

# CONTINUOUS QUALITY IMPROVEMENT

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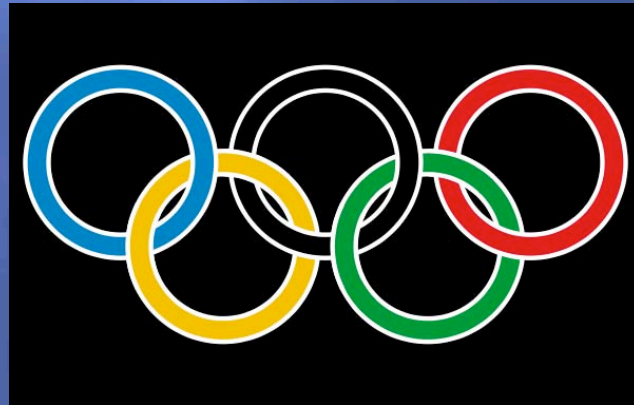
# Objectives

At the end of the workshop all delegates will:

- have an understanding of the concepts and principles of CQI
- have gained knowledge of some approaches to CQI and how they can be applied to an IAG service
- have identified areas for potential improvement of IAG delivery
- have started work on a CQI strategy for their own organisation

So - what does this mean?

"Citius, Altius, Fortius"



Faster, higher, stronger

## Warm up exercise

	Potential improvements to your organisation
Faster	
Higher	
Stronger	

## Why CQI?

- ▣ Client needs change, technology changes, finance changes, politics change, the competition changes
- ▣ The world around us is constantly changing - we need to keep up (or even get ahead!)
- ▣ Even 'the best' can get 'better'!
- ▣ Continuous quality improvement (CQI) is explicit in the **matrix** Standard - Element 8
  - It is essential that organisations are able to demonstrate that they have continuously improved their services

## CQI – objectives

### What can be improved

- ▣ Awareness of service
- ▣ Reputation
- ▣ Accessibility
- ▣ Visibility
- ▣ Initial Response time
- ▣ Speed of delivery
- ▣ Referral rates
- ▣ Service scope/reach
- ▣ Customer satisfaction
- ▣ Management of expectation
- ▣ Recommendation rates
- ▣ Staff
  - ▣ morale
  - ▣ retention
  - ▣ productivity
  - ▣ happiness
  - ▣ co-operation
  - ▣ knowledge
- ▣ Reduced costs/waste
- ▣ Improved sustainability
- ▣ Reduced/eliminated complaints
- ▣ Feedback response rates
- ▣ Quality of feedback

Just about  
everything you  
do

# Underpinning Approach



## Making CQI Happen

- ▣ All organisations are different – there is no one, ideal approach to CQI
- ▣ Some key considerations:
  - *Who is responsible?*
  - *How will CQI be led?*
  - *How planned or organic/ad-hoc should the process be?*
  - *How much resource is allocated to it?*
  - *What are the key inputs?*
  - *What are the priorities?*
  - *What are the limitations?*
- ▣ How do planned proposals fit with organisation's
  - *objectives*
  - *policy*
  - *culture*
  - *budgets*



## Some good practice approaches

- ▣ Planned approach – but with some flexibility
- ▣ Fused inputs – from
  - users
  - staff
  - partners
- ▣ Responsiveness and opportunism is enabled
- ▣ Driven primarily by service user needs
- ▣ Takes account of user expectation and perceptions as well as fact
- ▣ Multi-discipline/cross team approach
- ▣ External partners involved
- ▣ Senior management buy-in and leadership is essential

## CQI in IAG - Exercise

Good	Better	Best

# CQI in IAG

- ▣ **PLANNING** – staff involvement, policies and procedures, aims and objectives and review of progress
- ▣ **RESOURCES** - environment, demand and capacity, legislative requirements, monitoring
- ▣ **ENGAGEMENT** - use of feedback, external agencies, accessibility, promotional activities
- ▣ **SUPPORTING PEOPLE** – information about other sources of help, defined processes, quality monitoring
- ▣ **STAFF** - morale, retention, productivity, co-operation, competence, policies
- ▣ **EVALUATION** – strategies for feedback, complaints, links with objectives, staff involvement

## Reviewing CQI approaches in your organisation

CQI on CQI	Yes/No
Could we cite 5 areas in our organisation that have been improved in last 2 years?	
Were these areas based on identified service user needs?	
Were all appropriate staff able and encouraged to contribute? Did they?	
Was service user feedback taken into account in the planning?	
Were any external bodies consulted? ( partners, contract holders, etc) ?	
Was the organisation's leadership fully behind the changes?	
Were the improvements developed to meet SMART objectives?	
Do you have Key Performance Indicators in place to measure outcomes?	
Are all team members aware of their responsibilities for CQI?	
Was a cross functional approach taken?	
Do we have a CQI Champion or IAG Champion?	

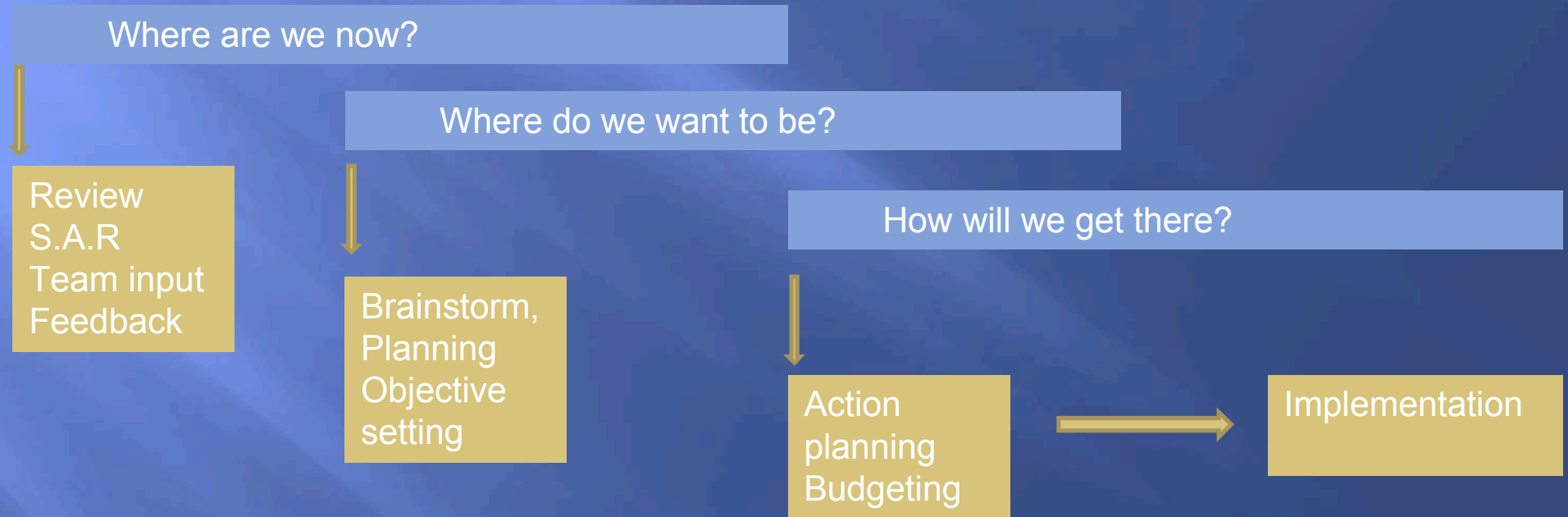
## CQI on CQI

Activity in Your Organisation	Your answer
How could we improve our approach to CQI?	
Do our feedback mechanisms give useful insights for development?	
How should we encourage staff to contribute?	
Is any CQI training required?	
Which external bodies could we consult on planned developments?	
Which teams should be involved in IAG CQI?	
Who could be our CQI Champion?	
On what aspects of service delivery should we set Key Performance Indicators in place to measure outcomes?	

## What are our likely key targets/priorities for CQI?

Activity area	Urgency	Importance	Possible Improvements	Sources of Input
Networking/partnership				
Service promotion				
Accessibility				
Initial user engagement				
Managing expectation				
Quality management				
Staff development, morale, productivity				
Feedback quality, quantity, honesty				
Team working				
Quality of information				
Other				

# The journey analogy



# CONTINUOUS QUALITY IMPROVEMENT WORKSHOP

Thank you and enjoy the rest of the  
conference