

## **PROFESSOR MARY DIXON-WOODS**

### **KEYNOTE ADDRESS PRESENTATION**

#### **TITLE: WHY IS QUALITY IMPROVEMENT SO HARD?**

Although quality improvement (QI) is frequently advocated as a way of addressing the problems with healthcare, evidence of its effectiveness has remained very mixed. This talk will identify some of the major challenges and offer suggestions on what needs to be done to get better at getting better. It will stress the need for strengthening of the scientific foundations of QI, for more rigorous evaluation, and for improved fidelity in the application of QI methods. It will also point to structural problems in the way QI is organised at present. QI work is often pursued through time-limited, small-scale projects, led by professionals who may lack the expertise, power or resources to instigate the changes required. There is insufficient attention to rigorous evaluation of improvement and to sharing the lessons of successes and failures. Too many QI interventions are seen as 'magic bullets' that will produce improvement in any situation, regardless of context. Too much improvement work is undertaken in isolation at a local level, failing to pool resources and develop collective solutions, and introducing new hazards in the process. Progress will depend on addressing these challenges.

### **KEYNOTE WORKSHOP**

#### **TITLE: HOW TO WRITE ABOUT QUALITY AND SAFETY AND GET PUBLISHED**

This workshop will offer tips on how to write up projects on quality and safety in healthcare. It will distinguish between research, evaluation, and quality improvement, and show how different norms and guidelines apply to each. It will discuss how to select the right journal for the outputs, and how to optimise structuring and writing of papers. It will offer tips on how to negotiate the publication process, including practical advice on how to avoid common pitfalls.