**Vision**

By 2020 data quality assurance will be undertaken in a consistent, efficient and timely manner across all data collection services offering provider organisations and their respective system vendors with explicit and actionable feedback that delivers a demonstrable improvement in data quality at source.

**Priorities**

1. **Establish and embed consistency of DQ processing and reporting across all data collection services**
   - Define DQ processing and reporting best practice as a benchmark for consistency
   - Identify and exploit opportunities to improve consistency across data collection services
   - Develop a single set of DQ rules for core data items
   - Incorporate consistency best practice as a fundamental component of standards / dataset development
   - Incorporate above in Data Quality Assurance Assessment process to monitor compliance

2. **Increase the efficiency of DQ processing across all data collection services and partner organisations**
   - Assess and benchmark DQ processing for all dataset collection services
   - Identify barriers to DQ processing at point of submission and work with data collection teams to resolve
   - Identify and where applicable remove duplication of DQ processing across partner organisations
   - Develop metrics to report on improvements to DQ processing across all data collection services
   - Incorporate above in Data Quality Assurance Assessment process to monitor compliance

3. **Improve the timeliness and quality of DQ reporting back to provider organisations for all data collection services**
   - Define an internal Service Level Agreement (SLA) for reporting DQ issues back to providers
   - Design standardised DQ reports based on provider input for adoption by all data collection services
   - Determine feasibility of a move to near-real time DQ reporting and develop a migration plan
   - Develop metrics to monitor and report on improvements to timeliness of DQ reporting
   - Incorporate above in Data Quality Assurance Assessment process to monitor compliance

4. **Support providers and their system suppliers to continually improve data quality through the provision of actionable feedback**
   - Identify major system suppliers and correlate DQ issues from their respective provider organisations
   - Use the Customer Relationship Management (CRM) system to identify DQ trends / patterns
   - Survey users and their suppliers on how NHS Digital can best engage on data quality issues
   - Establish a forum by which providers and their system suppliers can share / discuss key DQ issues
   - Develop metrics to report on effectiveness of provider / supplier interactions

5. **Leverage the available regulatory & contractual mechanisms of fellow health bodies to influence provider data quality behaviours**
   - Enhance the Data Quality Maturity Index (DQMI) coverage per data collection where appropriate
   - Analyse DQMI data to identify trends and patterns to inform priority areas to apply incentives and levers
   - Develop a wider range of regulatory and contractual levers aimed at improving data quality
   - Develop metrics to report on effectiveness of Incentives and Levers interventions

**Transforming Delivery**

**We will transform the way we work internally on data quality assurance**

- Centralise data quality activity by developing a core team of domain SMEs with explicit data quality responsibilities and objectives
- Establish common working practices for embedded DQ Leads within data collection services
- Establish a Community of Practice (virtual team) to promote the data quality assurance standards relating to consistency, efficiency and timeliness

**We will transform the way we engage with partners, providers and system suppliers**

- Strengthen membership and extend scope and coverage of the Incentives & Levers Programme
- Review existing communication channels and develop new methods of customer engagement with provider organisations on data quality assurance and track through CRM
- Identify and explore engagement opportunities with system suppliers to promote data quality assurance

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**Values**

- People Focussed
- Innovative
- Trustworthy
- Professional