

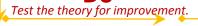


Project Title: SHIP Newsletter Mobile-Friendly Format **Organization:** State Health Improvement Process (SHIP) Team Team members: Dorothy Sheu, Genevieve Hugenbruch, MDH Leadership, et. al.

Learn more: https://pophealth. health.maryland. gov/Pages/ Quality-Improvement.aspx

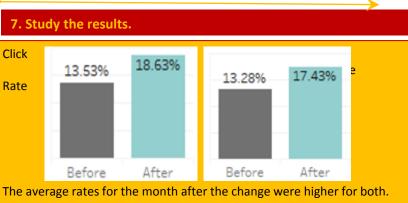
## Plan

Identify an opportunity and plan for improvement 1. Get started. 2. Assemble team. 4. Identify root 5. Develop 3. Examine current process. causes. improvement theory. Problem: Maryland SHIP Health Action Newsletter Roles & Internal and External **Previous staff** If.... Secretary of the responsibilities: Stakeholders: formatted team switches to a **Department of** ors in 306 loc mobile-friendly newsletter, New kets, across the United States (U.S.). Their in Health (then SHIP Team: Internal: staff never updated format, DHMH) indicated Write and publish and Treatme **Department of** format. With ...then a need for SHIP newsletter PHAB Guide Health, whom we technological the number of change to align represent. advances, formatting newsletters opened the SHIP DHMH needed to be will increase on newsletter **Communications** External: Recipients/ Like us on Fi updated to be mobile devices, and formatting to Office: Join our Mailing List customers on mobile friendly. total number of that of the MDH **Review SHIP** computer or mobile clicks on hyperlinks. newsletter. newsletter devices. **Study** Use data to review results. Do Act



## 6. Test the theory. Make change!

Staff made changes to the format (e.g., one column, fewer colors, adjustable article format, and less complex image formatting). This change intended to cater to customers on mobile devices.



## Standardize the improvement and establish future plans.

8. Adopt,

abandon.

The format

adopted be

complied w

request fro

leadership

the rate of

mobile dev

clicks per n

9. Establish future plans.
The mobile-friendly format will be maintained in the newsletter. Questions about format will be included in future communications surveys.