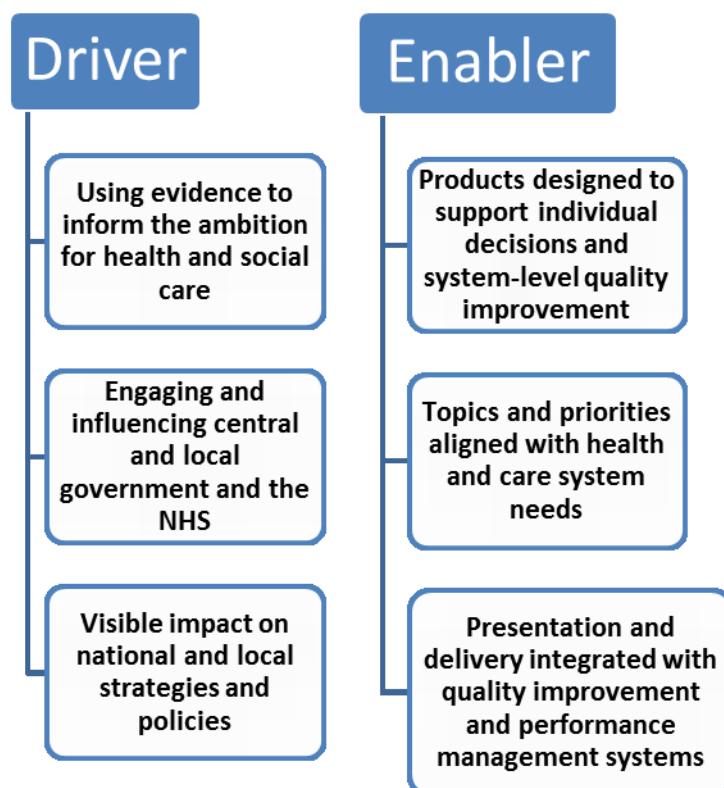


THE NICE IMPLEMENTATION STRATEGY

PRINCIPLES AND APPROACHES

NICE's strategic objectives

NICE's business plan sets a strategic objective for the Institute to "Both drive and enable the design and the effective delivery of services provided by the health and care system. Our knowledge of the evidence for good quality care and outcomes and our ability to convert it into guidance and other forms of information, which those working in both systems can use to improve their decisions, puts us in a unique position to influence the nature and shape of services into the future". This ambition is summarised in the graphic below.



Aim of the implementation strategy

The aim of the implementation strategy is to build on NICE's strategic objective to be both a driver and an enabler, to ensure the effective use of NICE guidance and standards to support local improvement initiatives, to improve outcomes and reduce variation.

Objectives

There are five specific objectives, with associated activities, designed to deliver on the implementation strategy (listed below). These require input from teams across NICE, including guidance producing centres, the communications team, and teams within Health and Social Care. Some are generic ongoing activities, and others are targeted either to audiences or tailored to specific topics or guidance.

1. Produce guidance and standards that are fit for the audienceⁱ needs

- Ensure the topic and scope address relevant issues and priorities
- Involve core audiences in development and consultation
- Produce practical, specific, targeted recommendations
- Include a prominent statement in each piece of guidance to emphasise why it was developed and the case for its implementation.

2. Ensure relevant audiences know about the guidance recommendations

- Communicate new priority areas is needed through multi-media channels at launch, making clear why there is a case for change
- Communicate directly to core audiences on an ongoing basis with relevant information, including new guidance, standards and other relevant initiatives
- Provide ongoing access to all NICE recommendations and standards through the website, in a way that is easy to find and accessible to inform ongoing practice, including shared decision-making, and wider improvement initiatives
- Use third party channels to promote access to relevant recommendations and other information, particularly through syndication (digital) and leaflets and journals (paper).

3. Motivate and encourage improvement

- Set out the general benefits of adopting NICE recommendations in routine materials, including how to access available support, in written materials, via conference contributions and through tailored local engagement
- Position NICE's role in relevant national strategies and initiatives to reinforce the need for evidence-based practice, eg the Five Year Forward View
- Embed relevant NICE recommendations and standards into new priority areas of national activity by working with relevant third parties, including coordinating and attending meetings, eg in relation to the maternity task force, diabetes prevention.
- Motivate individuals to adopt NICE guidance and standards by working with other organisations, in areas relating to:

- Educational and training requirements, eg CPD, exam systems
- Financial benefits and rewards, eg ACCEA (personal), CQUIN (organisational)
- Regulation and related inspection requirements, eg through OfSTED and the CQC
- Measurement through data collection and monitoring systems, eg indicators and audits, and routine information to track the uptake of new technologies
- Patient and third sector organisations, eg through their links and networks.

4. Highlight practical support to improve local capability and opportunity

- Provide access to general information about change management and a suggested process for implementation
- Facilitate local measurement and evaluation against recommendations by supporting access to relevant resources, eg an audit spreadsheet, indicator menus
- Provide information on likely costs and savings of putting new recommendations into practice, making clear the case for change, eg spreadsheets targeted at finance audiences, disinvestment support for commissioners, outline business cases
- Facilitate the availability of support tools, tailored to the audience and the topic, for example by endorsing third party products
- Develop targeted resources to support uptake of new medicines and technologies
- Share local examples of successful initiatives, for example on the NICE website, via third parties and through local contacts.

5. Evaluate impact and uptake

- Regularly review our products to ensure they are fit for purpose
- Regularly review the impact of the implementation strategy, and amend in line with the external environment and new research findings
- Collate and publish information on the impact of NICE's recommendations and the impact of NICE on the system as a whole
- Engage with the research community to stimulate evaluation of significant areas of implementation and improvement science.

Principles

These aims and objectives relate to the following principles that underpin the strategy. NICE will ensure that:

- Guidance and standards are fit for our audiences' needs
- Audiences are aware of our guidance and standards
- Audiences are motivated to make changes and drive improvements
- Practical support is highlighted to support local adoption and implementation
- Impact and uptake is regularly evaluated

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ⁱ Audiences include patients, carers and the public as well as professional audiences, managers and commissioners.