



# **Continuous Quality Improvement and Assurance Strategy**

**ECCH 2019 – 2024**

## Quality Improvement and Assurance

In ECCH we are proud to be an employee owned Social Enterprise Community Interest Company (CIC) and are committed to providing the very best high quality care to our patients and their families and carers. This is fundamentally what we are here to achieve regardless of the service we work in; be it clinical or a corporate supporting service. Looking after one another and ensuring our staff are looked after and supported helps to put quality at the heart of everything we do.

Our strategy (Appendix 1) provides a focus on quality (Excelling) but supports the overall delivery of our organisational vision, values and strategic objectives and associated work programmes such as our deliberate cultural programme Evolve.

Our ABCD Commitments (appendix 2) were developed by our staff and provide a framework which all our staff sign up to on their induction programme. We have developed signature behaviours based on what we consider appropriate behaviours everyone should exhibit and are reported on through our 'Pulse' checks (appendix 3).

We strive to be the leader in the communities that we serve, providing innovation, quality and value for money as we deliver healthcare services that are accessible to all.

### **Our Strategic Objectives includes four themes:**

**People:** Essentially focussing on looking after our people, as we know that when we look after our people our people look after our business.

**Excelling:** We deliver safe, high quality care ensuring that the patient's voice is heard and is central to everything we do.

**Growth:** Manage the business resources to ensure ongoing financial sustainability.

**Partnering:** Continually develop efficient services that meet patient need and deliver sustainable outcomes in collaboration with our systems leaders and partner organisations.

Within our 'excelling' strategy document, we set out what our ambition for quality is, how we will work towards realising our ambition, how we will measure progress against our ambition and how we will ensure our ambition is making a positive difference. Having a clear quality ambition helps all of our staff; no matter where they work, to embrace the 'Golden Quality Thread' that we aim to run throughout our organisation.

### **The strategy also helps us to:**

- Communicate to staff, patients, their families and carers, what they can expect from ECCH
- Focus on what really matters to staff, patients and their carers
- Ensure we consider quality in all of our decisions
- Ensure that the right resources are focused on the delivery of our ambition
- Ensure we are compliant with best practice and our CQC registration requirements

## **Our Ambition for Quality**

Our ambition for quality is to deliver sustainable services that are safe, effective, and responsive by caring and compassionate staff that feel valued and supported. We have embraced the Care Quality Commission's (CQC's) '5 Domains of Quality' as the framework for driving our ambition forward and as a mechanism for measuring our progress.

### **We want our services to be:**

- **SAFE:** People are protected from abuse and avoidable harm
- **EFFECTIVE:** People's care, treatment and support achieves good outcomes, promotes good quality of life and is based on the best available evidence
- **CARING:** People are treated with compassion, kindness, dignity and respect
- **RESPONSIVE:** People receive services that meet their needs
- **WELL-LED:** The leadership, management and governance in ECCH assures the delivery of high-quality and person-centred care, supports learning and innovation, and promotes an open and fair culture

Whilst the CQC's 5 Domains of Quality provides us with the underpinning framework and actions for 'business as usual', each year there may be targeted quality improvement aims driven by our priorities, feedback from staff and patients or learning from significant events internally or across our health and care system.

## **How we identify Our Annual Quality Priorities?**

### **With Our Staff**

Feedback from our staff through the annual staff survey, clinical forums and meetings such as the Quality Safety and Risk Group, Safety Huddles, team meetings and Freedom To Speak Up feedback ensures our staff are able to contribute to informing our priorities.

### **With Our Patients and their Carers**

Feedback received from our patients and their carers via Complaints, PALs enquiries, Friends & Family Test, surveys and meetings such as 'Patients as Teachers' forums, help us to hear and respond to their views and their experiences. We invite patients and their family or carers to attend our Integrated Governance Committee or Board sessions so that their story can be heard by the senior management team.

## **With Our Partners and System Stakeholders**

ECCH is working as a key partner in the Norfolk and Waveney Health & Well-Being Alliance and our objectives and priorities reflect those of the system and our health and care partners. We work closely with other partners such as the Local and Borough councils, Healthwatch and the voluntary sector to ensure our quality aims are aligned to meeting the needs of the population.

'Quality Improvement' and 'Quality Assurance' are terms often used to describe complimentary endeavours for attaining continual improvement and both processes will often use the same or similar methodologies. The use of patients as teachers (action research model) combined with feedback from external organisations and staff experience enables meaningful and effective continuous quality improvement. The patients as teachers model has been used for many years to incorporate patients' views and expertise in quality improvement activity. This involves bringing together delegates from patient focus groups and professionals to discuss aspects of service quality. For a summary of this process, see Cushen et al 2004.

We measure continuous quality assurance against quality standards such as the CQC regulations as outlined above. Within our excellent strategy document and our annual Quality Report we set out what we expect to deliver on various aspects of the quality agenda to achieve our ambition and make a positive difference.

## Appendix 1 Strategy



Building Healthy  
Communities Strategy

## Appendix 2 ABCD Commitments



COMMITMENTS  
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## Appendix 3 Pulse checks



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