

Sustainability & Spread

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Outcomes

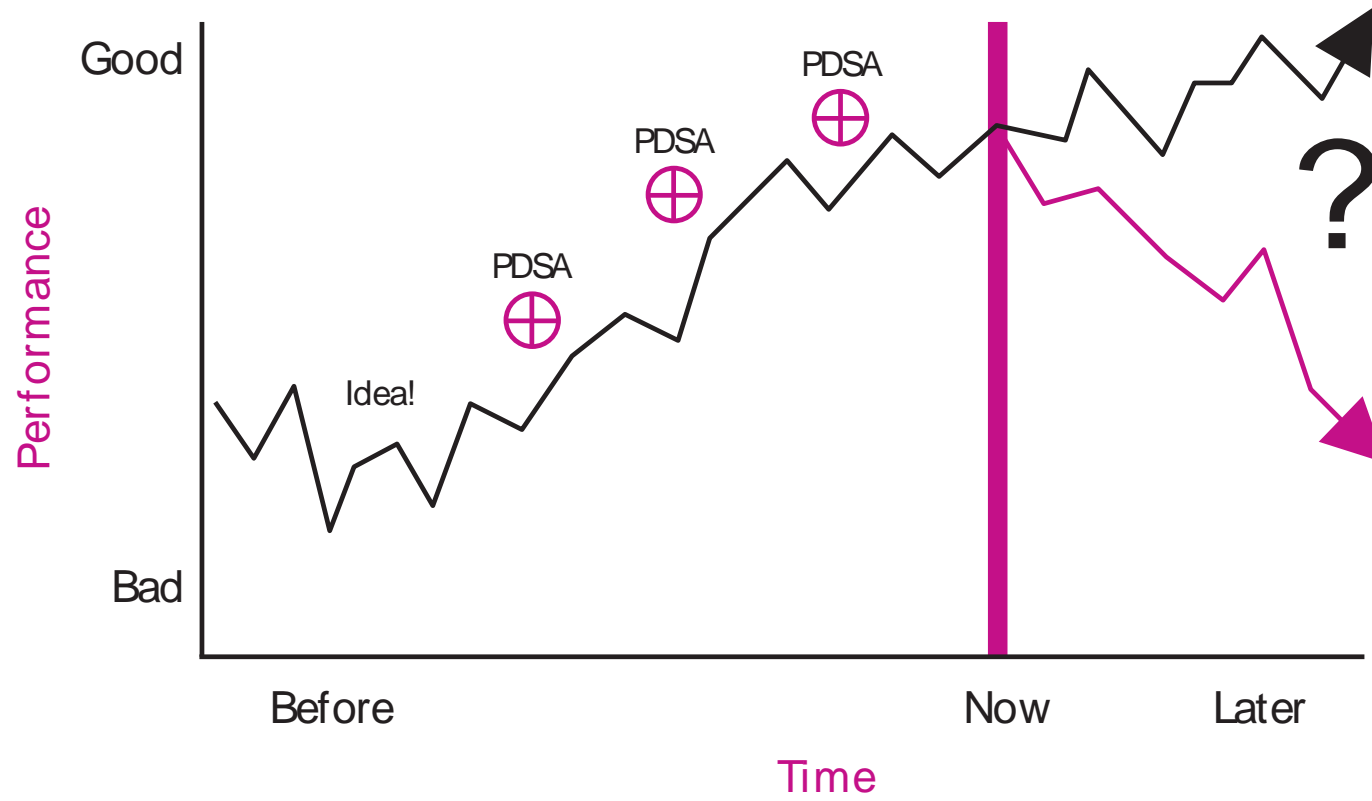
At the end of this session you will be able to...

Define sustainability & spread

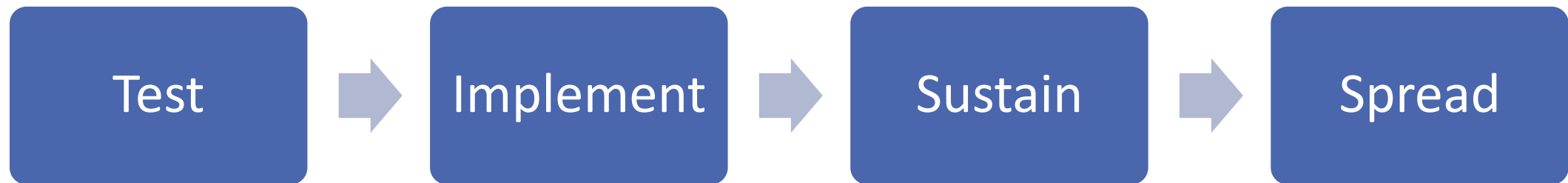
Identify the challenges and conditions needed for Sustainability & Spread to succeed

Describe some practical interventions that support Sustainability & Spread

Where will you go?



The Process of Change



Definitions

Sustainability

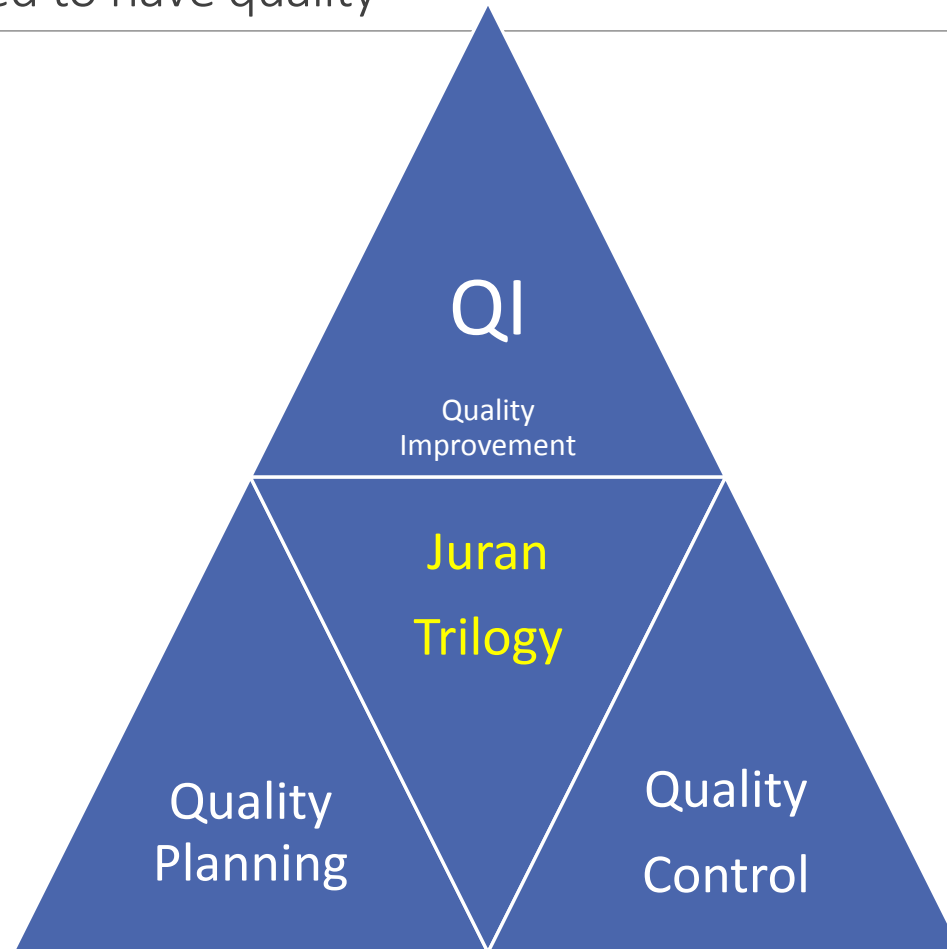
Locking in the progress made and continually building upon it

Spread

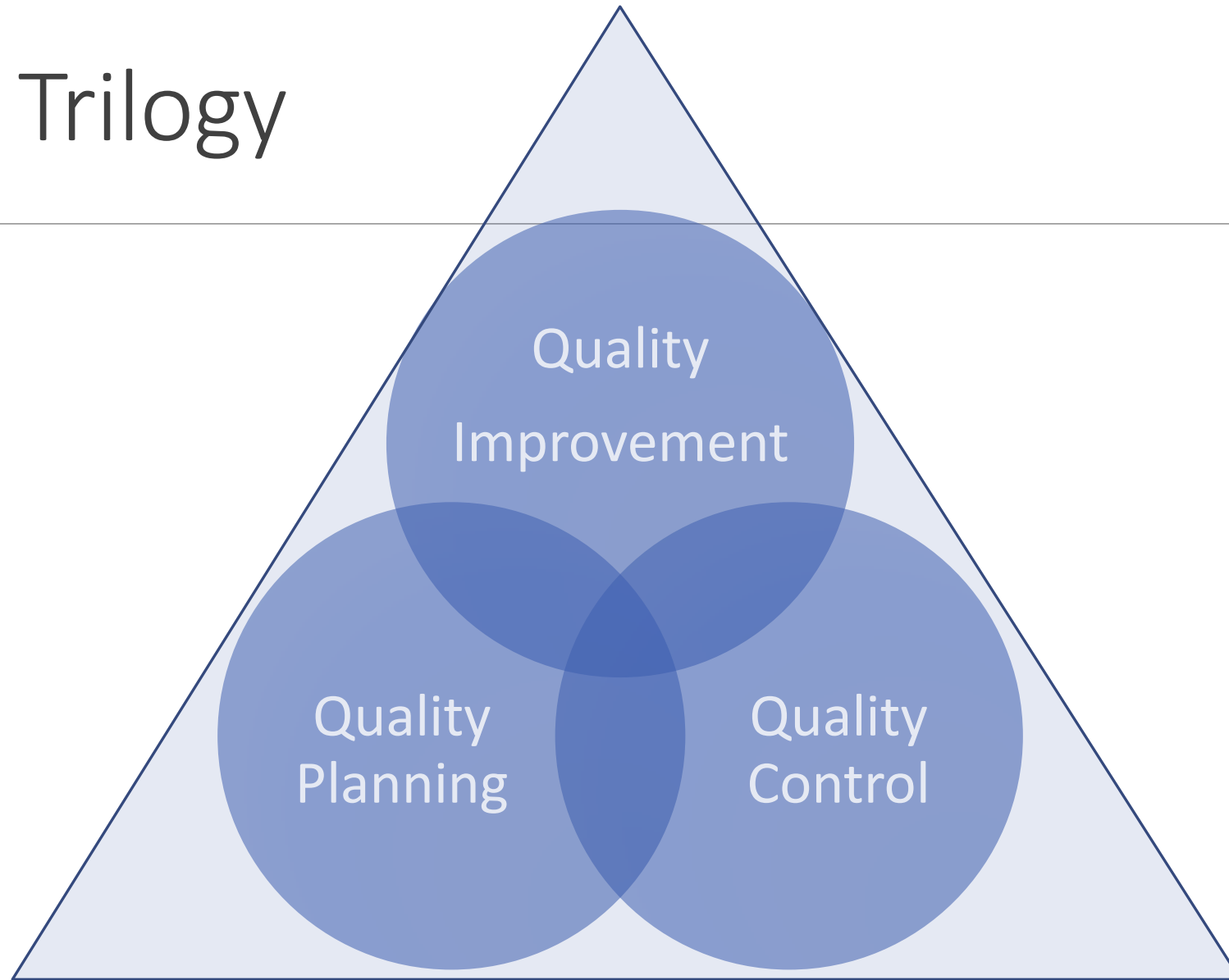
Actively disseminating best practice and knowledge about every intervention and implementing each intervention in every available care setting.

Juran Trilogy

All 3 elements are needed to have quality

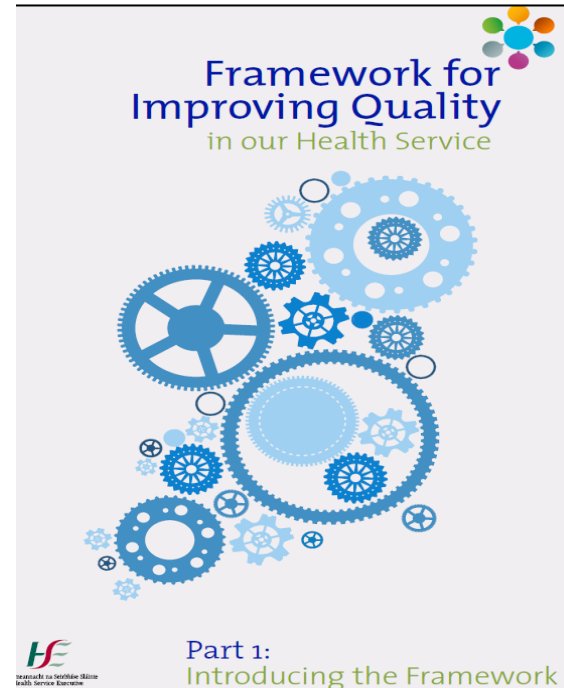


Juran Trilogy



Framework for Improving Quality

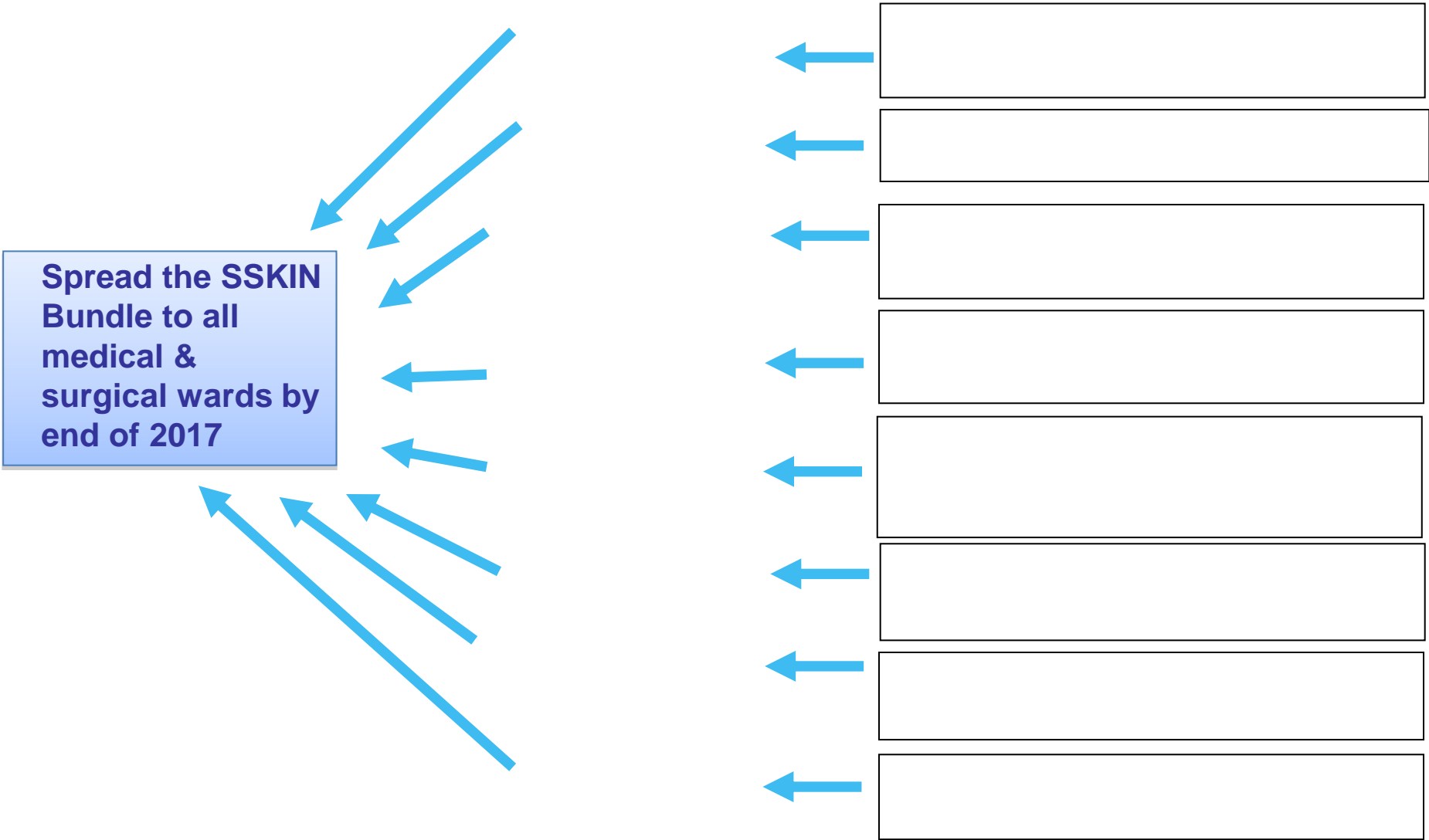
www.hse.ie/eng/about/Who/QID/



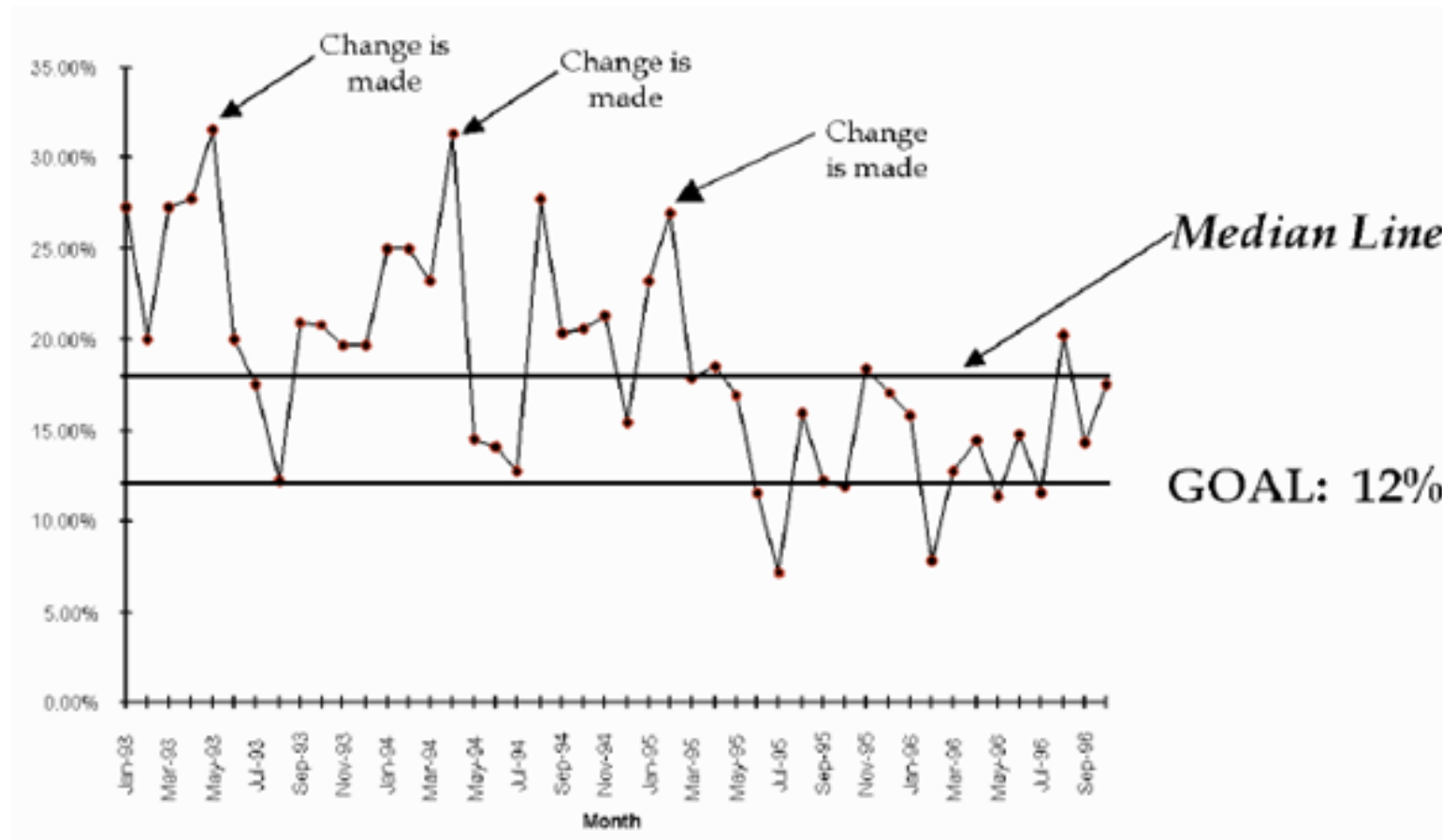
Driver Diagram

Primary Drivers
(Processes, Structure, Culture)

Secondary Drivers
(Activities leading to 1st drivers)



Run Chart



Stakeholder Mapping & Analysis

	Degree of Enthusiasm Low → High	
Degree of Influence Low → High		

Stakeholder Mapping & Analysis

	Degree of Enthusiasm	
	Low	High
Degree of Influence Low → High	Satisfy Opinion formers. Keep them satisfied with what is happening and review your analysis of their position regularly.	Manage Key stakeholders who should be fully engaged through full communication and consultation. Could be recruited to project team.
	Monitor This group may be ignored if time and resources are stretched	Inform & Involve Limited means to influence change. Despite this, these stakeholders could be valuable allies.

Planning Communication for Spread

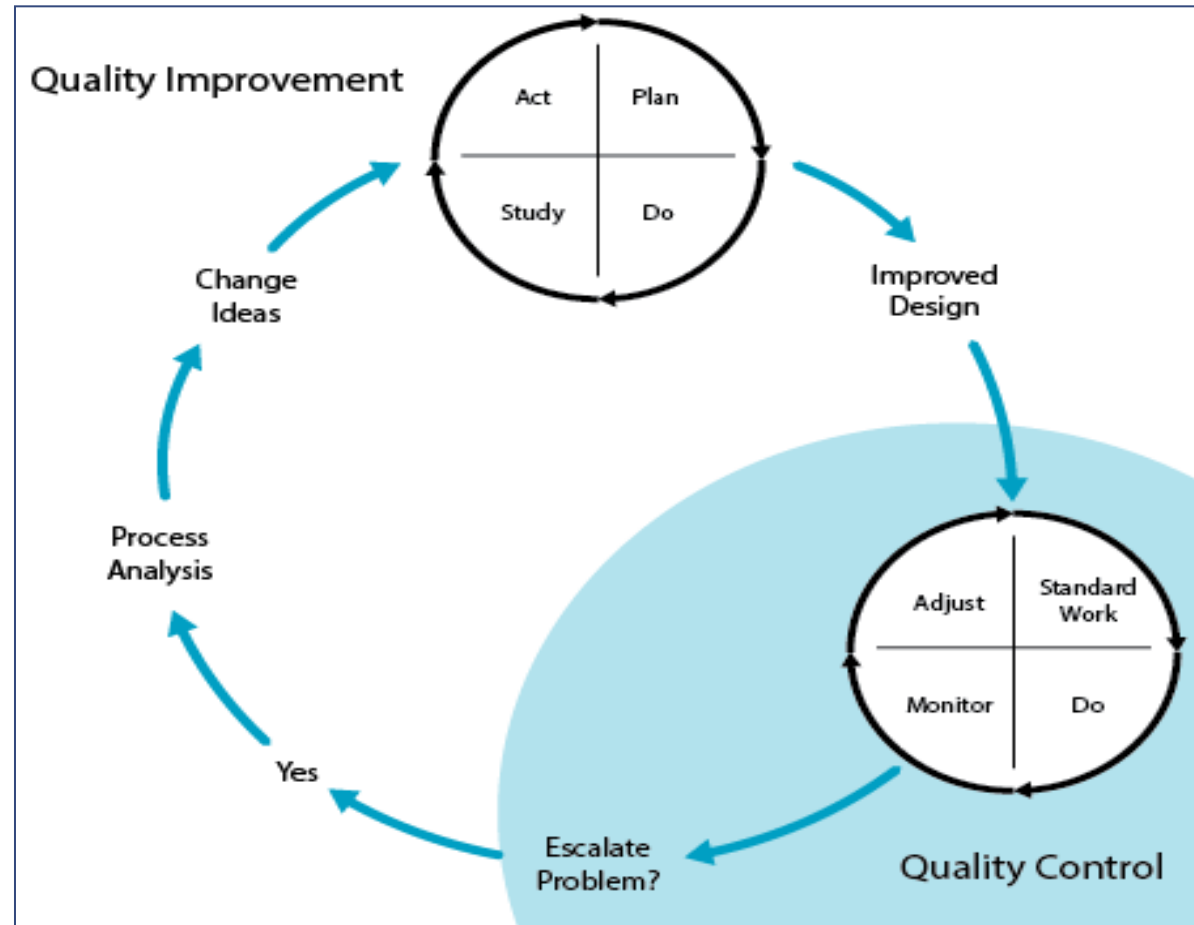
Communication Plan Template					
Target Audience	Type/Purpose of Communication	Messages	Methods and Venues	Frequency	Responsible
<i>Who?</i>	<i>Why?</i>	<i>What?</i>	<i>How/Where/When?</i>	<i>How often?</i>	<i>By whom?</i>
Snr Team Physicians Frontlines Stakeholders	Awareness Information Take action Gain consensus Review/Comment	Progress Lessons learned Responses to questions Request for help	Standing meetings Newsletters Email Personal contact Unit meetings	Regular intervals As needed Planned/ongoing	Name of person and dates or schedules

Challenges for Sustainability

- “We fixed it - but nobody seemed to care or said thank you”
- “Too busy to keep going”
- “The guys doing this have all gone”
- “The old way was easier”
- “We’ve move on to something new”

Sustainability

Moving from Quality Improvement to Quality Control



IHI White Paper 2016:
Sustaining Improvement

Conditions needed for Sustainability

Constancy of purpose

Leadership & accountability

Measurement & feedback

Education

High Performance management System

Practical Steps for Sustainability

1. Acknowledge & Celebrate!
2. Leadership clarity around responsibility and accountability
3. Design the work for sustainability from the start
 - Make it easy to do the right thing and hard to do the wrong thing
 - Standardise where possible
 - Remove unnecessary work
 - Embed new practices into daily routines (eg. Huddles, handovers)
 - Develop smart education and practice support materials
4. Operational Standard Work (“business as usual”)
5. Measure and share transparently
6. Continue to learn and improve

S P R E A D



Brazil, 1928



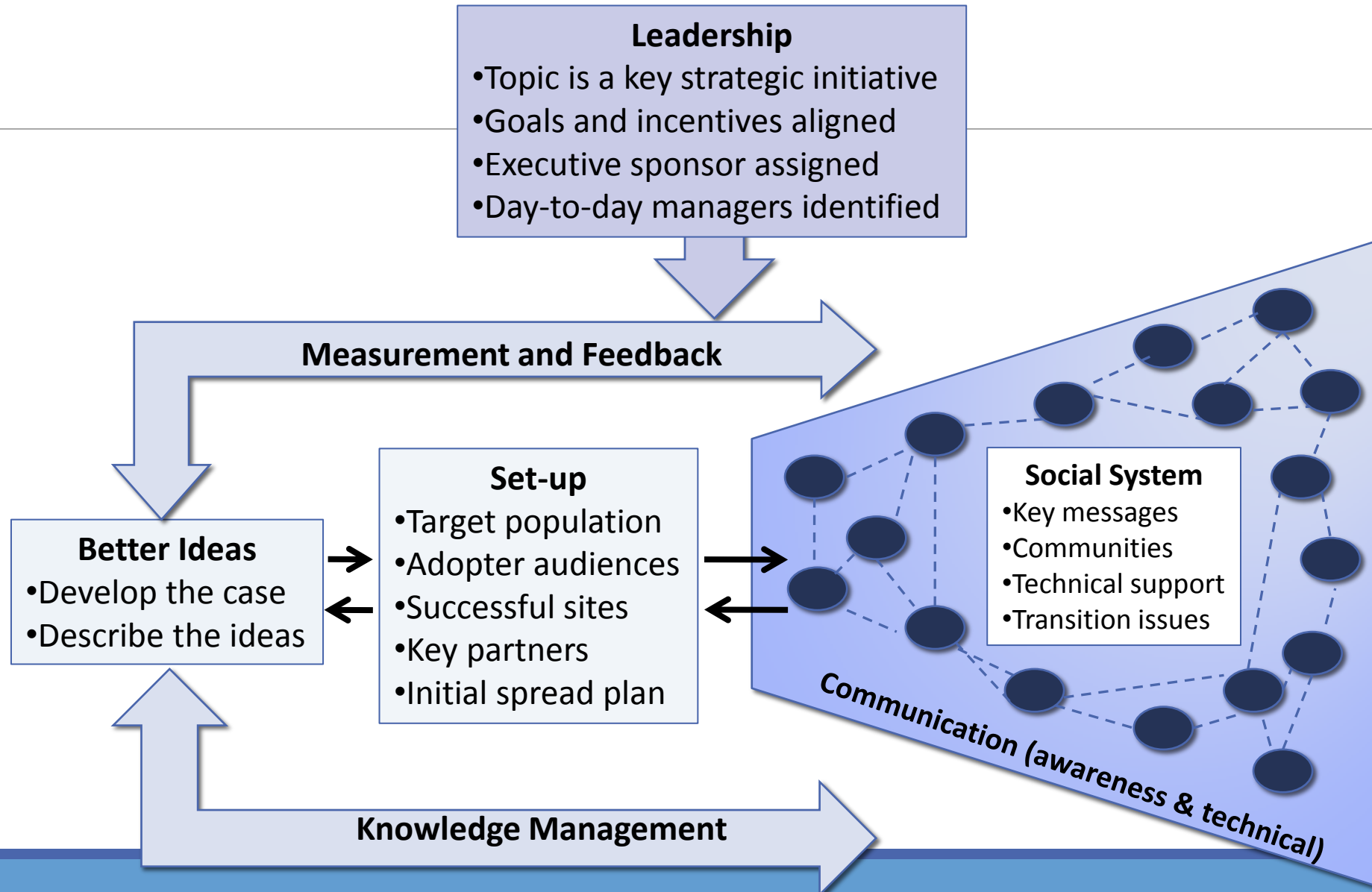
Fordlândia



Fordlândia, 2017

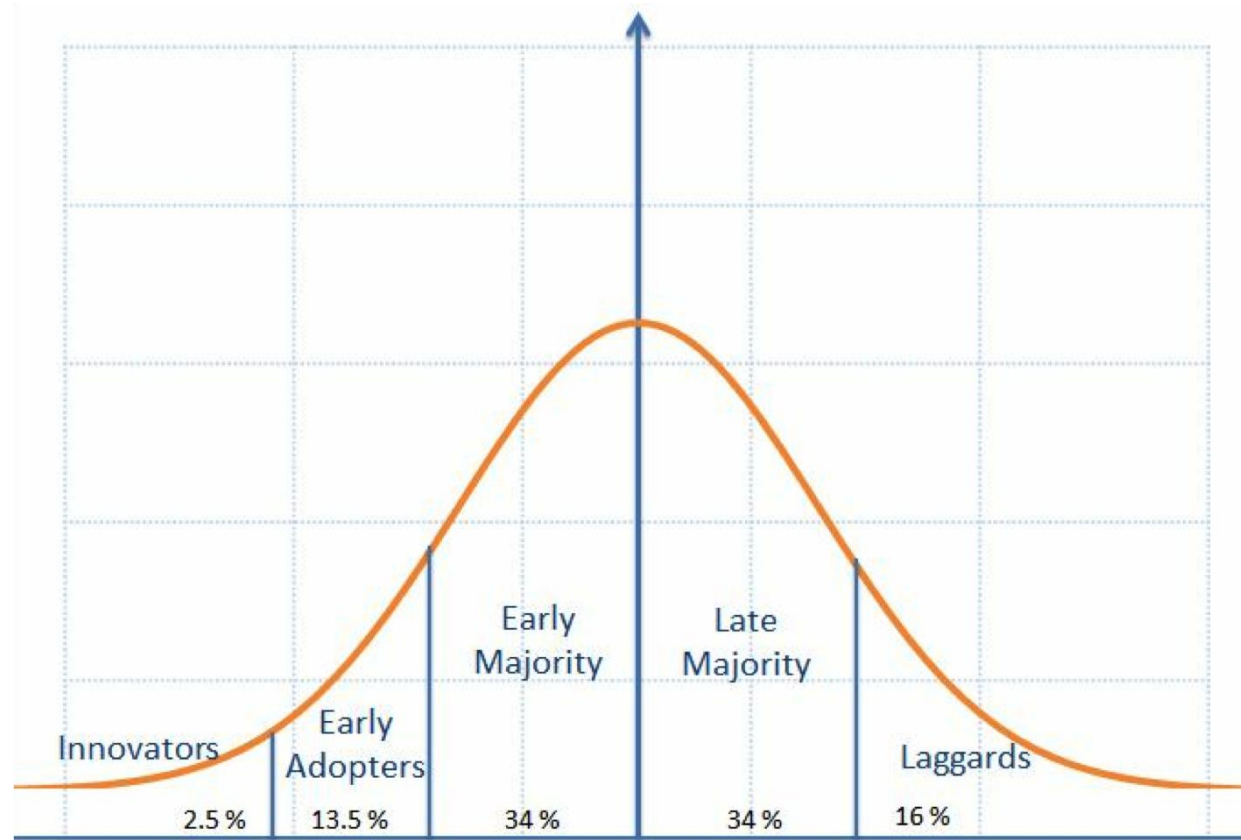


A Framework for Spread



Diffusion of Innovations

Everett Rogers, 1962



Speeding up Spread

Everett Rogers

Observability – the degree to which the results of the innovation are visible to others.

Relative Advantage – the extent to which the new idea is perceived as having benefits over existing options.

Trialability – the degree to which changes can be tested on a small scale and withdrawn if the benefits are not evident.

Simplicity – the extent to which changes are perceived to be easy to understand and apply.

Compatibility – the degree to which the change is seen as consistent with the values and past experiences of the spread population.

Seven Spreadly Sins

Ref: www.Impartnership.org



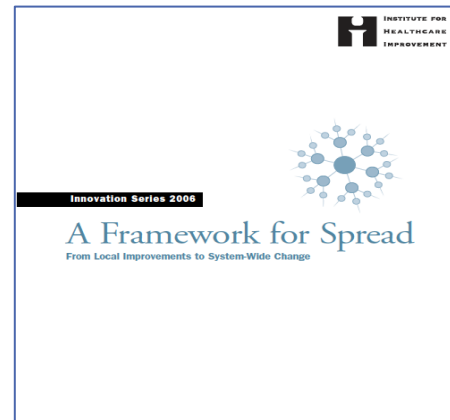
Conclusions

Sustainability & Spread are essential components of change best included from the start

Like all quality improvement, sustainability and spread require theory, methods and a plan.

Sustainability & Spread require ongoing leadership and management.

Resources



THANK YOU

