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What motivates General Practitioners to engage in accreditation in Denmark?

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Objective

What motivates general practitioners (GP) to engage in accreditation in Denmark


- not mandatory
- no direct economic incentives

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Background

- Two practices in Denmark gained accreditation in 2004 from the HQS accreditation body.
- A steering group decided to describe and evaluate the re-accreditation process. This steering group consists of
 - The Region of Southern Denmark
 - The Danish Institute for Quality and Accreditation in Healthcare (IKAS)
 - the head of the Danish Quality Unit of General Practice
 - representatives from the two general practices (two of the authors Jansen and Johansen).
- The Accreditation body in 2009 is CHKS, which incorporated HQS in 2006.


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Material

Two general practices


- Jansen's practice is a *single handed* practice and employs one nurse.
- The other practice is a collaboration of *four doctors*, and five secretaries, one nurse, one midwife, and three laboratory technicians.

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Methods (1)

- Qualitative study based on semi-structured interviews
 - Three months before external surveys (November 2008 and February 2009).
 - At the external survey
- The interviews were carried out by the *same two observers* from IKAS.
- The interview guide was approved by the steering group.


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Methods (2)

The interview guide contained questions on:

- what motivated the GPs to undergo accreditation again
- what they expected to gain from the accreditation process
- positive and negative aspects of accreditation


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Methods (3)


Standards and criterias:

Covering the whole ISQua-aspects

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Results

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Results (1)


- Ensuring systematic review and overview of all aspects from e.g.
 - management,
 - future development,
 - professional performance
 - staff education
 - buildings
- To ensure "no holes"

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Results (2)


- Development both for the doctors and the practice
- Since the first accreditation the employees had got into the habit of thinking of improving quality, and the re-accreditation supported their efforts
- To maintain high quality standards

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Results (3)


- Benefits for the practice, e.g. in form of *rationalisation* and *standardisation*
- Share the updated knowledge - collaboration
- Economic benefit?

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Results (4)

- Fear of bureaucracy?
- Time consuming?

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Conclusions


- Other factors than compulsion or economic rewards can motivate GP to accreditation
- Benefits to both doctors and their staff
 - Development
 - Reassuring "no holes"
 - Shared updated knowledge
 - Rationalisation
 - Standardisation

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Conclusions


- These motivating aspects are important to include in the information to GPs regarding the implications of participating in an accreditation process.

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Thank you to

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Thank you

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Questions?

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