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The role of stakeholder engagement in quality improvement initiatives in strategic clinical networks: A theory of planned behaviour study

Léora Rabatach, Kent Hecker, Jill M. Norris, Peter M. Sargious and Deborah E. White
University of Calgary, Canada

Worldwide, strategic clinical networks (SCNs) are structures developed to improve patient safety, care quality, and evidence-based practices in healthcare systems. Stakeholder engagement (clinicians, patients, administration, etc.) plays a key role in enhancing quality improvement (QI) initiatives within SCNs; however, little is known about what factors truly influence engagement within these networks. This presentation will focus on which factors were most predictive of stakeholders' intention to engage within networks in a Canadian healthcare setting. Emphasis will be placed on targeted interventions that could be used to enhance and increase engagement in health organizations, and specifically for QI work, in the future.

Biography

Léora Rabatach is a Manager of Communications for the W21C Program at O'Brien Institute for Public Health. She completed her Undergraduate degree in Physical Anthropology at University of Calgary (1999), and Master's degree in Medical Science at University of Calgary's Cumming School of Medicine (2017). Her research focused on, "Measuring stakeholder engagement for quality improvement projects in Strategic Clinical Networks (SCNs) in Alberta, Canada." She has worked in communications and fund development in both public and private sectors for over 16 years, and specializes in: organizational and employee engagement, strategic communications planning, media relations, knowledge management/knowledge translation, ROI/measurement, event planning, web development, copywriting, and editing.

rabatach@ucalgary.ca

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