solving it.” -- Albert Einstein.

Good communication must consider all interpretations



Worst case scenarios

BBC Sign in News Sport Weather iPlayer TV Radio

NEWS Poo
Home UK World Business Politics Tech Science Health Family & Education

England Local News Regions Beds, Herts & Bucks

Poor communication blamed for Claire Allnutt's death

16 October 2014

f t Share



Claire Allnutt's parents said her life could have been saved if the hospital acted properly

Poor communication between doctors and nurses has been blamed for the death of a 28-year-old woman, who died when her catheter became infected.

Bad vs. Good

Poor communication

- Poor communication can have the worst possible consequences
- One US study conducted in the late 1990s found that poor communication was responsible for causing between 44,000 and 98,000 patient deaths annually in American hospitals alone

Good communication

- Good communication not only improves the safety of the procedures we currently have in place, but is a catalyst for the adoption and spread of new practices, treatments and innovations that will improve outcomes for everyone (not just patients!)

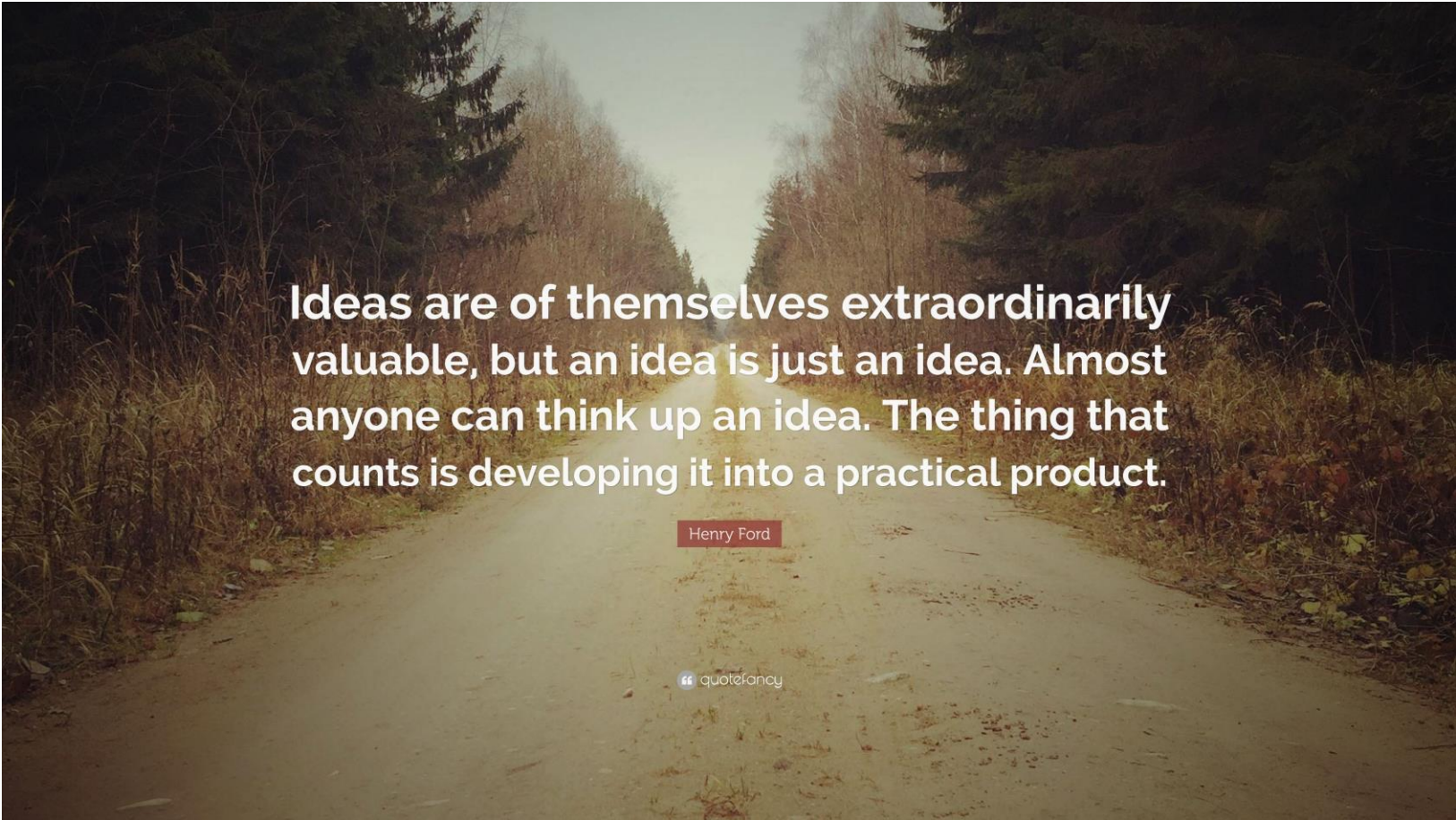
The benefits of effective communication

- Precise definition and clear understanding of problems
 - Faster and more effective problem-solving
- Wider spread and faster adoption times of innovations and interventions
 - Improved staff engagement and staff morale

Which in turn creates:

- Improved work flows (more cost effective?)
- More engaged frontline staff making fewer mistakes (improved care)
 - Improved patient outcomes = better patient experience
 - Better professional image for your organisation

What good is an idea?



Ideas are of themselves extraordinarily valuable, but an idea is just an idea. Almost anyone can think up an idea. The thing that counts is developing it into a practical product.

Henry Ford

“ quoteancy

What can I do?

- Think about the work you are trying to communicate, the landscape it sits within, the stakeholders involved (your audiences) and any sensitivities. You will need to tailor your message to appeal to different stakeholders/audiences!
- Plan your communications! The best improvement programmes have been planned in advance either collaboratively, or with consideration of, key stakeholders.

What?

Who?

How?

When?

- Language matters. Just because you may not have a sensitivity to certain language, does not mean others don't. Disengaging your stakeholders with careless language is a major barrier to adoption and spread- especially if that stakeholder is a key influencer.
- Adapt to survive! - Remember that ideas and innovations can evolve and grow as the work develops, and so your messages may also need to be reviewed.



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Discover

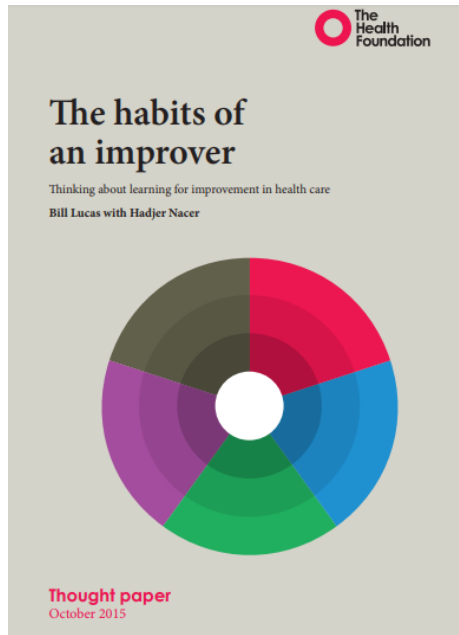


Develop



Deploy

Book Review



The Habits of an Improver

Book Review



Using Communication Approaches to Spread Improvement

- ★ Important Part
- ⚡ Surprising Part
- ♥ Favourite Part
- ? Part I would like to explore
- 🔧 Part I can embed to improve
(myself or practice)
- 💬 Something else to share
- 💬 Even better if

4 Word Review

JURASSIC PARK (1993)

*"Visitors feed
the animals."*

CRASH (2004)

*"Sandra not racist?
Bullocks!"*

THE BOURNE
IDENTITY (2002)

*"One Bourne,
many die."*

THE MATRIX (1999)

*"There's Malice
in Wonderland."*



THE HANGOVER (2009)

*"What happened
in Vegas?"*

JAWS (1975)

"Eat ship and die."

FORREST GUMP (1994)

*"Dense Forrest
branches out."*

THE DA VINCI CODE (2006)

"Joe versus the Vatican."

Overall Rating



Q Network: Health Innovation Manchester Book Club



Influencing

- Helen Kilgannon. Associate Director. AQuA
- The Improvement Guide (generic text for review each session)
- New power thinking (PDF) will be emailed out
- Seven Habits of Highly Effective People

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