

How Silverbear Health Software can help support the QIPP (Quality, Innovation, Procurement & Prevention) Programme

QIPP stands for Quality, Innovation, Prevention and Productivity and is a new framework from the NHS. Via QIPP, the NHS hopes to deliver up to £20 billion worth of efficiency savings by 2014/15, whilst at the same time improving the overall level of quality.

Sir David Nicholson, NHS Chief Executive, said in a letter to NHS Chief Executives in 2010 *"Only by driving up quality and productivity together can we realise the £15-20bn savings needed by 2013/14 to reinvest in meeting increasing demand and patient expectations. That is why the Quality, Innovation, Productivity and Prevention (QIPP) challenge has been and will continue to be of central importance."*

QIPP isn't all about saving money – at its core is the goal to create an environment in which change and improvement can flourish. A key part of reaching these goals is to ensure NHS staff are given the tools, techniques and support needed to improve the quality of care they provide.

Silverbear Health is a software solution which has been designed specifically for NHS trusts and aspiring trusts and PCTs. The solution utilises the power of Microsoft Dynamics CRM to help trusts manage member relationships, communications, campaigns and member feedback. Members include GPs, Community Centres, Hospitals, Members of the Public, Patients, Carers, Volunteers, Members of Staff, and anyone connected to the Health sector.

Using the Silverbear Community Involvement Solution, NHS trusts can manage the communication, feedback and engagement with their members. We have seen an increase in enquires regarding our solution and how it can specifically help with the QIPP challenge:

Quality

Communication is the key to human interactions, happiness and satisfaction. Only by communicating and engaging effectively with the community can trusts and PCTs improve the quality of their services. Silverbear Health gives you the tools needed to give and receive information in a variety of mediums. Letters, phone, email, SMS, websites and social media are all platforms people use to communicate nowadays, and it's vital that trusts can effectively select and use the right platform for the right audience. By engaging effectively with the local community, trusts and PCTs can learn about what's good and bad about their services, what people want and need and where they can make improvements. Without an open, two way dialogue it's impossible to understand the needs of the community.

Innovation

Silverbear Health gives trusts and PCTs tools to measure and track their levels of service. Forums and surveys are all included as standard and we've seen our customers use these to learn about the thoughts, ideas and feelings of their local community. Surveying local patients can lead to



suggestions and ideas that may not have otherwise been voiced. It's important that the results of any surveys can be analysed quickly and effectively; as such, Silverbear Health also comes with a comprehensive reporting and analysis suite, enabling you to drill down into stats and data with ease.

Surveys and reports can also be used to find out what the local community actually needs. Learning about the make-up of the patients in the area means that services/support groups can be provided in accordance with what is actually needed. This in turn also supports the Quality aspect of QIPP, since it can help reduce waiting lists because the resource has been more effectively allocated.

Procurement

Silverbear Health is based on the Microsoft Dynamics CRM platform. This, combined with Silverbear's integration specialists means that we can connect into other software solutions seamlessly – meaning that trusts can use Silverbear Health to effectively monitor and log inventories throughout the organisation. This can also assist in managing procurement and can help support eProcurement developments and goals.

Prevention

Preventing health issues developing and preventing poor quality services is something that Silverbear Health has been designed for. Taking advantage of all the features of Silverbear Health enhances the overall level of communication and engagement.

Knowing and understanding the local community means that trusts and PCTs can fully understand where and how to allocate their resources. The results of reporting and intelligent information gathering, alongside analysis of patient information can be used in a variety of ways to help with preventative activities. For example, surveying the local community to understand what their minor health concerns are could highlight a large number of people with back issues. This in turn could lead the trust in developing a range of Pilates groups to help these people strengthen their backs, helping to prevent any larger back injuries or ailments.

Without an understanding of the local community, trusts and PCTs are unable to effectively work with them to help prevent health issues. Education of key groups is also a key way of preventing certain health issues – smoking, obesity, sexual health etc, are all areas where education can play a vital role. Silverbear Health lets you understand your community and identify groups at risk. It then gives trusts and PCTs the tools to communicate effectively with each group. For example, young people may not respond well to sexual education via direct mail and letters, but instead would rather digest their information via the web, email and social media.

