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QI Initiatives and
Return on Investment
Standards/Accreditation Quarterly Meeting
Diana Ehri
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QI Initiatives and ROI: Return on Investment

Templates
Channels
Examples

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Public Health Improvement Training

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ROI for Quality Improvement

1. **Track** actual impact of one QI effort
2. Make a plan to **communicate** that impact...
 - ...to specific groups...
 - ...to achieve specific objectives



Big-Picture ROI ...

APHA video, “Public Health is ROI”

<http://action.apha.org/site/R?i=-FddxQAPmqGTqk0pa1Usgw>

AJPH refs on Public Health ROI

http://www.nphw.org/assets/general/uploads/AJPH_highlights_ROI.pdf

APHA ROI infographic competition

<http://www.nphw.org/news/in-the-news>

Audience? Objective?

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Resources Out There

Box.com share site:

<https://www.box.com/s/ggrz7bfuvuproqzfosuc>

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Tools / Templates

QI / Micro: ROI/EI Handout from NCCPHQ

More goodies <http://ncpublichealthquality.org/ctr/> “resources”

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Aim (Desired Outcomes)	Efficiency, access, quality, timeliness...
Baseline Data	[linked to Aim]
Actual Outcomes	[linked to Aim]
Intangible Benefits	Staff morale, teamwork ...
Financial Benefits	Time saved, OT avoided, revenue increased, supply cost reduced, compliance cost reduced, health benefits ...
Costs of QI project	Planning and Kaizen time, materials, new equipment, training ...



Do The Math for ROI:

Total Benefits minus Total Costs

divided by

Total Costs

yields... a ratio (1200/600, or 2:1)



What Are We Learning?

- **Surprises**
- **Confirmations**
- **Reflections**
- **New Questions**
- **New Worries**

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Channels

- **Who are we trying to influence?**
- **What do we want them to do?**
- **When and where are they open?**



What's Working?

1. Story + \$
2. "...and that serves our mission by:"
3. Custom, face-to-face messages
4. Stay conservative with estimates
5. Get the story repeated
6. Big message: we must invest to prevent waste and improve quality

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What Can Go Wrong?

- **Your budget is cut because you saved money**
- **Your estimated impact is so big that people don't believe it**
- **You are too shy to share results**



What's Next

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