

7 - How to Motivate Physicians to Train in Shared Decision-Making: Exchange on Success Factors und Useful Strategies

Christine Kuch^{1,2}, Pola Hahlweg³, Kai Wehkamp^{1,2,4}, Anja Lindig³, Isabelle Scholl³, Friedemann Geiger^{1,2}

¹University Medical Center Schleswig-Holstein, Project SHARE TO CARE, Kiel, Germany,

²University Medical Center Schleswig-Holstein, Department of Pediatrics I, Kiel, Germany,

³Department of Medical Psychology, University Medical Center Hamburg-Eppendorf, Hamburg, Germany, ⁴University Medical Center Schleswig-Holstein, Department of Internal Medicine I, Kiel, Germany

Background:

One strategy to implement shared decision-making (SDM) in routine clinical practice is to train physicians and other health care professionals (HCPs) in communication skills needed for making shared decisions with their patients. Among others, this strategy is used in two large-scale SDM implementation studies in Germany. The studies take place at the University Hospital of Kiel (850 physicians, every department of the entire hospital, and about 100 nurses of the entire hospital) and the University Medical Center Hamburg-Eppendorf (about 140 physicians and about 200 nurses, 3 departments). The motivation of HCPs to attend training is particularly crucial with regard to the aim of comprehensive implementation.

Aim of the workshop:

To detect success factors and useful strategies to foster HCP's attendance at SDM training. These could relate for example to the training itself (content, duration, methods, setting, etc.), to its organization (scheduling, participants, communication, marketing, project management, multimethod approach etc.), and to the health care organization and the health care system (leadership, resources, cultural factors, incentives, community factors, etc.).

Target audience:

Researchers, trainers, hospital representatives, health care professionals, leaders of implementation projects.

Learning objectives and methods for organizing the workshop:

Methods:

After a short input on success factors from the implementation studies in Kiel and Hamburg, we will collect success stories and good examples within small groups. Afterwards, results will be exchanged in a "facilitated marketplace". Using a "strategy walk", a method incorporating all participants, new approaches to implement these success factors in participants' own health care organization or research project will be developed. We will sum up the workshop by looking at the numerous possibilities we collected and developed.