QI Basics

**Communication Plan**

The QI Communication Plan provides a framework to organize and enumerate the types and methods or your communications both within your quality improvement (QI) team, as well as to external stakeholders and constituents.

## Introduction

Regular communication with all stakeholders, those having a direct interest in your project, helps reduce uncertainty when introducing change into your organization. A communication plan is designed to engage all stakeholders at the appropriate level of participation in identifying, planning, implementing and optimizing Quality Improvements and keeping them abreast of project activities. Creating a communication plan and following it throughout your QI team work, helps not only to keep stakeholders informed but also sets expectations that stakeholders won’t be caught off guard, which will increase needed buy-in and support for your QI efforts.

The communication plan ensures that the right message is delivered to the right stakeholders by the right staff, using the right medium, and at the right time. At one of your initial QI meetings, have your team think through what you would like and need to share about your project with your stakeholders and broader organization (and beyond your walls as needed…your patients, for example) and document your plan with this tool be consistent and deliberate about communication and transparency for your project.

## How to Use

The project leader/manager/coordinator should complete this tool with input and review by the project team. Add additional rows as necessary.

* **Key Message:** Identify the specific information you’ll need to communicate within your team and with external stakeholders.
* **To Whom:** Identify the target audience(s) for the message.
* **Medium:** Identify the method or combined methods you’ll use to convey the message, such as meeting, email, public posting on a bulletin board, newsletter or other methods.
* **From Whom:** Identify names of individual team member(s) responsible for sending the message or information.
* **When:** Include information about the trigger event or frequency such as weekly, monthly, upon reaching specific project milestones, after completing a Plan-Do-Study-Act (PDSA) cycle, or similar events. If there is a planned date, enter that.
* **Completed Date:** Record the date the communication actually occurred.

An [example](#example) QI Communication Plan is provided at the end of this document for your reference.

**QI Communication Plan**

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| **Key Message** | **To Whom** | **Medium** | **From Whom** | **When** | **Date Completed** |
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## Example QI Communication Plan

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| **Key Message** | **To Whom** | **Medium** | **From Whom** | **When** | **Date Completed** |
| Staff recruitment for roles on project team (including questions on prior hypertension work) | All staff | Bulletin board and email | Dr. Jane Polinski (Project Sponsor) | Outset of project | TBD |
| Announce team formation | All staff | Bulletin board and email | Dr. Jane Polinski (Project Sponsor) and Juan Melendez (Team Leader) | Outset of project | TBD |
| Monthly project updates | Clinicians | Email | Juan Melendez (Team Leader) | Monthly throughout project | TBD |
| Weekly project progress updates and send out copy of Work Plan | QI project team | Email | Juan Melendez (Team Leader) | Monthly throughout project | TBD |
| Advisories and guidance to specific clinicians | Clinicians as identified | Email and/or 1:1 meeting | Dr. Jane Polinski (Project Sponsor) and Juan Melendez (Team Leader) | As needed | TBD |
| Project data results and findings | All staff | All staff meeting | Dr. Jane Polinski (Project Sponsor) and Juan Melendez (Team Leader) | At completion of project and data analysis | TBD |