QI Basics

**Communication Plan**

## The Quality Improvement (QI) Communication Plan provides a framework to organize the types and methods of your communication within your QI team and external partners and constituents.

# Introduction

## Regular communication with all involved, including those directly interested in your project, helps reduce uncertainty when introducing change in your organization. A communication plan is designed to engage all collaborators at the appropriate level of participation in identifying, planning, implementing, and optimizing QI and keep interested parties abreast of project activities. Creating a communication plan and following it throughout your QI project keeps everyone informed and sets expectations that collaborators won’t be caught off guard, which will increase the needed buy-in and support for your QI efforts.

The communication plan ensures that the right staff delivers the right message to the right people, 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 internal and external partners (for example, other departments inside the organization, patients and families, community organizations, etc.). Documenting your plan will support consistent and deliberate communication and transparency throughout the 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 partners.
* **To Whom:** Identify the intended audience(s) for the message.
* **Medium:** Identify the method or combined methods you’ll use to convey the message, such as meetings, emails, public postings on bulletin boards, newsletters, or other methods.
* **From Whom:** Identify names of individual team member(s) responsible for sending the message or information.
* **When:** Include information about the planned 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 occurred.

An 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

| **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 |
| Project Deliverable Status | Payor | Email | Dr. Jane Polinski (Project Sponsor) and Juan Melendez (Team Leader) | At completion of deliverables | TBD |