

Continuous Quality Improvement Plan

Area: Improvement of DSME Program
Topic: Increasing enrollment of the DSME classes

Contact name and phone #: PharmD, CDE, BC-ADM

Position: Coordinator of Diabetes Center

Improvement Goals

- Identify which MD offices are and are not contributing to our referral load
- Update marketing material to distribute to doctor's offices
- Communicate with providers to resolve any barriers to making referrals to our program

Planned Strategies (how will you achieve the goal)

- Resident will develop a marketing strategy to expand recruitment effort
- Complete doctor detailing meetings to increase awareness of our services
- Coordinate with Marketing Director to improve marketing materials

PDSA Cycles	
<p>4. Act (Consider next actions for further improvement)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create deadline for initial contact call following referral from provider. <input type="checkbox"/> Develop a comprehensive referral form to be completed with each referral to address insurance information, copayment discussions, contact records, and individual patient details. <input type="checkbox"/> Assessing student readiness to participate in patient contact following referral and evaluation of delivery and technique. 	<p>1. Plan (Who, What, When, How)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Who: Coordinator of the Diabetes Center, Community Pharmacy Resident, and Marketing Director <input type="checkbox"/> What: The marketing director and diabetes center director will prepare updated marketing materials for providers and patients regarding the content and referral process for participation in DSME classes pro-vided. All three involved staff will attend doctor detailing lunches to discuss the program and troubleshoot any barriers or concerns. Barriers identified will be resolved as soon as possible to help increase referral numbers. <input type="checkbox"/> When: During business hours <input type="checkbox"/> How: Ample copies of marketing materials will be printed for distribution. Doctor's offices will be contacted for available lunch times and a schedule will be created to share with detailing attendees. Three staff members will attend.
<p>3. Study (evaluate the improvements that you have made)</p> <ul style="list-style-type: none"> <input type="checkbox"/> The example script was found to be helpful for some students more than others. <input type="checkbox"/> There was an increase in the quantity of referrals as a result of the doctor detailing, so this proved to be an effective marketing strategy 	<p>2. Do (record the strategies that you have undertaken in this cycle – what happened?)</p> <ul style="list-style-type: none"> <input type="checkbox"/> A franchising company affiliated with us, offered for representatives of Diabetes Center to attend their already scheduled lunches with providers in the area. Upon accepting this offer, we were able to provide food and present the gamut of services provided. <input type="checkbox"/> Marketing packets including all updated marketing materials were assembled by diabetes center staff using branded folders, pens, and reminder notes for distribution. <input type="checkbox"/> Communicated with offices to ensure that all follow-up requests were addressed in a timely manner (additional patient flyers, referral form copies, etc.) <input type="checkbox"/> Sample scripts were developed by the resident for students assisting with patient contact to optimize opportunities to share pertinent information while being persuasive with the benefits of class.