




Champions of Quality Improvement Cohort

Session 3: Engaging Others in QI

April 24, 2024

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Champions for Quality Improvement

The Champions of Quality Improvement Cohort (QI Champions) is an opportunity funded by MT Flex and HQIC programs.

There is a wide spectrum of healthcare quality expertise and interest and with this opportunity we hope to provide support to healthcare staff that are highly skilled and knowledgeable in their role but may be less familiar with the workings of quality improvement. This opportunity includes education and discussion to help in developing hospital-wide competency in QI methods.



Image Source: <https://khn.org/news/article/montana-hospital-pricing-public-employees/>



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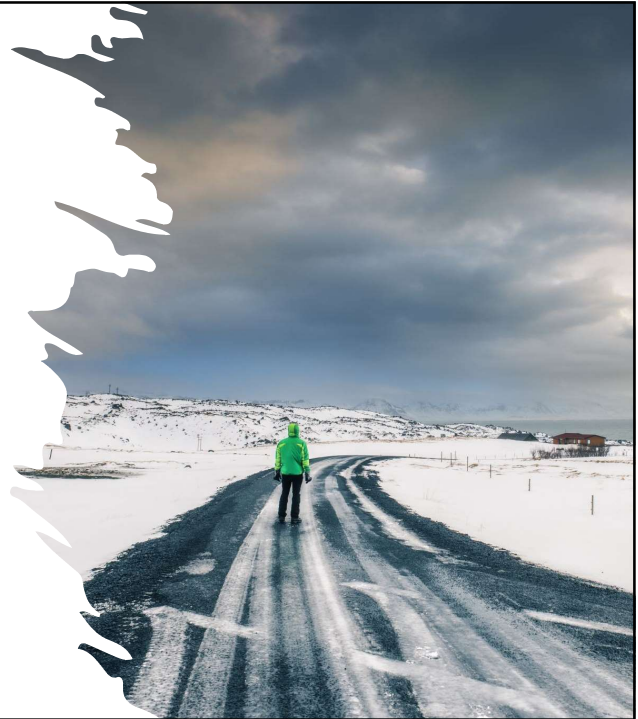
Participants

Participant Organizations:

- Barrett Hospital & Healthcare
- Billings Clinic Broadwater
- Bozeman Health
- Central Montana Medical Center
- Community Hospital of Anaconda
- Dahl Memorial Hospital Association
- Garfield County Health Center
- Great Falls Hospital & Clinic
- Livingston HealthCare
- Logan Health
- Logan Health – Cut Bank
- Logan Health - Shelby
- Logan Health - Conrad
- Logan Health - Whitefish
- Madison Valley Manor
- Madison Valley Medical Center
- Memorial Hospital of Carbon County
- Montana Mental Health Nursing Care Center
- Pioneer Medical Center
- Shodair Children’s Hospital
- Sidney Health Center
- St. Peter’s Health
- Stillwater Billings Clinic
- The Ivy at Deer Lodge
- Tobacco Roots Mountain Care Center
- Wheatland Memorial Healthcare



When it comes to quality improvement, do you ever feel 'out there on your own?'





- At my hospital, "quality" is:
 - 1) A department
 - 2) Owned by every single person who works here

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Quality can't be a solo performance

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How can we
get others
'hooked' on
quality?



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Enter response in chat box

- I can think of a quality improvement project I'd love to see led by our front-line staff
 - Yes
 - No

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What does a Quality Leader need to *have or do* to engage others?

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The 4 roots of engagement

Something BIG

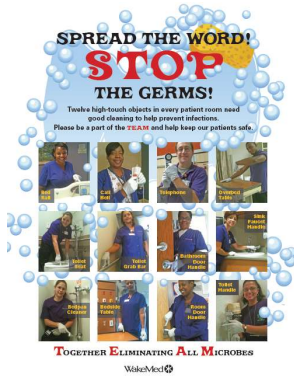
Meaningful journey

Belonging

"I" make a difference

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Example



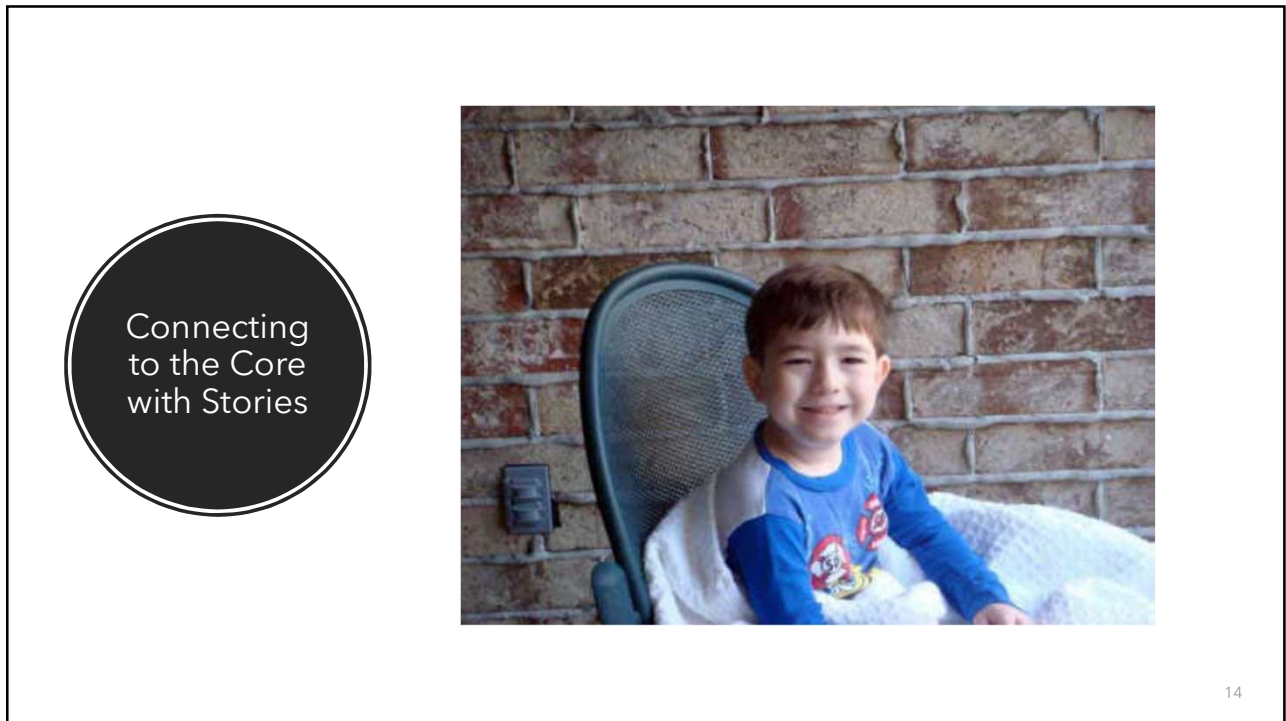
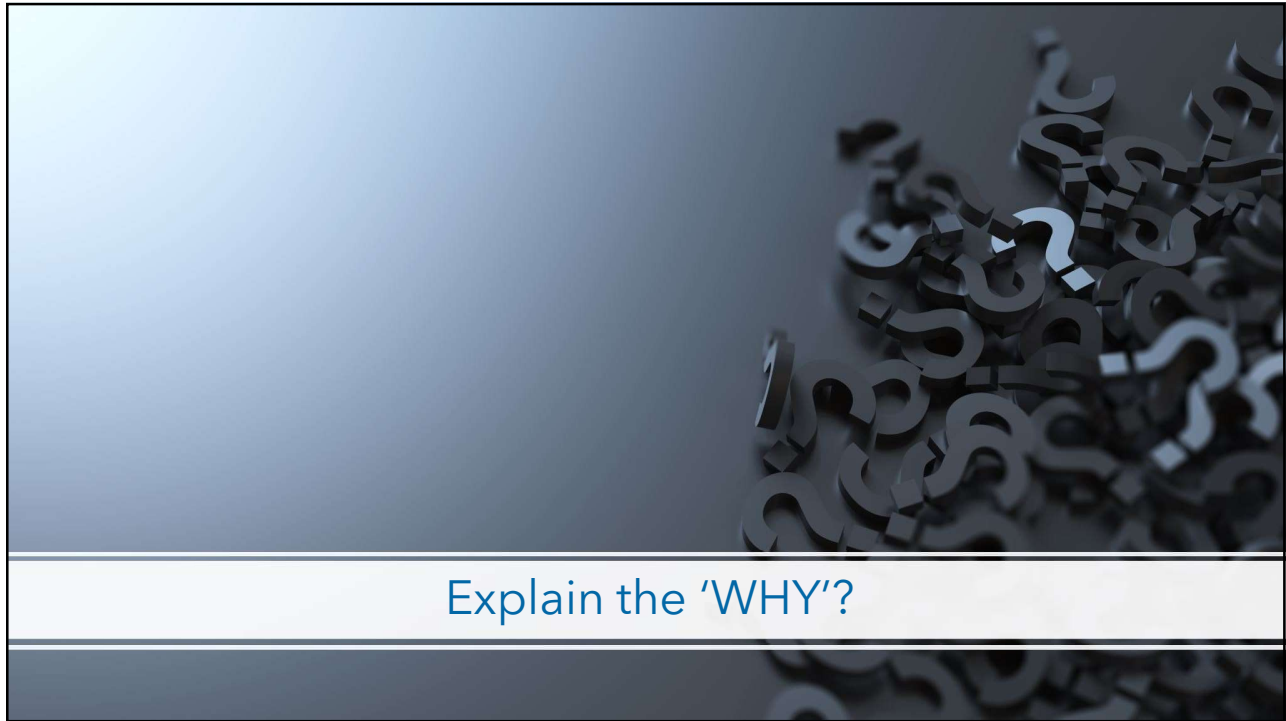
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Connect to
the core

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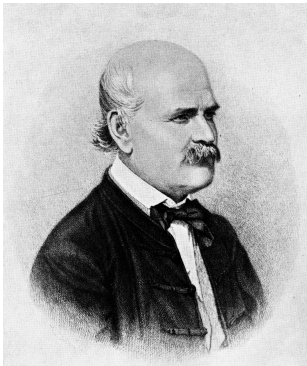





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What kind of influence did two hand hygiene pioneers have?

Ignaz Semmelweis



Florence Nightingale



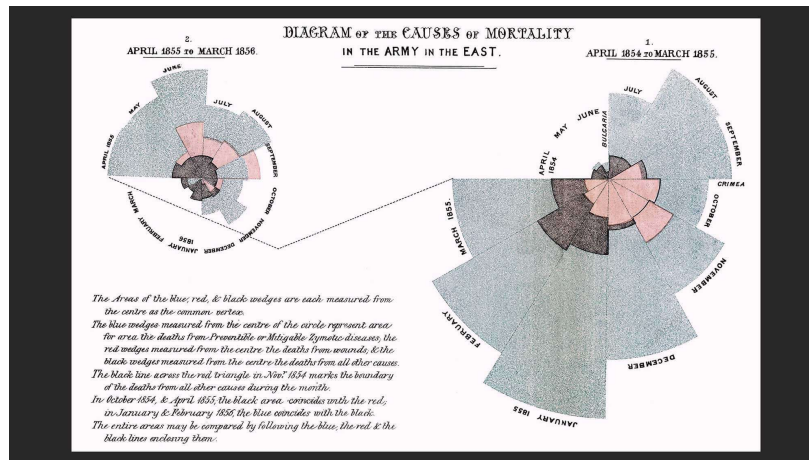
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Ignaz Semmelweis Discovery

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Florence Nightingale Discovery



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“Traditional” Signs

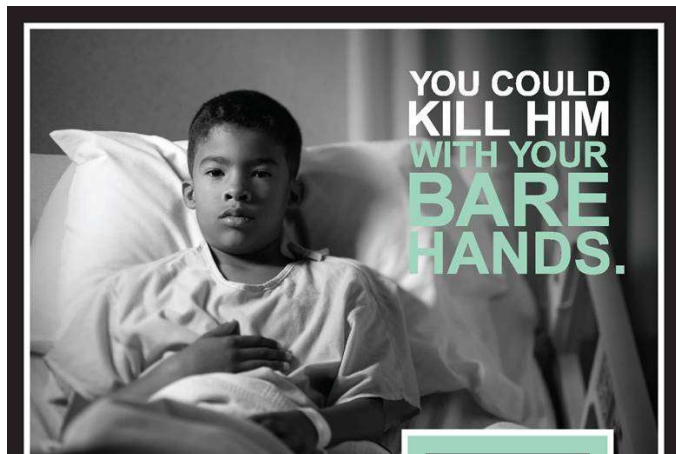
Your 5 Moments for Hand Hygiene

1	BEFORE TOUCHING A PATIENT	Wash your hands before touching a patient when providing care.
2	BEFORE A PROCEDURE	Wash your hands before any procedure, including aseptic technique.
3	AFTER BODY FLUID EXPOSURE	Wash your hands immediately after any exposure to body fluids, such as blood or vomit.
4	AFTER TOUCHING A PATIENT	Wash your hands after touching a patient and after providing care, such as taking a patient's vital signs.
5	AFTER TOUCHING PATIENT SURROUNDINGS	Wash your hands after touching an object or surface in the patient's immediate surroundings, such as the bed frame or bedside table.

World Health Organization | Patient Safety | SAVE LIVES | Clean Your Hands



Emotional Signs



Coronavirus prevention:



Wash your hands like you just chopped a jalapeño pepper and need to take your contacts out.

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Do signs change behavior?



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Do fun and creative approaches influence?



Thanks to Elkhart Health, IN



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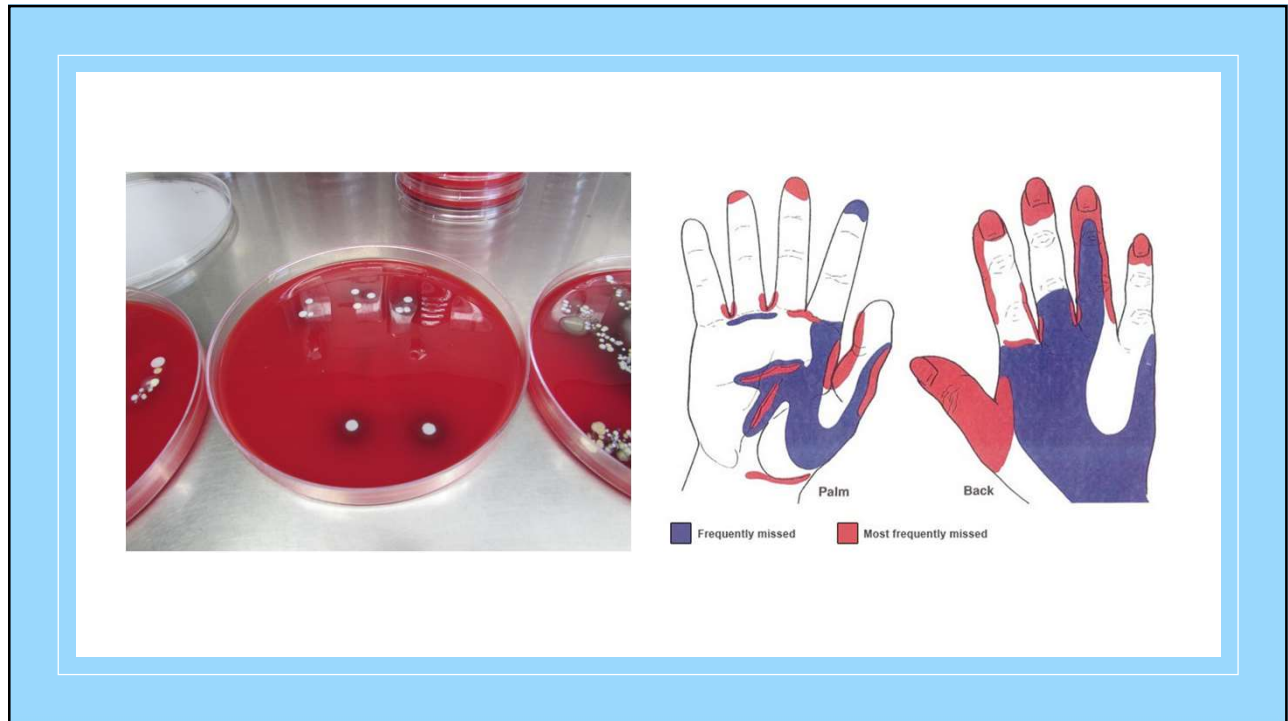


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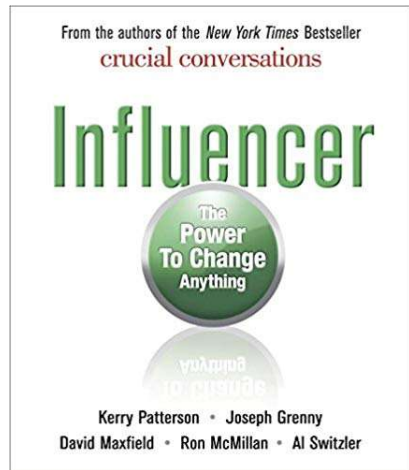
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Hand Hygiene Observations

The slide features the title 'Hand Hygiene Observations' in a large, dark blue font. To the right of the title are two circular illustrations. The lower one shows a person in a white lab coat writing on a clipboard with a yellow pencil. The upper one shows a close-up of a blue circuit board.

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What can we learn from others?

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Delancey Street: vital behaviors to drive change

- Take responsibility for someone else's success
- Demand that everyone confronts everyone else about every single violation
 - Speak up to people who are breaking the rules, drifting off, becoming verbally aggressive, and otherwise behaving badly



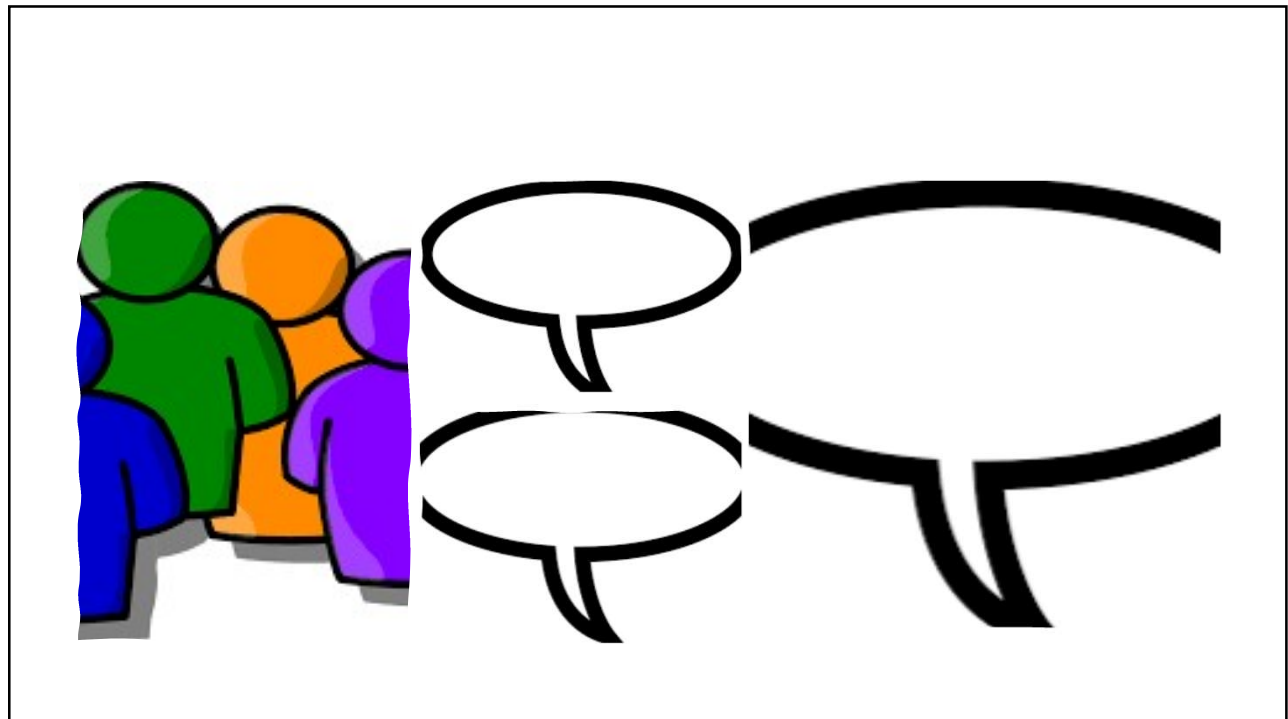
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How do we move from 'measure' to 'measure-vention'?

See something, say something

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Some Examples



All hands-on deck



Dr. Hands is on the phone for you



Do you need a hand?



Touchdown/fumble



High five



SOAP UP



Gel-in



What the Gel?!?!?

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Another vital behavior: praise rather than punishment

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Reward the positive and do it publicly

- Small 'business' cards
- "Thanks for being a life saver" on one side
- "Your Infection Prevention Team" on the other
- Sign name



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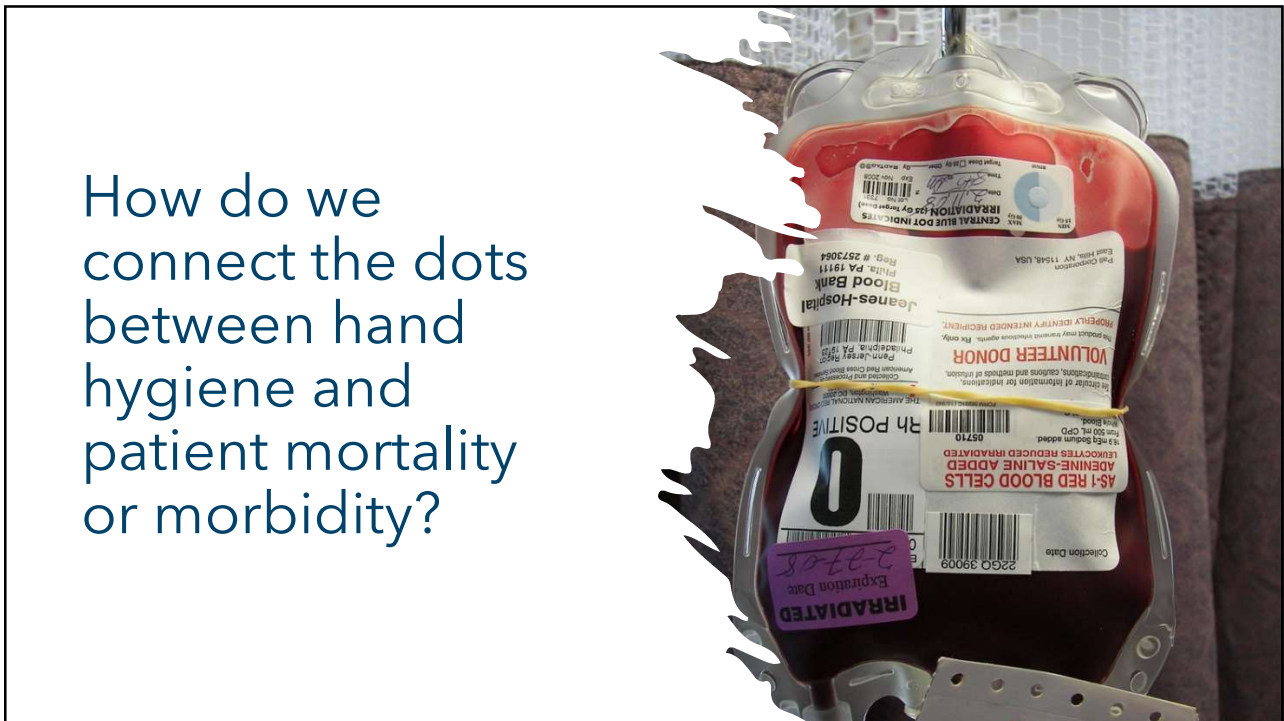
Six Sources of Influence

	Motivation	Ability
Personal	<p><i>Do they want to engage in the behavior?</i></p> <p>Make the undesirable, desirable</p>	<p><i>Do they have the right skills and strengths to do the right thing?</i></p> <p>Help them surpass their limits</p>
Social	<p><i>Are other people encouraging or discouraging behaviors?</i></p> <p>Harness peer pressure</p>	<p><i>Do others provide the help, information and resources required?</i></p> <p>Find strength in numbers</p>
Structural	<p><i>Are systems rewarding the right behavior and discouraging the wrong ones?</i></p> <p>Design rewards and demand accountability</p>	<p><i>Are there systems that keep people in place and on progress?</i></p> <p>Change the environment</p>

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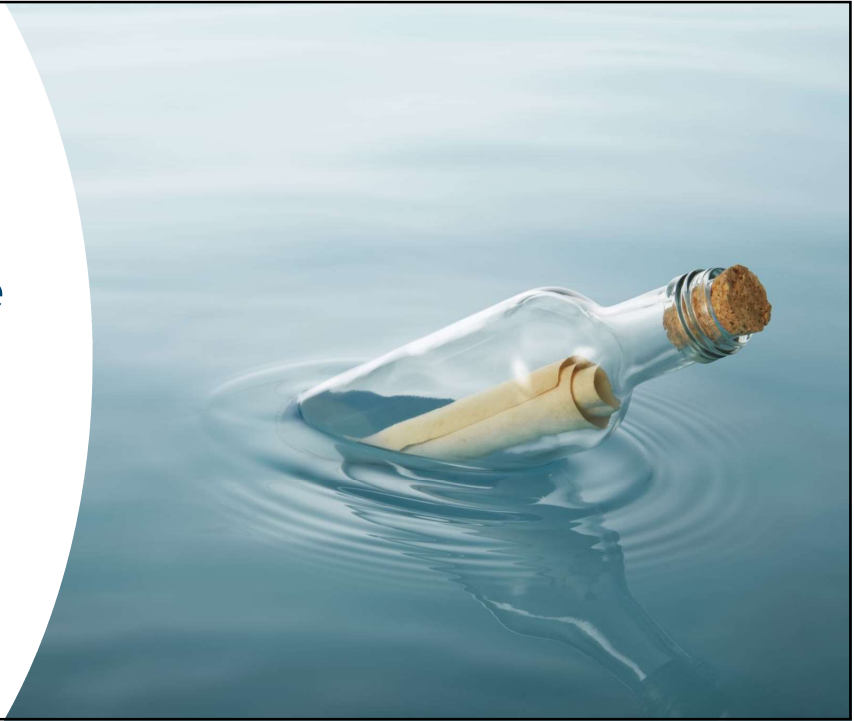


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Customize
your message
and make it
memorable



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Simple
Unexpected
Concrete
Credible
Emootional
Stories

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Because the messenger matters

Dr. Arjun Srinivasan	You
	

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Change
doesn't
come easy
for everyone

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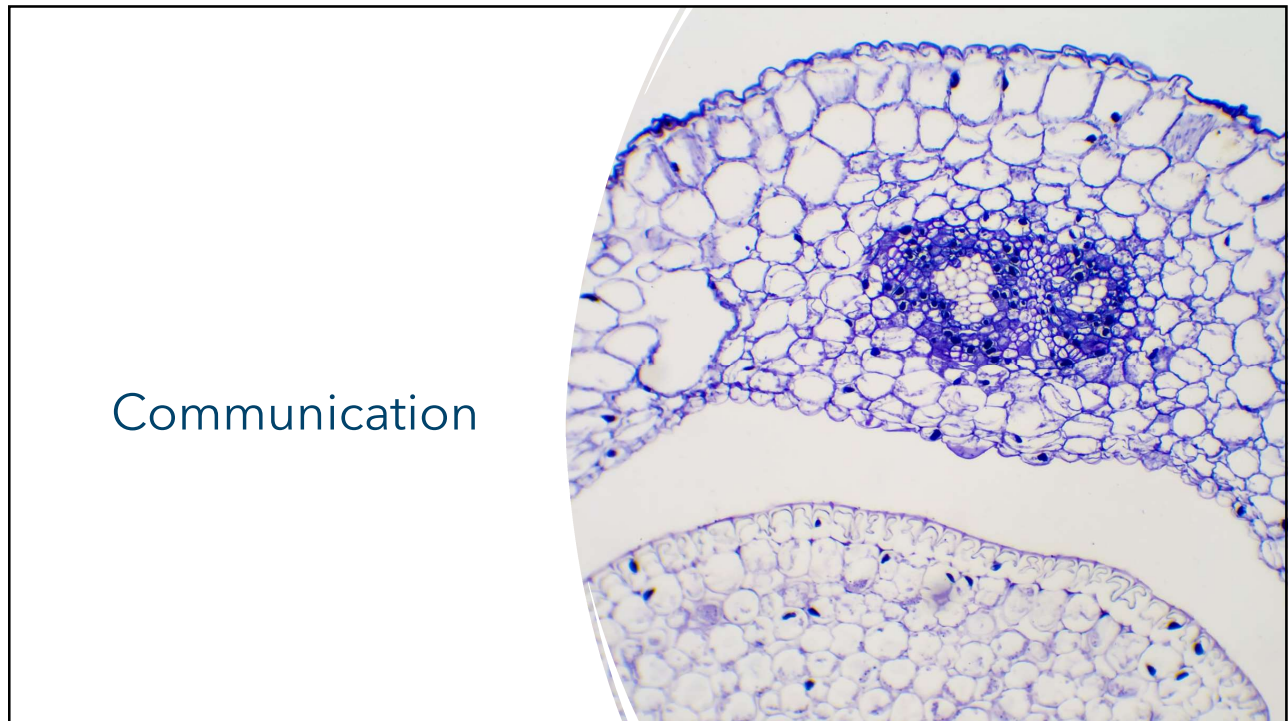
How to change
things when
change is hard

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Elephant,
Rider, Path
Connection

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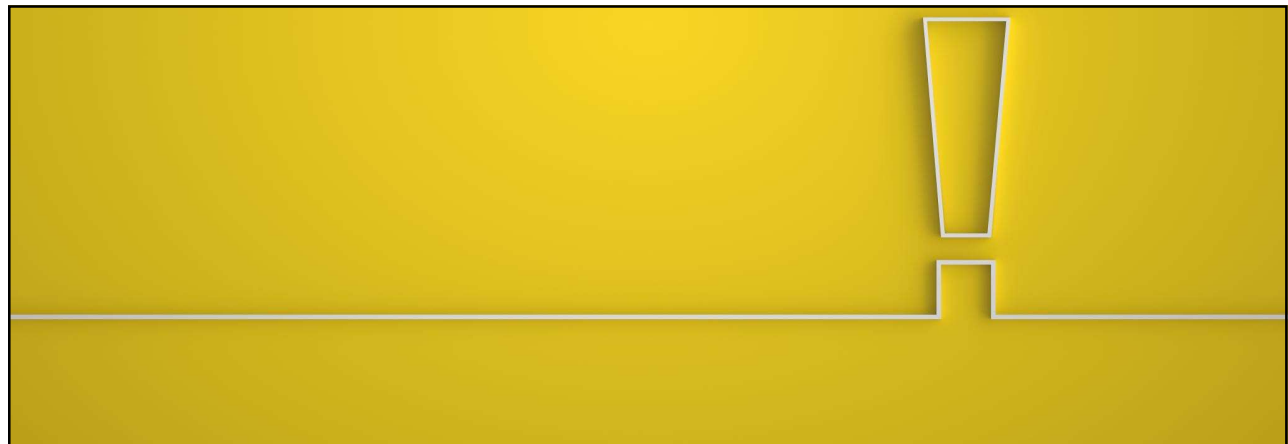
Communication

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Jot down your percentages

- When I am at work, what percentage of my daily communication with others is:
 - Face-to-face (in person)
 - Email/text/other written word
 - Telephone
 - Web-based (e.g., Zoom)

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When trying to influence, what carries the most weight?

- Words
- Tone of voice
- Body language

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Contact

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