ABCi
Capability | Innovation | Delivery

GIG CYMRU NHS WALES
Bwrdd Iechyd Prifysgol Aneurin Bevan University Health Board

Comms, chasms and caprines: my year as a WCLTF

Dr Sara Long
Geriatrician and Geek

Follow us on Twitter @ABCiAB



Communications for Improvement





Why social media?







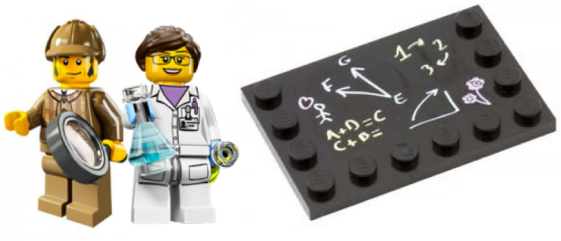




Stakeholders



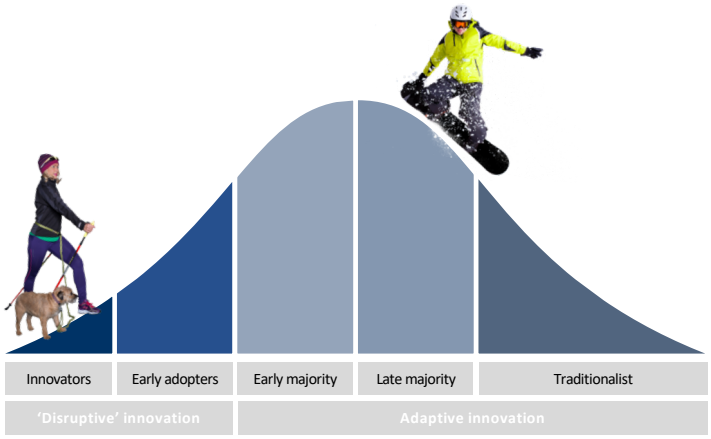
Aims



Improve engagement rate from 2.5% to 4% and maintain for a minimum 3 months

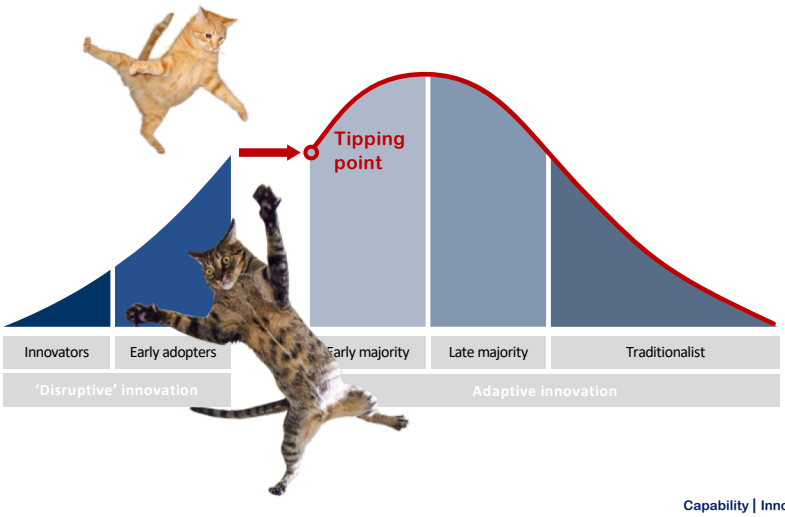


Riding the Innovation Curve



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Chasm-Crossing for Fun and Profit



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vs.



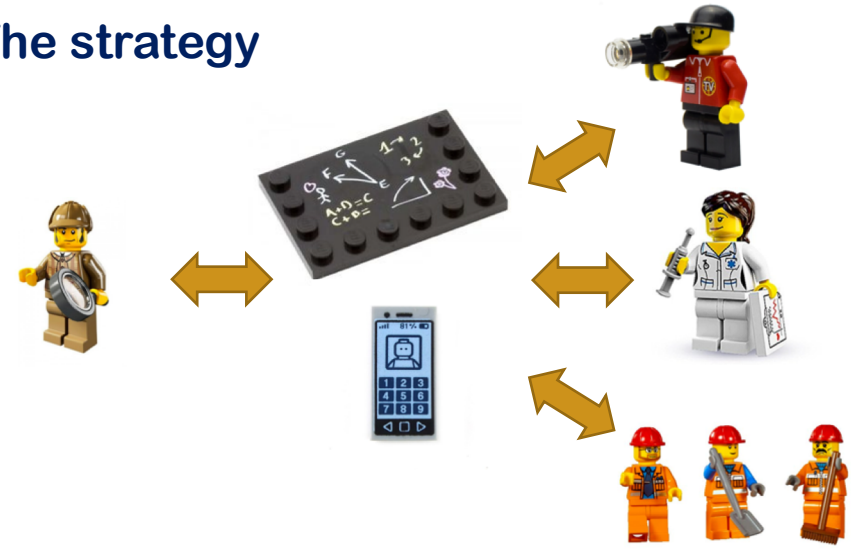
Nudge is a way to…



"…attract people's attention and alter their behaviour in a positive way, without actually requiring anyone to do anything at all."

Richard Thaler

The strategy



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Q1. Why do people use social media?



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Who are we talking to?

50% NHS employees

65% live or work in Wales

65% tweeting in personal capacity

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What should we say?

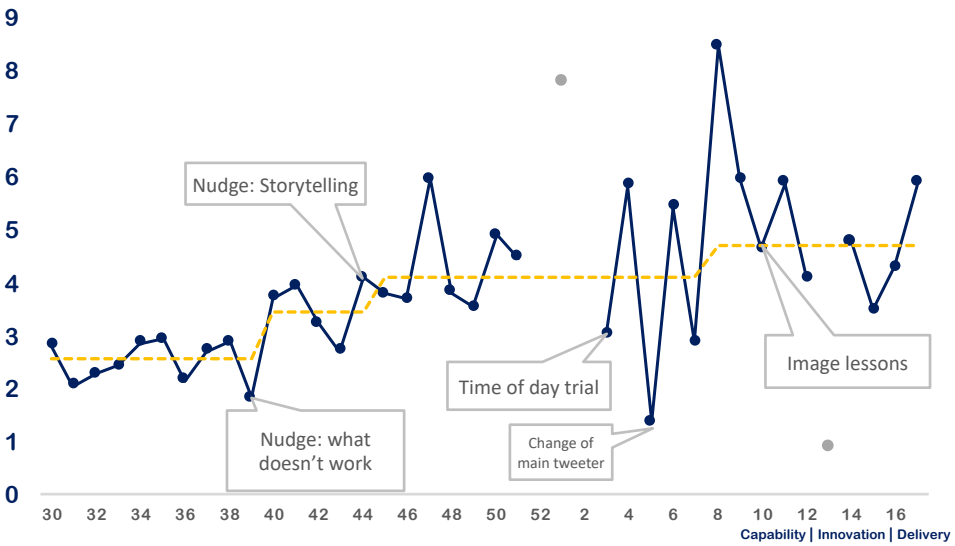
- Tell a story
- Don't talk about us!
- Feature images of people
- Best images are of people doing things
- Link to bigger ABCi work streams
- Celebrate success





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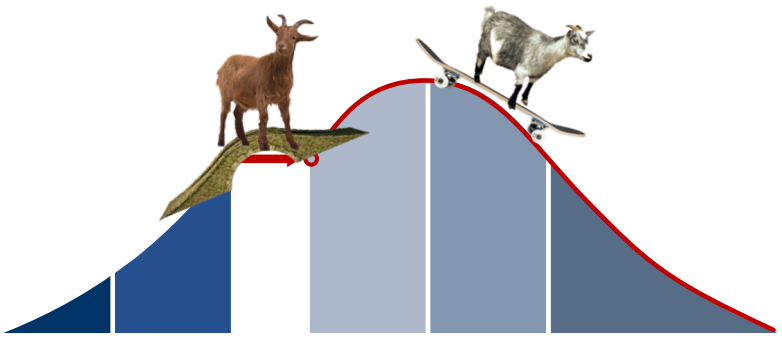
Average weekly engagement rate (%)



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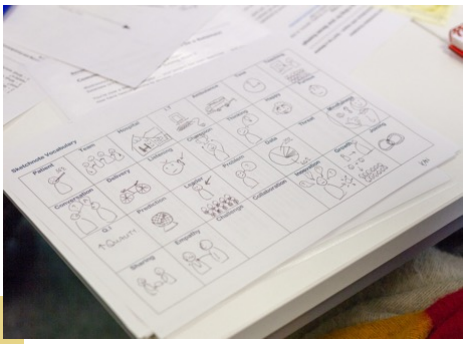


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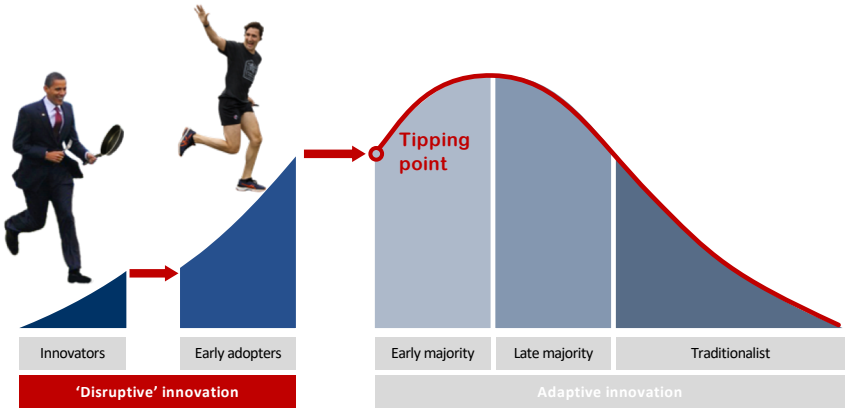


CONTINUOUS SERVICE IMPROVEMENT CSI

Comisiwn Bevan Commission

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Crossing the 'Other Chasm'



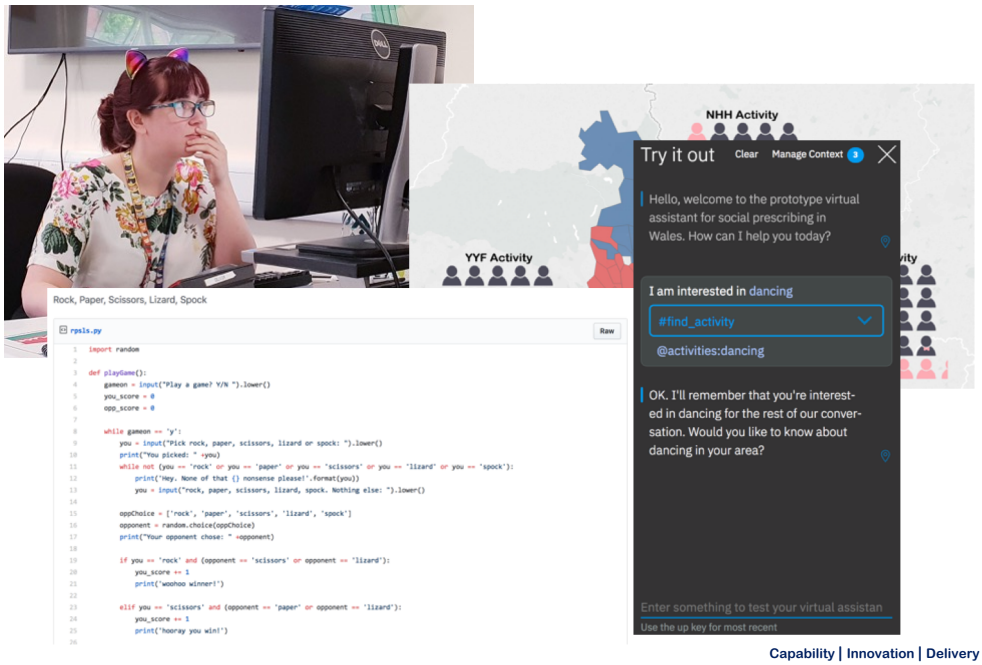
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NHS HACKDAY
GEEKS WHO LOVE THE NHS

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Goats?!



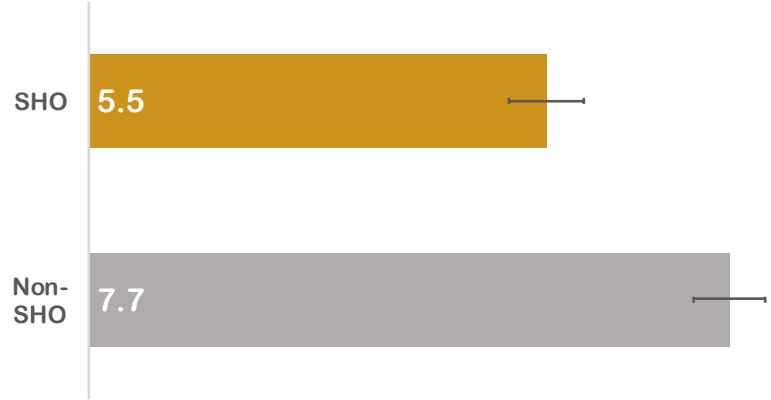
https://medium.com/@sarajlong/





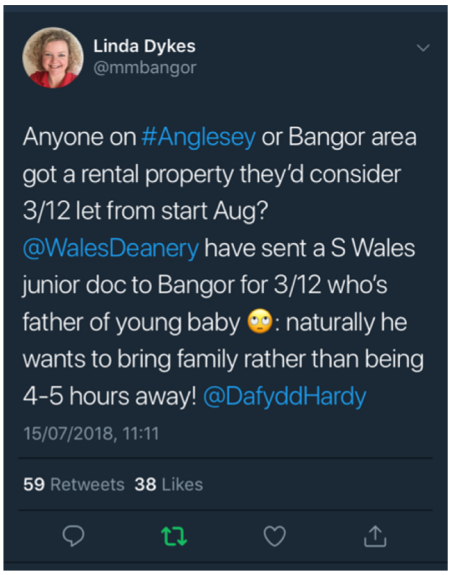

RUSSIA 2018

SHO grade doctors report significantly lower value scores than non-SHO grades (P = <0.05), despite similar ratings of morale and life satisfaction.



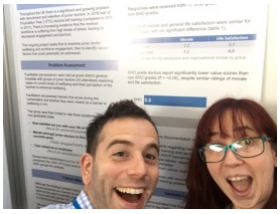
Response to question "I feel valued as an employee" rated from "totally disagree" to "totally agree" transformed from non-numbered rating scale. N = 17 SHO and 14 Non-SHO grade doctors in ABUHB September 2017

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