

What Stages are Involved?

The Quality Mark involves assessing the quality of care provided to older patients, taking action when deficits in care are highlighted, and demonstrating high quality care over time. There are 2 stages, each taking between 6 and 12 months.

Stage I: Assessing Quality

- A full dataset is collected
- Strengths and areas for improvement are identified in a detailed report
- The ward develops an action plan
- The action plan is implemented
- If the results do not meet the criteria for progression to Stage II, Stage I is repeated.

Stage II: Achieving the Quality Mark

- If the results and actions taken suggest the award is achievable, the ward progresses to Stage II
- A full dataset is collected

"It felt very important to us to gain this Quality Mark again and so any stress was worth it with the end result. It was helpful to have the feedback and identify areas we could improve. Overall I think it is important for us to be able to showcase our care and hang our certificate up with pride!"

-Ward Manager



How to Get Involved

Please contact the Project Team at the email address below to request further information and a joining form if you are interested in taking part. Data collection lasts 13 weeks (15-16 weeks for community hospitals) and takes place twice a year, starting in September and March.

We also offer Associate Membership, which gives wards access to the patient questionnaire and one other questionnaire of their choice. This is a lower-commitment way to exercise quality improvement methods on your ward prior to undertaking the full Quality Mark.

Quality Mark for Elder-Friendly Hospital Wards
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QUALITY MARK FOR ELDER
FRIENDLY HOSPITAL WARDS



The Quality Mark for Elder-Friendly Hospital Wards





What is the Quality Mark for Elder-Friendly Hospital Wards?

The Quality Mark is a quality improvement programme that promotes and recognises excellence in the care of older people in general hospital wards.

The Quality Mark ensures that:

The care of older people is a priority for the whole hospital

The ward meets the needs of older people and has access to support services

Ward staff deliver care that is adapted to the particular needs of frail, older people

All these elements combine so that older patients report a positive experience of care

Our Approach

The Quality Mark gathers information from many sources to establish whether a ward is 'elder-friendly'. The main source of feedback is patient and carer reports on their experiences of the care provided on the ward. The team also asks staff, ward managers, and senior hospital figures to rate their experiences of working on the ward, the support services available to patients, and the support provided by the hospital to staff. Finally, independent nursing experts train two staff per ward to conduct Person, Interaction, Environment (PIE) observations which enable the ward team to reflect on their approach to working with elderly people.

At the end of data collection, the Quality Mark team produce a detailed report showing areas of achievement as well as suggestions to improve the care offered on the ward. Provided the ward has scored sufficiently highly, these reports are then reviewed by the Award Committee, who decide whether to award the Quality Mark for a 3-year period.

“Engagement of the whole multidisciplinary team is great and represents the delivery of care on the wards involved...this in itself pulls the team together.”
-Ward Manager



Benefits of Participating

Participating wards can demonstrate to older patients a **commitment** to providing them with good quality care

Ward-level **feedback** on a range of key aspects of care quality, including measures of **patient and staff experience**

Identification of problem areas on the ward and development of an **action plan**

Participants can demonstrate to **commissioners and regulators** how patient feedback is used to guide improvements to service delivery

Wards receive a **certificate in recognition of elder-friendly achievement** to display on completion of each stage of the Quality Mark

Participation can also help to evaluate the effectiveness of other local improvement initiatives