



# **Gloucestershire Safety & Quality Improvement Academy**

Learning

✓ Improving

Sharing

#TheGSQIAWay

@gsqia

# 'Top down vs Bottom up Improvement – what is the right balance?'

**#QIHour Tweet Chat Report** 

#### **Background**

The #QIHour tweet chats began in February 2019 and are hosted by Gloucestershire Safety & Quality Improvement Academy (GSQIA) at Gloucestershire Hospitals NHS Foundation Trust. The #QIHour chats are produced in collaboration with a small group of #QITwitter Improvement leaders who make up the #QIHour team: Leeanne Lockley, Steve Daykin, Robbie Ayers, Dr Amar Shah, Lou Waters & Andrew Seaton.

These tweet chats take place bimonthly on a Wednesday at 8pm U.K. time bringing together the improvement community around the globe to connect and discuss key topics, sharing and learning together.

#### **Purpose**

The purpose of this report is to share learning & insights gathered through the #QIHour on *Top down vs Bottom up Improvement*, which took place on Wednesday 19<sup>th</sup> January 2022 at 8pm GMT joined by invited guest James Innes from NHS England & Improvement.



www.gloshospitals.nhs.uk BEST CARE FOR EVERYONE

### **Report contents**

- Analytics
- Learning and insights
- Shared resources

# **Analytics**

These analytics are provided by <u>Symplur – Healthcare Hashtags Project</u> for the #QIHour hashtag during the period of 8pm-9pm GMT on Wednesday 19<sup>th</sup> January 2022.

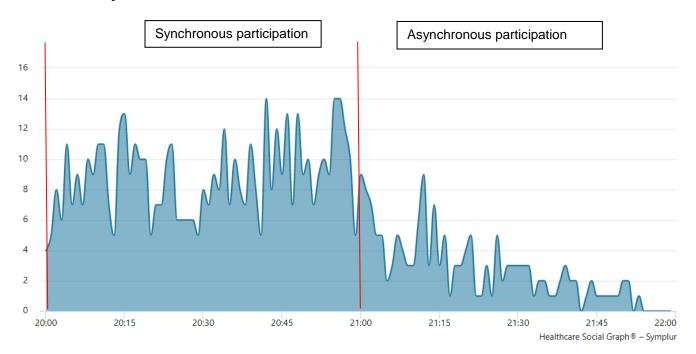
# **Participants**



#### The Influencers

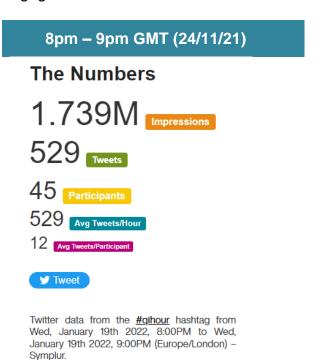
Top 10 Influential	Prolific Tweeters	Highest Impressions	
@gsqia 100	@gsqia 105	@WhoseShoes 435.8K	
@JInnesMPharm 82	@lockley_leeanne 69	@lockley_leeanne 322.5K	
@steve_daykin 60	@seaty63 37	@g <u>sqia</u> 297.6K	
@LouWaters_QI 59	@steve_daykin 33	@CuriousBecks 81.5K	
@RobinD100 57	@CuriousBecks 31	@seaty63 78.2K	
@RuthMCreighton 55	@samanthaclare 30	@JInnesMPharm 63.6K	
@CuriousBecks 55	@JInnesMPharm 20	@TheQl_Guy 59.6K	
@samanthaclare 54	@WhoseShoes 15	@samanthaclare 50.0K	
@andreadgibbons 54	@TorchbearingLtd 13	@andreadgibbons 44.5K	
@lockley_leeanne 53	@andreadgibbons 12	@steve_daykin 38.8K	

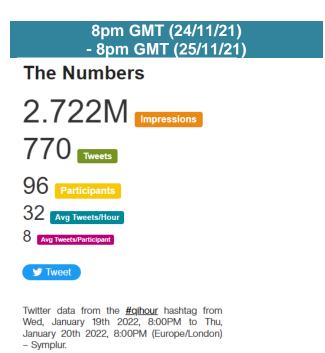
#### Tweet activity



The chat ran from 8.00pm – 9.00pm GMT. The 'tweet activity' graph above shows that people continued to contribute to the chat using the #QIHour hashtag after the formal end-point at 9.00pm. Asynchronous contribution to tweet chats is one of the many benefits of using twitter for social learning.

The table below contrasts hashtag analytics for the one hour of synchronous participation in the tweet chat and for a 24-hour period from the chat starting, allowing for asynchronous engagement.





#### **Insights and Learning**

Question 1. Which is more important, top-down or bottom-up improvement, and why?



<u>@hesham\_abdalla</u> responded "A1. As a clinician I'm convinced that the greatest improvement and productivity opportunities are bottom up. Benefit from the eyes and ears (and hands) of your 1 million NHS staff. #QIHour"

<u>@CuriousBecks</u> and <u>@RobinD100</u> both agreed, adding that we also need authority to release resources and time to help improvement spread.

Gill Phillips, <u>@WhoseShoes</u> commented "A1. And the people/patients! Create the conditions for people to feel they can make a difference >> the magic happens! #MatExp #WhoseShoes".

Gill also shared "#Coproduction means they are not mutually exclusive.

This chart shows how they have combined imaginatively in our #MatExp #WhoseShoes social movement. Early examples. So much has happened since! #QIHour #QITwitter #ShineALight"

You can find all the resources shared by Gill in the resource section at the end of this report.

Replying to @WhoseShoes @hesham\_abdalla and 8 others

Q1 This is still my most popular Steller Story. The FUNdamentals of building a change platform Why?

If you connect with people as human beings, a lot of these 'us and them' questions disappear and we can all work together. steller.co/s/the-fundamen... #QIHour #QITwitter



<u>@KatielouiseHa14</u> shared that she "thinks patient experiences and patient groups in my area of work are driving a lot of amazing QI projects," which is fantastic to hear!

@andreadgibbons made an alternative suggestion which generated a lot of interest....



Replying to @gsqia and @JInnesMPharm

A1: Can I suggest an alternative? 'Inside-out' improvement, led from within. I think that describes perfectly how the power to improve lies with those on the front line. Only if we harness their energy & ideas will QI be truly successful.

#### #Qlhour #QlTwitter #E4Ql

 $8:08 \text{ pm} \cdot 19 \text{ Jan } 2022 \cdot \text{Twitter Web App}$ 

4 Retweets 36 Likes

Andrea added she "hasn't seen it used in QI & it was just an idea but it really resonates with me & I much prefer it to the binary top-down/bottom-up. It seems to me that it's what QI should be."

Has anyone tried this approach who can share learning?

<u>@AklakC</u> responded saying "this is the right way to go, but how do we give frontline staff the headspace to do improvement work when under such operational pressures, especially in #winter The answer maybe with the practice of #ContinuousImprovement and using #AppreciativeInquiry".

<u>@Paularyeland</u> reflected "both have their place + equally important. Top down might be more important to whole organisation but bottom up makes more of a difference to a small department (for example). Bottom up might have +ve impact on smaller group of pts sooner/top down impact more patients in long run #QIHour."

Mark <u>@mneil02</u> shared "I fully believe there is an inherent ability with us all to improve (from when we start to feed, start to talk). It's natural. It's part of our humanity #QIHour."

Key words and themes that appeared included in response to Question 1, "Which is more important, top-down or bottom-up improvement, and why?"



# Question 2: How can we best support alignment between what matters at the point of care and what matters to the board?



<u>@mynameisAndyJ</u> responded: "A great question #Qlhour it has to be clear communication, clear strategy with measurable outcomes and involve all not just a few".

<u>@JamesInnesMPharm</u> replied and mentioned the *Golden Thread*: "Yes Andy, I agree...having the same measures, easily accessible, at organisation, division, ward level (i.e. the golden thread) can be really powerful tool in having ONE message #QIHour"

<u>@mneil02</u> shared, "we've got a programme for government... I try and connect our improvement work to an aspect of PfG outcomes expected of healthcare organisations. For me, it helps people to get how their work has impact on larger scale, and how Board can connect to org goals."

Nathan @NathWales shared their thoughts...



Replying to @gsqia and @JInnesMPharm

A2. Both should be driven by exactly the same set of values. #QIHour

8:24 pm · 19 Jan 2022 · Twitter for iPhone

Hailey <u>@HPottinger</u> agreed, and asked the question "what are the key principles and values that each area should align their work to?"

<u>@andreadgibbons</u> suggested "They are not different. They are both focused on what we all care about most, great, sustainable, quality patient care."

Julian <u>@Winn\_on\_Health</u> disagreed, stating "Boards members, admin, clinicians, support workers, all (in my experience) view great, sustainable, quality patient care very differently. And so do patients & service users."

Julian continued by commenting that "Running MDT What Matters To You events is very illuminating!"

Has anyone else run an MDT What Matters To You event?

@D\_Paul reflects on their experience as a junior clinician.



Clear communication, shared understanding and co-production were other themes that came through in response to this question.

Ellie makes a key point stating that "understanding decisions definitely helps".



Replying to @gsqia and @JInnesMPharm

A2 Explain to PoC staff why things are done a certain way, how we get paid, what is commissioned & why. Understanding decisions definitely helps

Similarly, sessions with board/ anonymous feedback from the PoC to show what matters to them. All need to feel heard #QIHour

8:33 pm · 19 Jan 2022 · Twitter for Android

Key words and themes that appeared included in response to Question 2, "How can we best support alignment between what matters at the point of care and what matters to the board?"



Question 3: What have you found that works in keeping the QI feeling real and relevant when working on strategic priorities?



<u>@TheQl Guy</u> replied "this is a great question. Fidelity to the methodology - in a good way, stories and open discussion about our learning and importantly failures. #QlHour".

<u>@JamesInnesMPharm</u> talked about the importance of a project sponsor. <u>Hailey</u> responded "So agree with this... a sponsor is more than a name + job title on project documentation."

<u>@RuthMCreighton</u> shared her thoughts... [Acronym: PoC – point of care]



Marc <a href="mailto:omneil02">omneil02</a> talked about the importance of "meeting people where they are" and <a href="mailto:omneil02">omneil02</a> says there is "nothing wrong with a bit of healthy competition between areas but publically praise and privately address if an area is less engaged."

<u>@oduorotieno Ql</u> provided my favourite quote of the chat: "Make it known from the onset the journey through transformational change isn't instant coffee".

<u>@Chrissie QI</u> talks about co-production in relation to strategic priorities, making the case that service users should be involved at all levels.



<u>@hesham\_abdalla</u> advised "including the patient's story, nested within the organisation's story is important too".

Stories were a common theme in response to this question with <u>Pauline</u> talking about social mobilization and the story of self, us and now.

@CiaraMBMoore commented

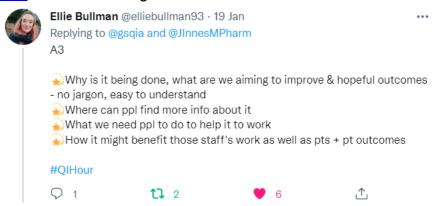


Replying to @gsqia and @JInnesMPharm

#Qlhour bring down the timeframes - strategic can feel a long way away. So keep asking if it takes a year can we deliver QI in 6 months then can we do in a month/a week/a day

8:43 pm · 19 Jan 2022 · Twitter for iPhone

#### Ellie added her thoughts...



<u>@GSQIA</u> agreed that jargon should not be used saying "improvement should be communicated in plain English and accessible for all" and <u>@joyfurnival</u> reminds us to "keep it grounded and real. Not over claiming, ensuring those who do the work get the credit".

Key words and themes that appeared included in response to Question 3, "What have you found that works in keeping the QI feeling real and relevant when working on strategic priorities?"



Question 4: If you had to choose 3 key principles to underpin the way you do QI across a large, complex system, what would they be?



Some great answers to this question and some further shared resources (in the resource section at the end of this report)...

<u>@steve\_daykin</u> says "1) Involve the right stakeholders early in the program of work. 2) understand what each part of the system want & can do 3) find those champions & with improvement knowledge to help share the workload & connect with their parts of the system".

Leeanne talks about using appreciative inquiry...



Replying to @steve\_daykin, @gsqia and @JInnesMPharm

4. Rather than looking at a problem ... start to appreciate what you've got and building on that #QIHour

<u>@joyfurnival</u> commented "1. Relationship building/networking/trust building 2. Use the language that works locally... being multilingual on different improvement approaches, be flexible 3. Think patient and communities first."

For Ruth, these are what are important...



<u>Andrea</u> shared a fab resource on the principles for large scale change which you can find in the resources.

<u>Paula</u> says "Story telling (to engage) sharing learning (to encourage) and celebrating the small wins along the way (to enthuse)".

Matt <a>@ComplexWales</a> also shared his thoughts:



<u>@mneil02</u> commented "Here is where we want to be (strategic aim), Here is how we are going to get there (consistent approach), Here is your next step (relatable and action orientated)'

#### Chrissie shared:



<u>@fluffbuster</u> challenged us with his response, saying "From a System Analysis perspective, most of the replies seem to be describing Social / Emotional gatherings - not collaborative inclusive Systems Exploration (analysis) & Design activities" and shared some resources which are available at the end of this report."

Key words and themes that appeared included in response to Question 4, "If you had to choose 3 key principles to underpin the way you do QI across a large, complex system, what would they be?"



Question 5: What have you gained from participating in tonight's chat? What will you do differently as a result?



It was Ellie's first #QIHour. This is how it was for her...



Replying to @gsqia and @JInnesMPharm

A5 - my first #QIHour! Read some really interesting ideas & perspectives + reflect on my own thoughts too. Got a few more people to follow now, which is always lovely.

I think going forwards I'll take time out to check if things are actually working & check understanding

9:00 pm · 19 Jan 2022 · Twitter for Android

<u>@catherine\_ia</u> shared "#QIHour followed with interest this evening, much food for thought, thanks to all who participated! Always motivating to be among passionate QI folk!"

Gemma @gvhawtin commented "learning more from people #networking #developing #sharing ideas to all help each other make stuff better #makingstuffbetter great to see old faces and make some new ones #AHPSupportWorkers lots to read and catch up on after today," and also reflected "sometimes you are doing QI and don't even know you are doing it".



Q5 - learned loads, met some fab new Twitter friends and what to do differently? Well, join the next #qihour for sure!! Thank you all so much, it's been great!



Replying to @gsqia and @JInnesMPharm

A7: Yet more brilliant #QITwitter connections! I am leaving feeling connected, inspired and enthused. And curious about exploring the potential of 'inside-out' improvement. Thank you all for a great tweet chat!

#### #Qlhour #E4Ql #QlTwitter

8:54 pm · 19 Jan 2022 · Twitter Web App

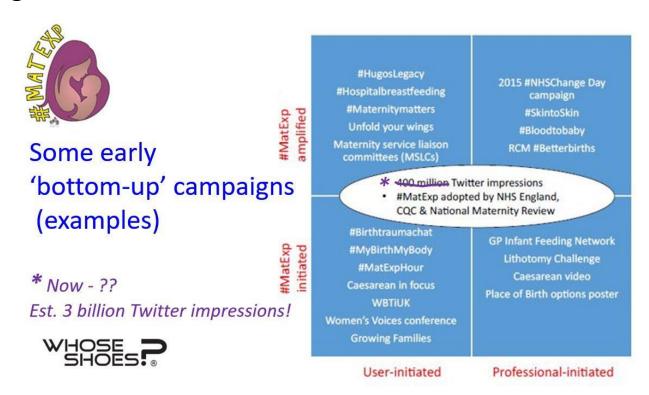
1 Retweet 7 Likes

Key words and themes that appeared included in response to Question 5: What have you gained from participating in tonight's chat? What will you do differently as a result?



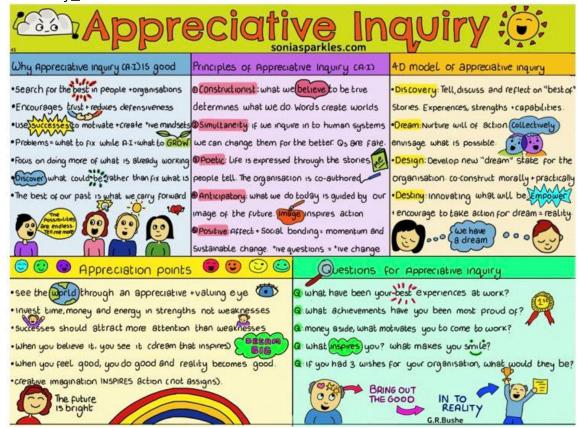
#### **Shared resources**

- @WhoseShoes: Family integrated care what do parents say? https://buzzsprout.com/1838805/9873558
- @WhoseShoes: Gill Phillips story on Steller <a href="https://steller.co/s/the-fundamentals-of-5BudJkGD2cN/p/1">https://steller.co/s/the-fundamentals-of-5BudJkGD2cN/p/1</a>
- @WhoseShoes shared this slide...



- @andreadgibbons: Making the case for quality improvement: lessons for NHS boards and leaders: <a href="https://www.kingsfund.org.uk/publications/making-case-quality-improvement">https://www.kingsfund.org.uk/publications/making-case-quality-improvement</a>
- @GaryOngSG: Implementation of a Quality Improvement Roadmap in the Department
  of Internal Medicine of an Academic Medical Centre in Singapore:
   <a href="https://www.cureus.com/articles/57642-implementation-of-a-quality-improvement-roadmap-in-the-department-of-internal-medicine-of-an-academic-medical-centre-in-singapore">https://www.cureus.com/articles/57642-implementation-of-a-quality-improvement-roadmap-in-the-department-of-internal-medicine-of-an-academic-medical-centre-in-singapore</a>

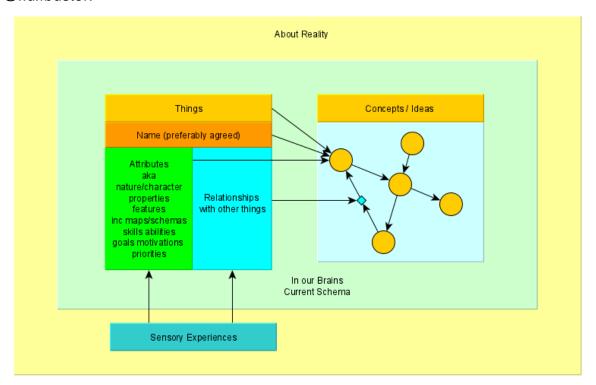
#### • @lockley\_leeanne:



#### @andreadgibbons:



#### @fluffbuster:



What happens when I try to communicate an Idea from my model to you? Bounces off now but is stored as an anomaly My model May get integrated later It resonates & you accept it now It is heard but rejected Rejected Bounce back includes an idea that updates my model The bounce back may carry information 'this person is a fool' 'this person is not ready yet' No resonance You don't even notice it There are millions of ideas floating around - social media etc But only those ideas that are close enough to resonate with our current models even get noticed.

a says - Trust me, you are wrong -

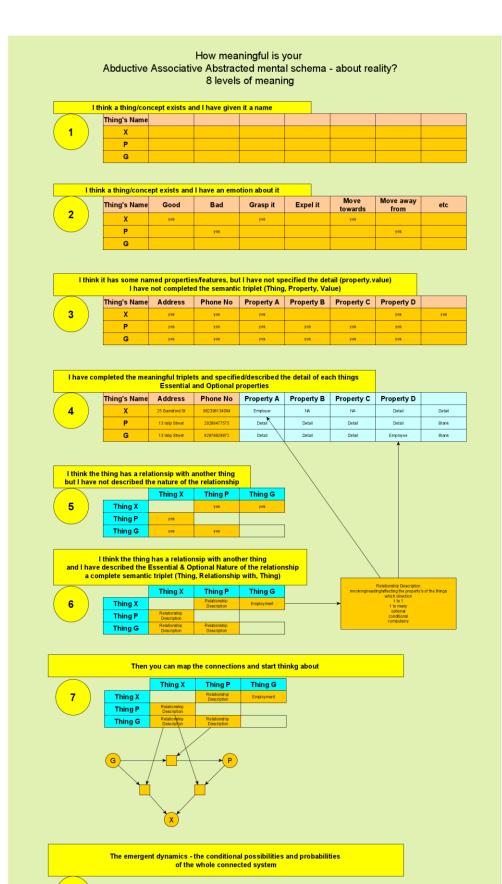
Sometimes

b says - Really? show me your model -

Many ideas don't resonate - don't ever register.

a says - I am not showing you my model - only bad people need to ask to see the model.

This is why is it more constructive if the parties map out their schemas, their models. Then you can have a conversation.



8

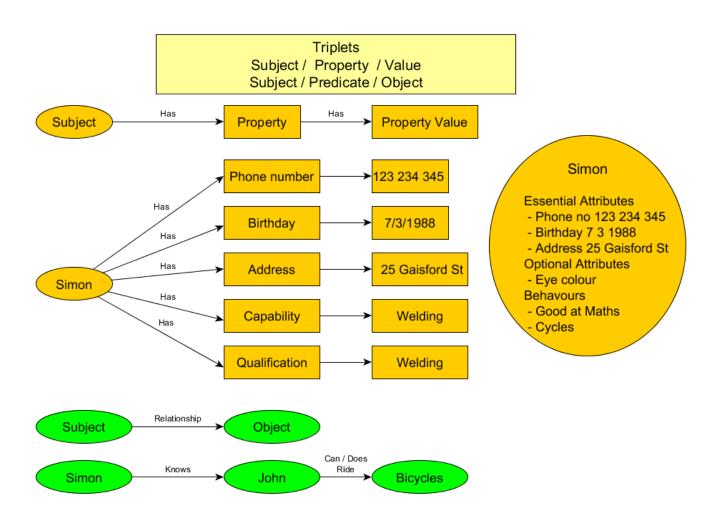


Table of Properties and Relationships							
	Knows	Phone number	Birthday	Capability	Qualification		
John	Simon	????	7/3/1988	Riding Bicycles			
Simon	John	123 234 345	????	Welding	Welding		

@fluffbuster: The Dawn of System Leadership (2015) https://ssir.org/pdf/Winter\_2015\_The\_Dawn\_of\_System\_Leadership.pdf

The next #QlHour chat is on 16th March 2022 at 8pm GMT.

Follow **#QITwitter** for more from the improvement community.