

Physician Engagement Self-diagnostic Tool

Step 1: Each member on the Quality Improvement (QI) team should individually complete this tool.

1) The QI team includes at least one unit physician.	YES	NO
2) Physicians on our QI team are considered opinion leader(s) among physicians on our unit.	YES	NO
3) Other physician opinion leaders on the unit are strongly supportive of this program.	YES	NO
4) Physicians on the unit express the need for this program.	YES	NO
5) I hear Physicians on the unit openly endorse the program without prompting.	YES	NO
6) Physicians on the unit actively agree when we discuss the need for this program.	YES	NO
7) Physicians on the unit will at least comply with this program.	YES	NO
8) The QI team has announced (in writing /verbally) that we value and need physician involvement for a successful project.	YES	NO
9) Senior leadership has announced that it seeks, and will actively support, physician involvement in this project.	YES	NO
10) Our QI team has expressed a compelling vision for the future that acknowledges the pivotal role of physicians (and all unit staff) in improved safety, teamwork and communication on our unit.	YES	NO

Step 2. Consolidate the responses

- A) Count the total number of surveys returned.
- B) For each question, count the number of “YES” responses.
- C) For each question, determine the “Percentage answering YES.”

$\% \text{ answering "YES"} = \frac{\# \text{ of YES responses}}{\# \text{ of completed surveys}} \times 100$

- D) If several questions (e.g. 5+) have a “Percentage Answering YES” equal to or lower than 50%, you *may* experience low physician engagement in the On the CUSP: Stop BSI program.

Step 3. The QI team should discuss the results and brainstorm ideas to improve physician engagement

It is best to have this discussion with some physicians present! Include everyone, especially the naysayers if you can-- they can help reveal barriers to the program.

Some questions to get the discussion started:

- 1) Have we done all we can to be sure physicians are *aware* of this project?
- 2) What do physicians on our unit really care about? Can one generalize across physicians or is there a lot of variation? Is it different from, or the same as, other non-physician personnel on our unit?
- 3) How can we tap into what physicians really care about? How can we demonstrate that aspects of this project support those interests?
- 4) What do physicians stand to potentially lose (or perceive they might lose) from participating in the project? How is it different for different people? Can we minimize these potential losses?
- 5) Have we adequately emphasized the need for the project? When we emphasize the need have we tailored the message to what physicians care most about?
- 6) Have we done all we can to create benefits for physicians to actively engage in the project? How can our executive partner potentially help with this? Others within the hospital? External players (newspapers, medical societies)?
- 7) Are there systematic barriers to physicians being actively engaged in the project? Are there any ways to remove or minimize these barriers?