Physicians as Hand Hygiene Champions

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Providence
HEALTH CARE
How you want to be treated.

"Physicians are gentlemen and gentlemen's hands are clean"

~ Dr. Charles Meigs

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Objective

To improve physician hand hygiene adherence by recruiting physicians to become **HH Champions**

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Methods

- Recruitment and physician engagement

- Participation and Qualitative Research
  – Preparation
  – Focus Group

- Continuation of HH audits, physician focused reporting, and physician engagement

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Preparation

- WHO Knowledge and Perception survey

- NEJM Hand hygiene Video

- WHO Technical Ref Manual

Focus Group Questions

- Do you believe HH is important?
- Are you aware of our HH campaigns?
- What can PHC do to improve your adherence to HH?
- Do you think your adherence to HH influences the behavior of others?
- What do you think of the "Ask Me Campaign"

Results

- **103 physicians (11% of active staff members)** from the following medical/surgical specialties completed phase II of the project

Anesthesia	HIV Medicine
Cardiology	Infectious Diseases
CVT Surgery	Nephrology
Critical Care	Neurology
Dermatology	Obstetrics and Gynecology
Emergency Medicine	Ophthalmology
Family and Community Medicine	Orthopedics
General Internal Medicine	Psychiatry
General Surgery	Respirology
Geriatric Medicine	

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Key Findings

- The project has identified physician knowledge gaps and perceived barriers (cognitive, social, structural, organizational) to improved HH

- Physician HH Champions are recognized by their unit as the local experts in removing barriers to HH through their self initiated projects in the domains of: education, human factors engineering and changing social norms/behaviors

- In the fiscal quarter 4 audits (2011), physicians for the first time, did not have lower HH adherence compared to other HCWs

- Sustainability:
  - HH Champions Newsletter
  - Physician HH Champion initiated interventions
  - Quarterly HH audits

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