NED
National Endoscopy Database

The impact of NED on endoscopists
Interview with Maia O'Neill

As part of our National Endoscopy Database (NED) promotional drive, we met with Maia O'Neill – NED service champion for Royal Cornwall Hospitals NHS Trust – to discuss how NED can be used and what inspired her to take on the NED champion role.

Maia is a clinical endoscopist with a nursing background. She has worked in endoscopy for 8 years – with 4 years as a colonoscopist, and a previous role in bowel scope screening. Maia became the NED champion for her trust in June 2025.

The NED service champion is an honorary role that involves acting as the point of contact for NED-related queries from endoscopists within their endoscopy unit, while promoting and encouraging the use of NED. As a NED champion, Maia will be the first to receive NED updates from JAG. She will also have direct communication with the NED team to escalate important enquiries from her trust.

Maia volunteered to become NED champion at her trust due to her passion for data and keen interest in personal development: 'I love data. I find data useful and beautiful.' Maia also comes from an IT background and has naturally found herself supporting many IT projects, with colleagues coming to her for support. With her love of data and strong IT skills, Maia said: 'I thought I could combine those and hopefully then spread the love for NED!'

When asked about how NED can be used, Maia explained that she personally uses NED as a development tool and has seen the impact of NED on her practice. When reviewing her comfort score and polyp detection KPIs, Maia made changes to her practice by completing the retroflexion manoeuvre early in the procedure and using more dynamic position changes. This improved her comfort score and led to a 5% increase in her polyp detection rate. Her colleagues have experienced similar improvements.

'It's all about making changes and then checking the KPIs. That will cement that for you, as the individual, the evidence-based changes you are making actually work in practice.'

We also discussed the recent roll-out of NED APRIQOT at Maia's trust. NED APRIQOT is an automated performance report that uses NED data to evaluate endoscopy performance. It provides feedback on endoscopist and unit-level performance on polyp detection data, which, during the trial phase, improved polyp detection. View the findings from the initial trial. JAG is beginning to roll out this facility to all endoscopists working in JAG-registered centres. Currently, APRIQOT is being piloted by a number of regions before national roll-out. You can find out more about NED APRIQOT via our FAQS.

Maia expressed her interest in the reports: 'NED APRIQOT is absolutely wonderful; I just can't praise it enough'. She explained that NED helped to contextualise the studies on Buscopan implementation and that it was rewarding on a personal level to see her improved data. Seeing the graphs 'makes the data more meaningful' and comparing it to trust data, as well as national data, is useful in ensuring that she is delivering effective and high-quality endoscopy. She also highlighted how APRIQOT helps to improve her understanding of her KPIs. Receiving quarterly feedback helps to emphasise how much improvement her changes in practice have brought.

'It's taken the basis of the data that's on NED and it's translated it into a more meaningful set of statistics, particularly with the reassurance that it has been validated. It does encourage the competitive edge as well!'

As a NED service champion, Maia urges new staff and trainees to regularly use NED. She encourages newly qualified endoscopists to work on their quality improvement by referring to the data on NED. Maia also mentioned that although many trusts collect their own data, these data can be overwhelming and unwieldy in comparison to the data shown on NED; 'With the NED website, it's all at our fingertips'. Maia recommends that all endoscopists utilise NED to regularly review their KPIs, so that they can observe changes and inform their practice. She explains how even checking NED once a month is enough to see a change in data that the implementation has made.

As well as being a tool for personal review, NED can be used in a multitude of ways within your organisation. Maia detailed some of the wider ways that NED is used in her trust:

'We also use it as part of our PDRs. When we do personal development reviews, which we do every year, the data can form a part of that discussion and reflection. I just revalidated this morning, so I also used it for my nursing revalidation! There's lots of stuff on there that you can pull out. I pulled out my numbers and did a reflection on them. You can also use the KPIs from NED to self-promote for a job interview, which is really handy.'

Maia believes that the future of NED as a large database could help to inform healthcare decisions, as it is able to identify patterns that smaller research studies may not identify. Maia expressed that she is happy to see that NED is making developments to try to stop the 'gamification of the stats', such as the introduction of the proximal polypectomy rate. Maia expressed that she hopes developments within NED continue to produce more 'finessed' and 'contextualised' statistics, as that will help to restrict the ability to gamify the statistics and ensure high quality data.

'It's the using big data to pick up patterns that we hadn't seen before.'

We thank Maia for taking the time out of her busy schedule to discuss all things NED! If you are interested in becoming a NED champion like Maia, you can find out more about the role and how to apply via the role description.

If you have any questions about the NED programme and wish to get in touch, you can contact us at askjag@rcp.ac.uk