# Improving outcomes for all



Expertly delivered, tailored to you

# Leading expertise in quality improvement and clinical audit

We provide strategic quality improvement support to embed whole-system approaches.

- Capability-building through tailored strategy, training and coaching to grow improvement thinking, skills, leadership and culture
- Expert support to apply clinical audit methods for benchmarking and embedding evidence-based standards of care
- Guidance on using clinical audit data to inform population-based commissioning and integrated care strategies

Use the QR code to read: How the National Clinical **Audit and Patient Outcomes Programme** supports national priorities



# Improving value by partnering with patients

We support meaningful patient involvement to drive equitable, high-value care.

- Designing and delivering inclusive engagement to reach underserved communities experiencing health inequalities
- Thoughtful and structured analysis of patient views to generate actionable insights
- Building your capability to embed the patient voice in improvement and procurement strategies

#### Read the case study:

Listening to marginalised voices in maternity to inform a national maternity PREM



# **Delivering value-based procurement**

We help align procurement strategies with quality, value and patient outcomes.

- Stakeholder, patient and supplier engagement to shape procurement approaches
- Expert consultancy and bespoke training to embed quality, value and patient voice
- Flexible support from needs definition through to contract award

# Read the blog:

Delivering value by embedding the patient voice in procurement



Contact us for a free, no obligation conversation:

💬 workwithus@hqip.org.uk 🛭 🌐 hqip.org.uk



Charity Number: 1127049

# **Quality Management Systems in action**

As an independent not-for-profit, HQIP is dedicated to improving healthcare for all. Trusted by the NHS, we support national bodies, commissioners and providers to drive lasting, sustainable impact.

#### Our team and network

HQIP and our partners bring extensive expertise in clinical improvement across acute, primary, social care and the third sector. Our strong network means we can craft a unique team for each challenge.

#### Our approach

We work flexibly, helping organisations build on existing strengths through support that is context-specific, outcomefocused, and committed to sustainable improvement, not profit. We take a whole-system view of quality, integrating leadership, strategy, clinical practice and learning into a living system.

# Consolidating key QMS models reveals five key principles that underpin lasting quality improvement:

#### 1. Leadership and quality culture

Leadership sets the context for quality. Inclusive, clinically grounded leadership embeds quality into structures, behaviours, and decisions, while enabling psychological safety, distributed leadership, and staff empowerment<sup>1,2,3</sup>. Leaders must demonstrate strategic ambidexterity: balancing short-term operational pressures with long-term stewardship, through overt and transparent trade-offs. Culture is both led and lived.

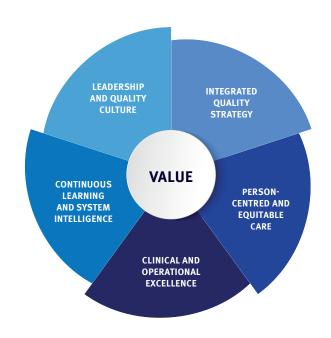
#### 2. Integrated quality strategy

Quality and value must act as core organising principles across operational, financial, governance, and performance systems - bringing clarity, coherence, and alignment. A mature quality system connects strategic priorities to frontline delivery through structured deployment methods, risk-based prioritisation, and feedback loops that keep governance responsive to local learning.

Quality improvement must be embedded within a coherent management system that aligns planning, assurance, and operational control. When understood not as a standalone project but as a unifying principle across all functions, it becomes the guiding logic through which high-value healthcare is consistently delivered and sustained<sup>1,4</sup>.

### 3. Person-centred and equitable care

There is no quality without equity. Care, improvement, and system strategies should be co-designed with patients, carers, and communities, and assessed through an equity lens<sup>1,2,4</sup>. Proactive engagement with less-heard and underserved groups is essential to improving health outcomes and tackling structural inequalities. Equity must be embedded in both data and decision-making.



#### 4. Clinical and operational excellence

Excellence is grounded in the reliable delivery of evidence-based care, designed for safety, timeliness, and value. Standardisation is applied judiciously, not shied away from – standardise where appropriate, customise where needed. Human factors, proactive risk management, and lean principles support effective, patientcentred workflows and real-time decision-making. Teams must be supported to lead local process improvement.

## 5. Continuous learning and system intelligence

Learning must be embedded in the daily rhythms of clinical and operational practice. Mature systems leverage real-time data, feedback, and reflection to drive and sustain improvement. This includes structured quality control, rapid-cycle testing, and wider learning across teams, pathways, and organisations<sup>5</sup>. Improvement becomes continuous when learning becomes

1. NHS IMPACT; 2. IHI Whole System Quality; 3. NHS Wales QMS; 4. Healthcare Improvement Scotland; 5. NHS England Operational Efficiency Programme

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