BACKGROUND

The Sentinel Stroke National Audit Programme (SSNAP) is the national stroke registry for England, Wales and Northern Ireland, producing a suite of detailed and bespoke reports every four months. The Public Report is produced as an accompaniment to these complex, data driven reports, providing clinical commentary to contextualise national results and highlight key elements of stroke care that have improved or deteriorated over time.

METHOD

Several meetings were held with clinical leads to ascertain the aims, scope, audience and direction of the report. Engaging visual content including maps and histograms were developed to support key data. Clinical commentary was included throughout by Professor Tony Rudd, National Clinical Director for Stroke in England to reinforce key messages, highlight areas of improvement, stagnation and deterioration.

RESULTS

The report is updated and disseminated every four months, the most recent of which was released in November 2016. It is hosted in a public area of the SSNAP website receiving up to 8,000 downloads in a reporting period. The report is distributed at both national and international conferences, where it proves to be extremely popular with varied audiences and has proved to be an invaluable resource for stroke researchers.

CONCLUSION

A public facing report on stroke care which includes data visualisations and clinical commentary can contextualise clinically focused results, thereby enhancing the reader’s understanding of complex registry data. This approach to public reporting to a wide audience could be adopted in other stroke quality registers.