

1 Understand the barriers to change



Awareness and knowledge

Knowing what needs to change and why is a vital first step.

Motivation

External factors and internal factors can drive motivation and change behaviour.

Acceptance and beliefs

Some healthcare professionals may find it difficult to accept new guidance if it is in conflict with other guidance or their own beliefs.

Skills

Healthcare professionals may need training to develop skills to deliver best practice.

Practicalities

Practical barriers can involve a lack of resources or personnel, or difficulties in establishing service delivery.

Barriers beyond our control – the external environment

The financial and political environment can impact on healthcare professionals' desire, motivation and ability to make changes.

2 Identify the barriers to change



Talk to key individuals

Key individuals have specific understanding of a given situation and have the knowledge, skills and authority to enable them to think around a topic and explore new ideas.

Observe clinical practice in action

Sometimes the best way to assess current clinical practice is by observing individual behaviours and interactions.

Use a questionnaire

A good questionnaire can help you get a clear picture of current practice, knowledge, beliefs, attitudes and behaviours.

Brainstorm

Brainstorming is a way of developing creative solutions to problems.

Run a focus group

Focus groups are a powerful means of evaluating current practice and testing new ideas.

3 Overcome the barriers to change



Educational materials

Educational materials raise awareness of the desired change.

Educational meetings

Conferences, workshops, training courses and lectures are often used to educate healthcare professionals about the latest developments in their field.

Educational outreach visits

Trained individuals visit healthcare professionals in their own practice and offer information, support and instruction in line with current best practice.

Opinion leaders

Opinion leaders use their influence to motivate and inspire healthcare professionals to achieve the best possible care for patients.

Clinical audit and feedback

Clinical audit and feedback involves retrospective reporting of information to individuals or organisations about their practice as part of a drive to improve quality.

Reminder systems

These prompts are designed to reflect best practice and remind healthcare professionals to take or avoid a certain action.

Patient-mediated strategies

Equipped with knowledge about the latest evidence-based practice, patients are more able to influence decisions made during consultations about their care.

4 Make change a reality

Understanding, identifying and overcoming barriers will enable healthcare professionals to successfully implement change.

