

# Storyboard Development

-Celebrating Your QI Success-

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# Learning Outcomes

Participants will have an increased

- understanding of core elements to include in a storyboard
- ability to critically analyze examples in terms of strengths and improvements and by creating a display
- understanding of how to involve leadership, staff and consumers in the development of storyboards.
- awareness of several opportunities for sharing their QI Project successes.

# Agenda

- 8:30 Welcome and Overview
- 8:50 Small Group Work: Critique of Storyboard Example and Create a Display. Large group exchange and discussion.
- 9:55 Summation
- 10:00 Adjourn!

# Contents

- Definition of a storyboard
- Components
- Tips for Visual Display of storyboard
- Critique example of a storyboard
- Celebrate Success

# Definition

A storyboard is a visual display of a QI Project Team's work on how the team improved patient care and the patient care environment.

It is generally written in power point slides which then are printed as individual slides to put on a tri-fold foam board for display.

# Use a framework to tell your story...

## QI Project Steps

Step 1: Collect and Analyze Performance Data

Step 2: Convene a Project Team, Set Improvement Goal

Step 3: Investigate the Process

Step 4. Implement PDSA – Plan, Do, Study Act

Step 5: Evaluate Test Result(s) with Key Stakeholders

Step 6: Systematize Change

# Additional Information

- Background information
  - Amount depends on your audience's familiarity with your program
  - Location
  - Number of patients; demographic information
  - Number of sites with number of patients
  - Particular characteristics of your population
  - Summary of reasons for need to address improvement area and Problem Statement
- Lessons Learned
- Recommendations

# How to Involve Consumers

- Provide feedback as members of Consumer groups, Quality Committees
- Directly engaged in a consumer-driven QI Project, thus develop their own
- Help as a team member of a clinic QI Project team



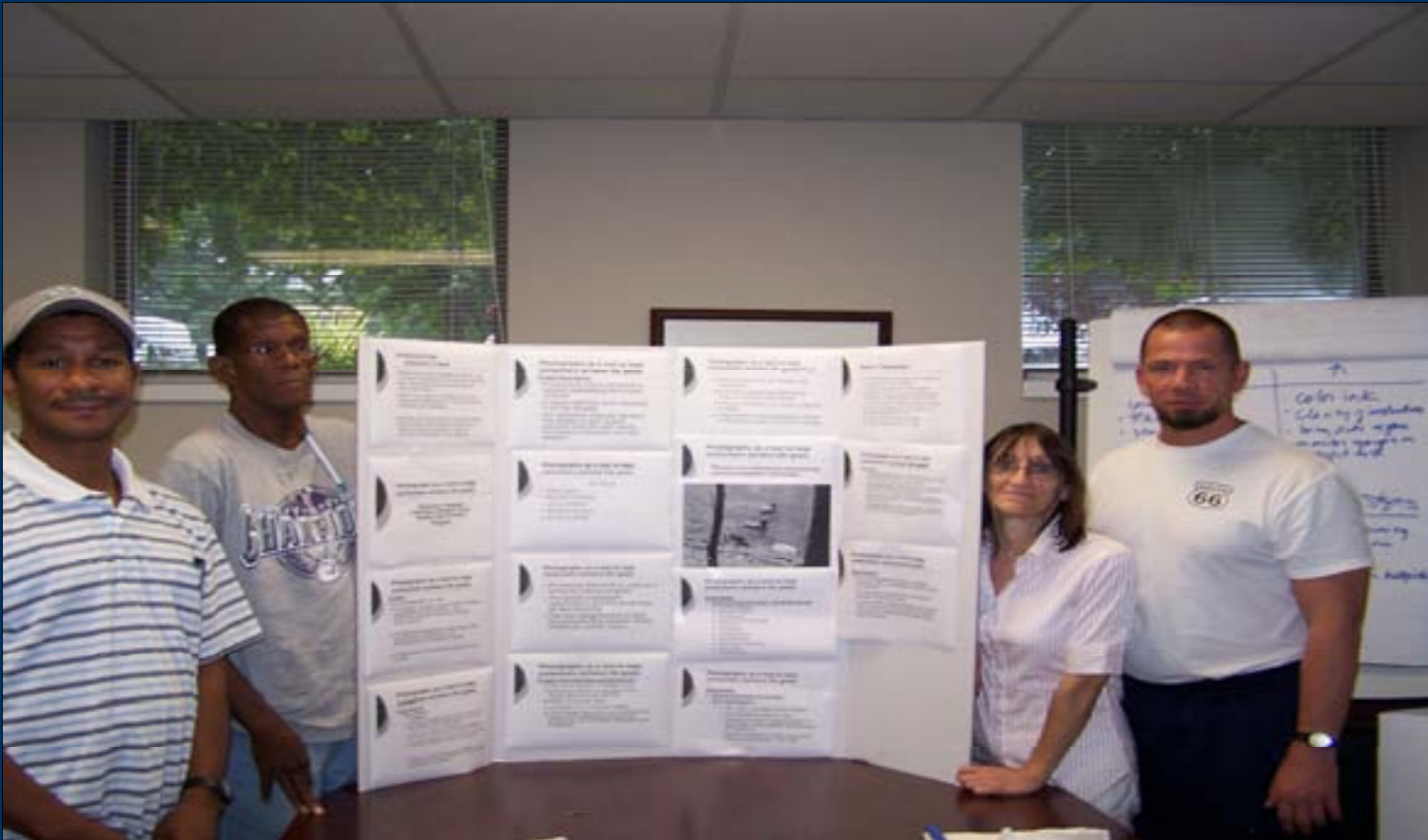
# Full Staff, Provider and Consumer Involvement – Staff Workshop- Waterbury Hospital



# Consumer Photography Group - Planning Waterbury Hospital



# Consumer Photography Group – Draft Presentation - Waterbury Hospital



# Content

- Title of Project and Facility Name
- Describe Improvement Project Background
  - Performance measure and baseline data
  - Determination of need
- State Improvement Project Goal
- List Improvement Project Team Members
- Describe processes to be improved and key causes

## Components contd.

- Describe “Plan”/”Do” (PDSAs)
  - Findings when team reviewed the original process (area for improvement)
  - Identify tests of change or intervention
  - Measures and results (**quantitative and qualitative data** to document observations)
  - Further modifications and results

## Components contd.

- **Systematize change**
  - Evaluate findings with key stakeholders, their reactions, needs for follow-up
  - Include graphs and tables.
- **Sustaining gains/spreading intervention**
  - Integrating changes into daily work
  - Spreading interventions into broader system

# Tips for Visual Displays

- Make display interesting and readable
  - Use color to complement, not compete with message
  - Large font size, readable
- Information
  - Clearly identify core steps
  - Concise, to the point
  - Not too much background information
  - Use graphs if data is complex
  - Share before and after results

# Use of Color – Cervical Cancer Screening QI Project

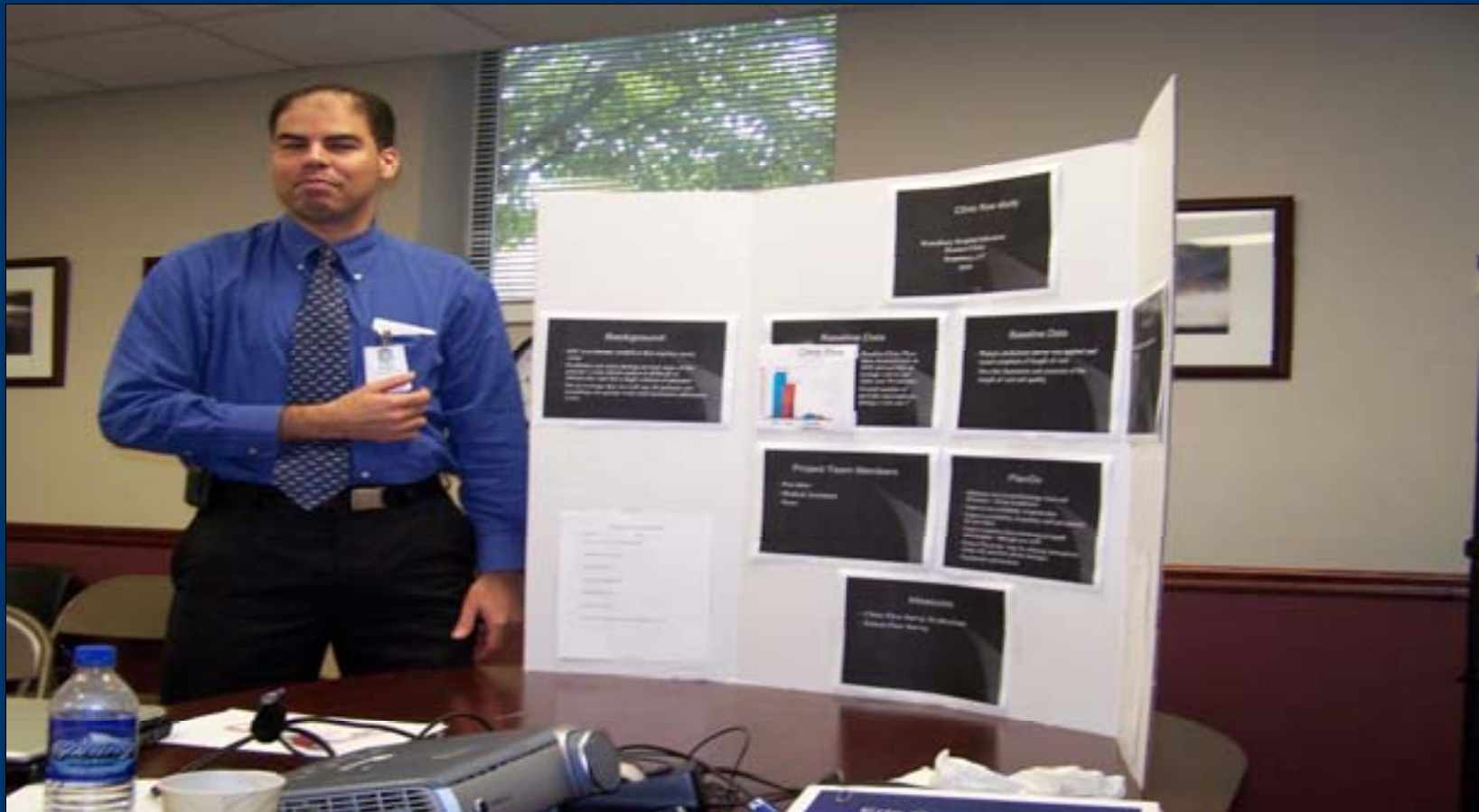
## Waterbury Hospital





# Provider Involvement Use of Color

Waterbury Hospital



## Tips contd

- Use bullets
- Help reader understand transitions particularly from one page to the next
  - Use of arrows
- Tape on to a tri-fold foam board
- Show to a few other people for feedback
- Revise and glue
- Set up display!

8:50

## Small Group Critique

Divide into small groups with 5-8 members.

Instructions:

Critique your storyboard example(s) in terms of strengths and what could be improved. Then, create your own display with storyboard materials.

Select a spokesperson to highlight your group's work.

9:45

# Large Group Exchange

## Instructions

- Highlight
  - strengths and improvements of your critique
  - rationale for your display
- Large group comments.

## 9:55 Display Opportunities

- Clinic – hallways, waiting area, rotate in exam rooms
- Presentations to Quality Committees, Consumer groups, Executive Committee meetings, Board meetings, annual retreats, conferences
- Share with peers nationally; upload on web sites

# Leadership Involvement – Medical Director

## Waterbury Hospital



# CELEBRATE !!!

## Creating a QI Culture

- Staff development activity
- Subcontractor development activity
  - Hartford Part A (Connecticut)
- Consumer involvement

## Display Opportunities contd

### Web sites

HIVQUAL-US, National Quality Center (NQC)  
NYSDOH AIDS Institute  
90 Church Street—13th Floor  
New York, NY 10007-2919

212-417-4730

[HIVQUAL.org](http://HIVQUAL.org); [NationalQualityCenter.org](http://NationalQualityCenter.org)



## Contact Information

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Thanks to Waterbury Hospital ID Clinic for pictures.