




Beyond accreditation: the benefits of surveying

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Dublin 2009 - Designing for Quality
11– 14 October 2009, Dublin, Ireland

Outline

1. Research context
2. Significance of the issue
3. Study objective
4. Method
5. Results
6. Discussion
7. Conclusion





1. Research context

- Australian Institute of Health Innovation
- Centre for Clinical Governance Research in Health (CCGR)
- Australian Network for the Evaluation of Accreditation Standards in Healthcare (NEASH)





1. Research context - AIHI

The Australian Institute of Health Innovation's Mission

Our mission is to enhance local, institutional and international health system decision-making through evidence; and use systems sciences and translational approaches to provide innovative, evidence-based solutions to specified health care delivery problems.

<http://www.med.unsw.edu.au/medweb.nsf/page/IHI>






1. Research context: CCGR

The Centre for Clinical Governance Research undertakes strategic research, evaluations and research-based projects of national and international standing with a core interest to investigate health sector issues of policy, culture, systems, governance and leadership.


<http://www.med.unsw.edu.au/medweb.nsf/page/ClinGov>About>






1. Research context - NEASH Team

| | |
|--|------------------------------|
| • Professor Jeffrey Braithwaite | • Ms Maureen Robinson |
| • Dr David Greenfield | • Ms Judith Lancaster |
| • Dr Marjorie Pawsey | • Ms Joanne Travaglia |
| • Professor Johanna Westbrook | • Mr Brian Johnson |
| • Professor Bill Runciman | • Dr Desmond Yen |
| • Professor Sally Redman | • Ms Lena Low |
| • Professor Robert Gibberd | • Ms Heather McDonald |
| • Conjoint A/Professor Mary Westbrook | • Ms Darlene Hennessey |
| • Dr Justine Naylor | • Mrs Margaret Jackson |
| • Ms Sally Nathan | • Mr Angus Corbett |
| | • Ms Betty Johnson |
| | • Mr John Clark |





1. Research context - NEASH Team

- ACHS staff
- ACHS surveyors
- ACHS member organisations
- Consumer Reference Group
- Ramsay Health Care
- Research funded by the Australian Research Council Linkage funding scheme (project number LP0560737)



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2. Significance of the issue

- Accreditation programs world wide rely on external surveyors
- yet we know little about the professionals who are the surveyors or what benefits flow from the activity of surveying



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3. Study objective

This research aim was to collect data to:

Identify the extent to which surveying experience provides utility for organisations with professional staff who undertake it as a secondary professional activity.



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3. Study objective

This research data was used to:

1. Identify the range of benefits associated with accreditation surveying
2. Investigate the value of surveying experience to those who pursue it as a secondary professional activity
3. Evaluate the potential benefits for organisations with surveyors on staff
4. Examine the extent to which the knowledge acquired by surveyors benefits other colleagues in the socio-professional network experience
5. Explore the potential for surveying to create learning assets for the organisations in which they are employed



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4. Method

The study comprised:

- Three qualitative case studies
- Subject participants were three senior executives from area health services in Australia who undertake surveying as a secondary professional activity
- Network participants were colleagues of each respective subject participant
- Data was analysed from semi-structured interviews with a total of 63 participants.



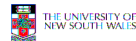
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5. Results

The benefits from surveying as a secondary professional activity fall into four categories identified from the data as corresponding with those associated with service-learning

1. Exposure to new methods and innovations in quality improvement
2. Provides for engagement in a unique form of ongoing learning about quality improvement initiatives
3. Builds skills which contribute to the enhancement of quality within the organisations in which surveyors are regularly employed
4. Provides opportunities for wider contributions to public health beyond the organisations in which the subject participants are regularly employed



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5. Results

| Benefits - Category 1 | Participant 2 |
|---|---|
| Exposure to new methods and innovations in quality improvement | "I would say absolutely that the experience gained from being a surveyor is directly useful because it allows for one to develop a deep understanding of what is being done in other organisations and to speak with authority about it." |



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5. Results

| Benefits - Category 2 | Participant 3 |
|---|--|
| Provides for engagement in a unique form of ongoing learning about quality improvement initiatives | "I suppose the main contribution surveying allows me to make, as well as knowing the standards, is knowing we meet them or at least how to get there." |



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5. Results

| Benefits - Category 3 | Participant 1 |
|--|---|
| Builds skills that contribute to the enhancement of quality | "Surveyors themselves, by their characteristics, are often sought out as mentors. I think my colleagues believe the surveyors influence the process of accreditation within the organisation. They often seek my advice about interpretation and things like that." |

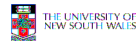


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5. Results

| Benefits - Category 4 | Participant 1 |
|--|---|
| Provides opportunities for wider contributions to the public health system. | "The main thing is that surveying is all part of that concept of service. If we're part of the whole health system and our job is to try and make it better then one of our jobs is to participate with helping other organisations with these activities. It's all part of service." |



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6. Discussion

Surveying provides opportunities for professionals who undertake it to:

1. Observe new methods and innovations
2. Develop a practical knowledge base and expand the reach of existing professional skills in unique areas
3. Become informed about changing standards and how they have been implemented in other institutions



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6. Discussion

4. Serve as mentor and linchpin for quality awareness within the socio-professional network
5. Contribute to the enhancement of quality within the larger health care context
6. Play leading roles in steering the overall compliance process in their organisations and the development of a "working smart" organisational culture.



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7. Conclusion

The data produced by this study provide a reference point for understanding the value of surveying

The results highlight

1. That organisations with accreditation surveyors on staff have access to a rich source of organisational learning benefits
2. That this aspect of surveying is not well understood and that the full range of associated benefits remain relatively untapped
3. The need for more research that can lead to an improved use of the resources acquired from surveying



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