

Project Title: August 2016 SHIP Communications Survey Intervention Organization: State Health Improvement Process (SHIP) Team Team members: Genevieve Hugenbruch, Dorothy Sheu, Ann Walsh

Learn more: https://pophealth. health.marvland. gov/Pages/ Quality-

Improvement.aspx

Plan

Identify an opportunity and plan for improvement

1. Get started.

Problem: The SHIP Health Action Newsletter had consistently low click rates for each week's publication. The "click rate" is the percent of clicks that hyperlinks in each newsletter article receive relative to each publication. Click rates can be used as a proxy for how engaging articles are.

2. Assemble team.

Roles

& responsibilities: **SHIP Newsletter Coordinator:** Identify areas of improvement to increase click rates. Write newsletter to

feedback. SHIP Leadership & **OPHI:** Give feedback and pilot test survey

get stakeholder

on SHIP communications.

3. Examine current process.

process was that the Newsletter Coordinator worked independently of readership or stakeholder feedback, To

address this a

disseminated.

survey was

The current

Internal and External Stakeholders:

Internal: Newsletter Coordinator. SHIP Team. **OPHI staff**

External: newsletter recipients on subscription list

13.36%

Before

16.54%

After

4. Identify root causes.

A survey on SHIP communications was disseminated in order to gain stakeholder and reader feedback on what they would like to see more or less of in future publications. The following items were identified as areas of improvement:

- Prioritization of article types, i.e. increase that of events and funding opportunities, decrease for monthly health observances.
- Increase deadline to two weeks for improved timeliness, e.g., for grants.
- Publish a formal call for submissions for those interested in submitting articles.

5. Develop improvement theory.

If... the SHIP team addresses the stakeholder's suggested areas of improvement

...then the SHIP newsletter will see an increase in click rates.

Do

Test the theory for improvement.

6. Test the theory.

Make change!

Following the August survey, changes to the priority of article types was tailored to customer feedback, as well as the deadline for time-sensitive items. Other changes include creating a call for submissions so stakeholders may submit items to the SHIP team.

7. Study the results.

The average click rate increased in the 25 weeks following the intervention than the 25 before.



Act

Standardize the improvement and establish future plans.

8. Adopt, adapt, or abandon.

We will "adapt" the findings from the survey by creating a submission process, increasing priority of items and topics, and by instituting a deadline for articles.

9. Establish future plans.

Findings and action items were published on the website, a SHIP email address will be created and monitored, a call for submissions will be published and updated annually.