

Activities to Promote Culture for Mutual Respect between Medical Doctors and Nurses

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INTRODUCTION

Ensuring the quality of healthcare and patient safety requires effective and collaborative communication among healthcare professionals. The Joint Commission(TJC) reports that over 60% of healthcare incidents are related to improper communication among healthcare professionals. The Institute of Medicine(IOM) in the United States also emphasizes that safe and high-quality healthcare services are achievable within an effective 'team-based' communication system.

Numerous studies highlight that communication conflicts not only diminish the quality of life and job satisfaction for healthcare professionals but also lead to a deterioration in the quality of services experienced by patients, potentially causing dissatisfaction.

AIM

In the organizational culture diagnosis at Seoul National University Hospital, the communication scores for both medical doctor and nursing staff were found to be at a very low level. Due to the lack of a precise understanding of the current state or root causes of conflicts between doctors and nurses, it is necessary to assess the communication situation among healthcare professionals accurately.

Developing educational programs, workshops, and other activities is crucial for improving communication culture and enhancing healthcare quality.

METHOD

1. Conducted an Online Survey
 - a survey on communication levels, conflict levels, conflict situations, and communication experiences.
2. Conducted In-Depth Interviews
 - Conducted interviews using open-ended questions related to conflict situations and communication experiences.
3. Development and Implementation of Medical doctor-Nurse Communication Education Program
 - Developed educational materials focusing on the importance of communication among healthcare professionals, sharing survey and interview findings, and presenting desirable conversation methods for common conflict cases.
4. Developed and Conducted Medical doctor-Nurse Communication Workshops
5. Conducted Campaign for Participating Wards in the Workshops

RESULTS

An online survey was conducted targeting all interns, residents, and nurses at Seoul National University Hospital to assess communication and conflict levels, as well as conflict situations. A total of 21.3% (547 individuals) of the medical staff participated. In-depth interviews were conducted with 4 interns, 3 residents, and 5 nurses. The survey and interview results were used to identify keywords related to conflict situations and communication experiences, and to classify conflict factors as the foundation for future activities such as education, workshops, and campaigns.

An emphasis was placed on both knowledge-based aspects (communication status, understanding of tasks in other professions, conflict cases, and desirable dialogue techniques) and attitudinal aspects (the importance of smooth communication, expected effects of effective communication, setting team goals) in developing the communication education program. This program was delivered to 355 medical staff members, achieving a high satisfaction rating of 4.6 out of 5.

Workshops focused on technical aspects (practical application of desirable dialogue techniques, setting practical work agreements) and attitudinal aspects (understanding the importance of smooth communication, understanding the difficulties of tasks) and were conducted for 5 sessions with a total of 19 medical staff including interns, residents, and nurses.

A "promise of mutual respect" was established during workshop activities, and posters were created to promote this commitment, followed by a comprehensive campaign centered around participating wards to foster a culture of respect.

Key Indexes		Objectives		Results
- Online survey response rate	→	- Target: 10% or more of the participants	→	- Out of a total of 2,568 individuals, 547 responded (21.3%)
- Number of interviews conducted for medical doctor/nursing staff	→	- Target: 5 or more interviews per occupation	→	- 7 interviews for medical doctor, 5 interviews for nursing staff
- Organizational culture diagnosis scores for medical doctor/nursing staff communication	→	- Assess scores from 2022 and set goals for future organizational culture diagnosis	→	- Set a goal of a 5% increase in communication-related items in the organizational culture diagnosis in 2024
- Number of participants completing online communication education	→	- Medical Doctors: 20 or more Nurses: 100 or more	→	- 66 Medical doctors and 280 nurses out of 289 completed the course
- Satisfaction with communication education	→	- Average of 3.5 points (out of 5) or above	→	- Interns and nurses scored 4.6 out of 5 on average
- Planning of medical doctor-nurse workshop	→	- Completion of workshop program outline	→	- Completion of the workshop program outline
- Workshop participation rate	→	- Interns: More than 10% of hospital interns - Nurses: Participation exceeding the number of interns - Residents: At least one per workshop session	→	- Interns: Expected 10 participants after completing 5 sessions (6%) - Nurses: Conducted with a 1:3 ratio for the 1st and 2nd sessions (2 interns, 6 nurses) - Residents: One or more participants in each session
- Workshop satisfaction	→	- Average of 3.5 points (out of 5) or above	→	- Satisfaction for the 1st workshop: 4.3 points out of 5 - Satisfaction for the 2nd workshop: 4 points out of 5
- Participation of wards in the intern-nurse communication campaign	→	- Participation from 5 or more wards	→	- Expected participation from 10 wards in the 5th session

CONCLUSIONS

This initiative conducted a survey on communication culture, provided communication education, organized medical doctor-nurse workshops, and carried out campaigns with the aim of enhancing effective and collaborative communication among healthcare professionals for patient safety and quality improvement in healthcare.

The significant aspect lies in incorporating the frequent conflict situations and factors identified into education and workshops, collaborating with education specialists to create meaningful programs.

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