

Diversity of thinking to elicit culture change within subacute care

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Background

Subacute inpatients currently spend a significant amount of their stay inactive or not engaged in a meaningful and goal focused activity, compromising patient experience and outcomes. There appears to be a perception by staff, patients and significant others that therapy is limited to the time where they have intervention with therapists. Changing this perception whereby the entire inpatient stay is viewed as therapy is a significant challenge, requiring diversity of thought for a system wide approach.

Aims

This presentation will describe a novel way of engaging an external education institution to assist in an awareness program consisting of education, branding and marketing the key message for such a culture change.

Method

A partnership was established between a subacute rehabilitation and aging care service and a University provider for Health Promotion and IT studies. The collaboration fostered an opportunity to develop a diverse and creative approach to the problem identified by the health service whilst providing a real life scenario for health promotion and IT students to address. Students were provided with a brief of the proposed project and the intended aims which included: to increase patients, family and staff awareness/understanding of the benefits and opportunities for goal focused activity participation and also to empower patients to take control of their therapy program.

Results

Four groups of four health promotion students and one IT student completed the project. Multiple examples of education, branding and marketing campaigns were developed by the students and presented as options to use in effort to change work practice and culture.

Discussion

Culture change is challenging and time intensive. Looking at external institutions to assist in the education, marketing and branding create an opportunity for diversity of thought, innovation and new ideas that may improve the success and sustainability of the desired change.