Subject line: 3 tips for starting a new quality improvement project



Dear colleague,

Are you having trouble identifying a quality improvement project?

There are opportunities to improve processes and eliminate waste all over your healthcare system. The system itself is so big and is made up of so many processes, that it’s difficult for you to determine the best place to start. We recognize that this vast opportunity may be one of the reasons you haven’t started.

Three tips to help you choose your next quality improvement initiative:

1. Try to recall one of those times your instinct told you that updating a process could potentially reduce an investment of time and resource.
2. Look at the existing structure, processes, and outcomes within your team, specialty or organization or consider areas of local concern.
3. Approach your colleagues for ideas. The enthusiasm to improve processes and patient outcomes is often infectious. Consulting your colleagues may ignite a new Quality Improvement project or help you start a team.

Want some real-life advice? [Listen to our short podcast series **Making the Difference**](https://soundcloud.com/bmjpodcasts/sets/making-the-difference) where we explore different techniques and ideas for making change happen.

[**Insert endorsement from institution** - example of suggested quote:

 “For the large scale QI programme in East London, we want to be able to share our learning - both internally and externally. The BMJ platform is a great product - it aligns with the methodology, is simple to use and an effective way to share our work.”

Dr Amar Shah, Associate medical director (quality improvement) & consultant forensic psychiatrist ]

**How to get started with BMJ Quality**

You have been given access to BMJ Quality courtesy of (insert organisation). To login, email (insert institutional email) using your institutional email address to prove your eligibility and you will be sent a unique access code.

For help getting started, contact our support team at support@bmj.com who will be happy to assist.

Best wishes,

The BMJ Quality team