IHI 24th Annual National Forum

A Report of Our Experiences

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CARDIFF MEDICS’ STUDENT PATIENT CHAPTER (CMSPC)
PREFACE

This report gives an overview on the experience of our journey to the Institute for Healthcare Improvement’s (IHI) 24th Annual National Forum in Orlando, Florida.

Cardiff Medics’ Student Patient Chapter is an IHI Open School Chapter for medical students at Cardiff University. Its mission is to provide medical students at Cardiff University with the knowledge and skills to improve the quality of patient care in NHS Wales. The chapter was formed in August 2012 and currently has five leaders.

We will launch in February 2013. Three of our leaders attended the IHI National Forum to present our pilot work from involvement in an international campaign called ‘Ask One Question’ and to receive advanced training on quality improvement methods and communication techniques.

ACKNOWLEDGEMENT

Over the course of past few months, we have worked extremely hard to bring our ideas to action. However, it would not have been possible without the kind support and help of many individuals. We would like to extend our sincere thanks to all of them.

We are indebted to Dr. Andrew Carson-Stevens (UK & Ireland Faculty Lead of the IHI Open School) for his expert guidance and constant supervision. His mentorship has truly been invaluable and the success of this trip as well as the development of this chapter would never have been possible without his support and advice.

We would like to express our gratitude to Professor Bharat Jasani (Associate Postgraduate Dean of Clinical Academic Training Lead for Science & Scholarship Module, Cardiff University) for his kind support, advice and encouragement for the success of this trip.

We would like to extend our special gratitude and thanks to Professor John Bligh (Dean of Medical Education, Cardiff University) for his guidance and support of this initiative.

Our sincere thanks and appreciation go to Joshua Kovoor and Sarah Kibble (3rd Year Medical Students and Chapter Leaders). Their diligence and dedication has been pivotal during our pilot phase of work.
OBJECTIVES OF TRIP

1. To network with other chapters across the world and seek collaboration opportunities for students at Cardiff University.
2. To contact and meet with the IHI Open School Chapter Leaders at the University of Michigan. To explore potential opportunities of working collaboratively, especially with regards to two issues, the ‘Ask One Question’ campaign and to work together to set up an IHI Open School Chapter in Lesotho, Africa.
3. Promote and celebrate our pilot work to date amongst the 6000 attendees at the conference.
4. Gain new knowledge and skills from world leaders in healthcare improvement.
5. To bring back new ideas and knowledge to pass on to our medical student peers through future chapter learning events.
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The IHI National Forum is a four-day conference (December 9-12th, 2012) bringing together 6000 like-minded individuals from all over the globe, from different age groups and professional groups. I have distilled my most memorable moments from the IHI National forum:

- **6000 others say we’re not alone** – 6000 others believe healthcare can be better too; the atmosphere and the sense that safer and better healthcare was possible was inspiring and seemed worlds away from what I have experienced during my training.

- **Sticky Ideas can drive change in healthcare** – Dan Heath, co-author of best selling book, “The Sticky Ideas”, gave an inspiring talk about the 6 key ingredients for selling a really great idea and making it stick. These were: Simplicity, Unexpectedness, Concreteness, Credibility, Emotions, Stories.

- **Networking leads to new opportunities (and friendships)** – We met students and faculty from across the world. Through sharing our work and ideas, we have built new building relationships with chapters around the world, including: Norway, the Michigan, Cincinnati Children’s Hospital, Washington, and Dundee.

- **Social Media and Communication maintains momentum for change** – as we launch the chapter, student engagement in the work of the chapter will be an important challenge. Experts in social media in Canada have agreed to mentor us during these endeavours.

- **6 months old and two storyboards** – Despite our chapter only being 6 months old and still in its pilot phase, we presented two storyboards at the conference, first a description of our journey about setting up the chapter and another detailing our pilot work participating in the ‘Ask One Question’ Campaign.

- **Kaiser Permanente Quality Service Award** – Hard work does pay off! We won the Kaiser Permenante Quality Service Award for our Ask One Question storyboard. We have since been invited to write an article for the Permanente journal.

- **Celebrated by new friends in New Zealand** – At the end of one of the workshops, Professor Jonathan Gray (former Director of the 1000 Lives Campaign in Wales and now based in New Zealand), announced our Quality Service Award to everyone in the room. This introduction to the room initiated conversations about opportunities to work with students and faculty at higher education institutions and hospitals across the world.

- **The inspiring keynotes** – Healthcare improvement experts Maureen Bisognano and Don Berwick shared their knowledge through stories about examples of great care that they have witnessed. This is a powerful of engaging others and really helped bring the 6000 attendees to a shared common vision – safer, better quality healthcare is possible!
It was a considerable honour to represent the Cardiff Medics’ Student Patient Chapter (CSMPC) at the Institute for Healthcare Improvement’s (IHI) 24th Annual National Forum.

**Highlights from Day 1 – sticky ideas and a new network with many new connections**

- **Being a good ambassador**—the sheer scale of the event immediately struck me and this strengthened my resolve to be a good ambassador for Cardiff University.
- **Networking to learn with, from and about each other**—we attended the IHI Open School Chapter Congress to network and learn with and from other chapter leaders.
- **Dissecting the anatomy of effective ideas**—We learned from the critically acclaimed bestselling author, Dan Heath who shared insights on how one can get an idea to ‘stick’ and I am excited to share these creative techniques with my peers.
- **Getting on to business over dinner**—The student and faculty reception introduced us to many new colleagues over dinner. I met Fellows from the IHI and representatives from institutions in Cincinnati, Washington, Texas and Norway.

**Highlights from Day 2 – the future must place the patient at its heart**

- **How to engage learners in QI**—I learnt the importance of making quality improvement projects attractive and interesting, something that will prove incredibly useful when stimulating interest in our Open School Chapter.
- **Keeping momentum in a digital age**—This session provided useful intelligence on how to boost the profile of the CMSPC. I was most pleased when the workshop’s facilitators agreed to a follow up conference call to discuss strategic marketing frameworks for the CMSPC, including novel methods of website design and user interface.
- **Showcasing the School of Medicine and our work**—we displaced two storyboards amongst several hundred other quality improvement projects. We were incredibly humbled (and more than a bit surprised) when we were declared winners of the Kaiser Permanant Quality Service Award 2012.

**Highlights from Day 3 – Reinforcing knowledge**

- **Moderating a workshop session**—I was selected to moderate a breakout session focusing on building a global learning network. My primary responsibilities were to introduce the session, ensure proceedings ran in a timely manner, and oversee a question and answers segment.
- **Finding a new role model**—It was fitting that the final session of the Forum was a speech by Don Berwick, former President and CEO of IHI. A gifted orator, Berwick’s speech was immensely informative, peppered with humorous anecdotes from his personal experiences.
An international IHI Open School community—There were 60 chapter leaders and over 40 faculty members in attendance at the IHI Open School Chapter Congress.

Getting the ‘elevator [lift] pitch’ right—During the congress, we worked to produce a short ‘elevator pitch’ which involves a two-minute speech aimed either at other students or at medical school staff to convince them of the worth of quality improvement in healthcare.

Learning about other student groups and their work—At the student and faculty reception, I met other students, from Norway, Ohio, Texas, Washington and New York. They ranged from medical students to junior doctors, as well as students from other professional groups. This made me consider how we could involve member of the NHS graduate entrant management scheme in our activities at the School of Medicine.

Interprofessional learning and quality improvement in Dundee—School of Medicine in Dundee run an annual programme for medical and pharmacy students. This is something that I would like have more of at Cardiff, and after the event I talked to Professor Peter Davey and arranged to get in touch soon to discuss it more.

Seeing healthcare through the eyes of patients—The second keynote address was from Anna Deavere Smith, one of my favourite actresses. Her presentation allowed us to see problems in healthcare from the patients’ point of view.

Engaging National Forum participants in our work—we attracted attendees to view our poster by incorporating an iPad into the display. Our work caught the attention of the editor of the Permanente journal and he awarded us the Quality Service Award and an opportunity to submit an article to the Permanente Journal.

An army marches on its stomach—After the poster presentation, we went to dinner with other students. It was a fantastic opportunity to get to know them better and talk more about our shared interest in improving healthcare.

Final thoughts

I feel that this trip was a great success, not only for the chapter but also for me personally. In terms of the chapter, I feel more confident in leading it, and have a better idea of the direction and activities I want to involve. During the trip, we received offers to travel to many universities across the world and participate in their improvement projects and campaigns. Personally, this trip has been amazing in that I have learnt so much about improving the quality of healthcare and have been inspired by all the people I have met. It was also a new experience to travel to the USA and I have returned with increased confidence.
SUMMARY

We were funded by Cardiff University School of Medicine to attend the IHI 24th Annual National Forum in Orlando, Florida. The three-day conference in December 2012 allowed us to learn more about quality improvement in healthcare at a global level.

We attended inspiring keynote speeches given by world leaders in healthcare, including Maureen Bisognano (President and CEO of the Institute for Healthcare Improvement) and Dr Don Berwick (Founder of the IHI). We attended workshops on topics such as ‘Building a Global Learning Network’ and ‘Engaging Learners across Health Professions in Improving Care Together’ that have given us new knowledge and skills to incorporate into our Chapter activities at the School of Medicine. We presented two posters – one about our Open School Chapter (Cardiff Medics’ Student-Patient Chapter) and one about a campaign we are running called ‘Ask One Question’. For the latter, we were awarded the Permanente Journal Service Quality Award and have since been invited to submit a manuscript for publication.

We attended the IHI Open School Chapter Congress and met other student chapter leaders and faculty advisors. We shared ideas about chapter activities and campaigns. We met students from around the world who have the same passion to improve the quality of healthcare that our patients receive.

This trip has been has been a massive success and we believe we have exceeded all the aims and objectives that we had travelled with.