CHANGING CULTURE, OVERCOMING SENSITIVITY

Multiprofessional Engagement and Antimicrobial Stewardship

Rob Swallow Consultant Pharmacist, Antimicrobials <u>rob.swallow@york.nhs.uk</u>





- Expert "antimicrobial stewardship" team
 - Trust Board via Drug & Therapeutics
 - Microbiology and Pharmacy
- Challenges
 - Antibiotic prescribing pathways
 - Intravenous +/- oral therapy
 - Treatment review including stopping/changing
- Antimicrobial Strategy and Formularies

YORK APPROACH

- Membership
 - Directorate link clinicians ("Stewards")
 - Microbiology
 - Pharmacy
 - Data manager
- Modus operandi
 - "Traditional" governance
 - Sub-Committee of Drugs & Therapeutics Committee
 - "Modern" proactive (including virtual network)

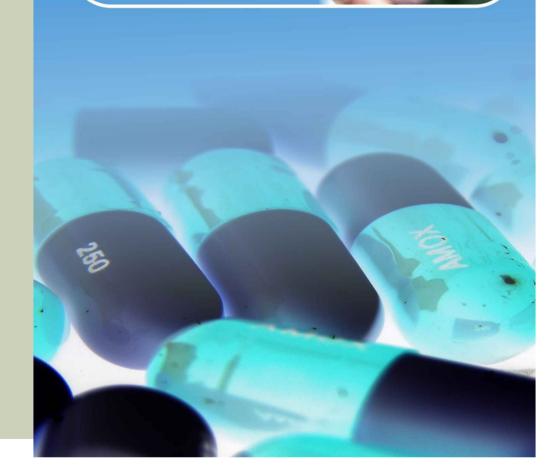


ANTIMICROBIAL STEWARDSHIP



- Narrow Spectrum
- Essential Principles
- No Cephalosporins
- Limit Quinolones
- No Co-Amoxiclav
- Clear guidance
- Simple
- Restrictive
- Facilitatory

Elderly Medicine Antimicrobial Formulary



CLARITY

Define a clear pathway for use of antibiotics which ensures that data on reasons for initiating therapy, regular review during use, consideration of oral switch and use of narrower spectrum agents and appropriate duration of therapy are fully recorded in all patient notes

ELDERLY FORMULARY

<u>Summer</u> 2008

TEAM +

- Elderly Directorate Consultants
- Consultant Microbiologists
- DTC Chair & members
- Respiratory Physicians
 - BTS Guidelines

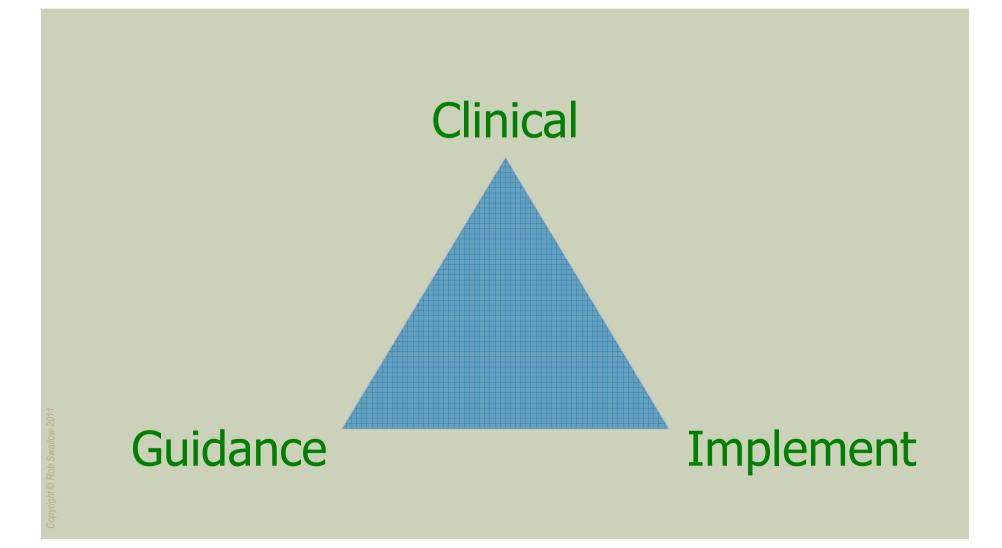
- Gastroenterologists
 - Clostridium difficile
- Nephrologists
 - Aminoglycosides & toxicity
- Consultant Biochemist
 - Renal function monitoring
- ABx Pharmacy Team

TRIANGULATION



ppyright © Rob Swallow 201

ANTIMICROBIAL STEWARDSHIP



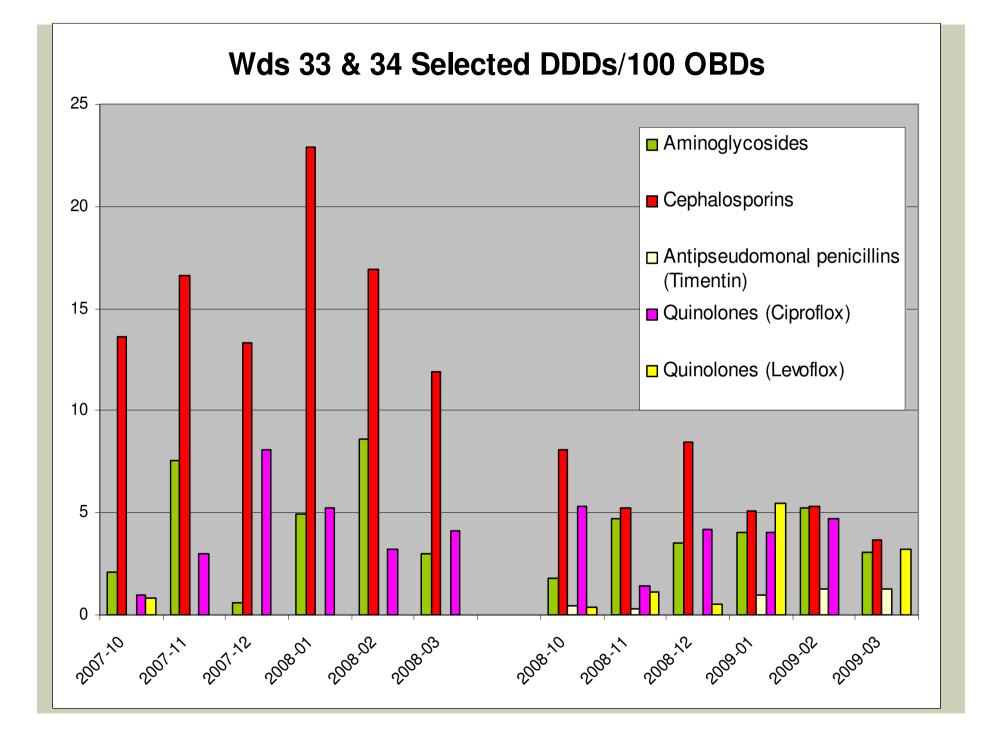
INTEGRATED GOVERNANCE

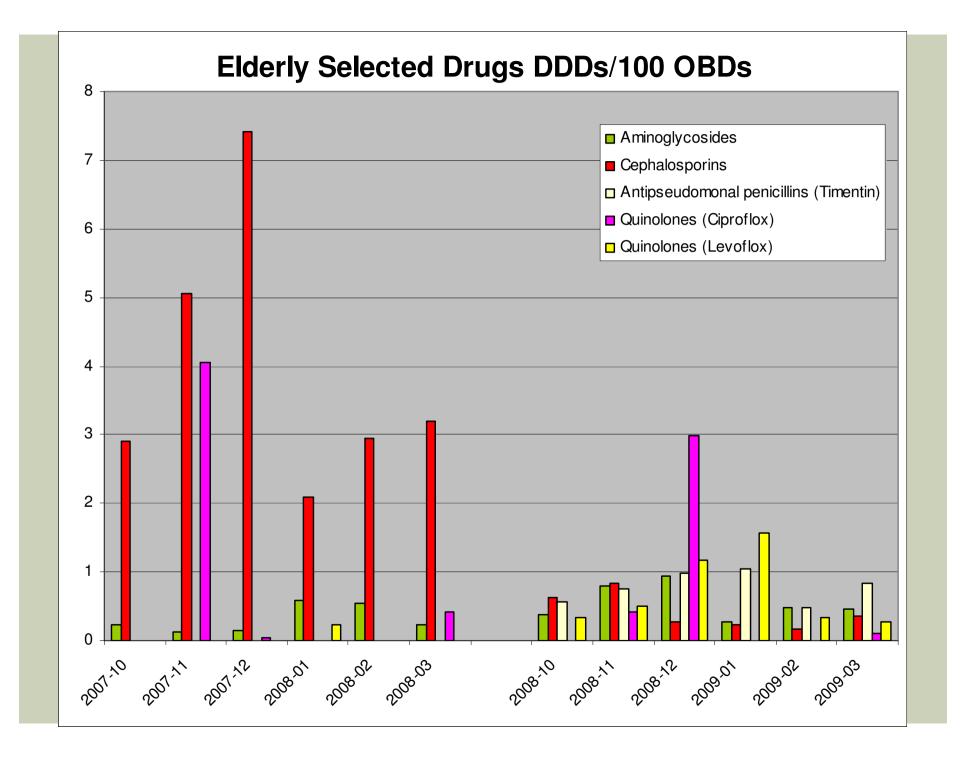
- Clear Pathway Charter
- Gentamicin handbook
- Revised allergy guidance
- I.V. Monographs
- Stock management
- Communication

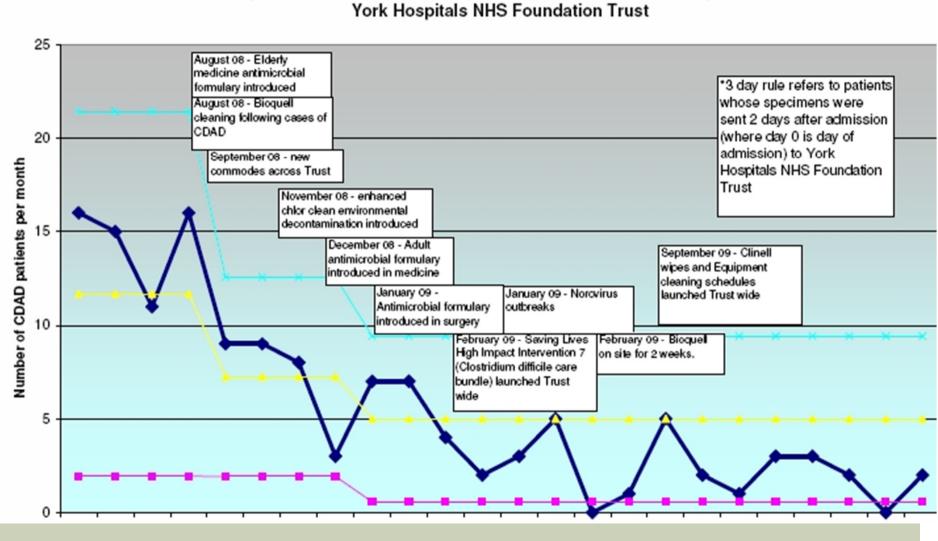


DATA MANAGEMENT

The establishment of measurements is absolutely essential for any initiative that is intended to improve patient care... They should enable and motivate the team involved to understand the extent and nature of the issue and should facilitate the demonstration of progress after the interventions have been introduced.

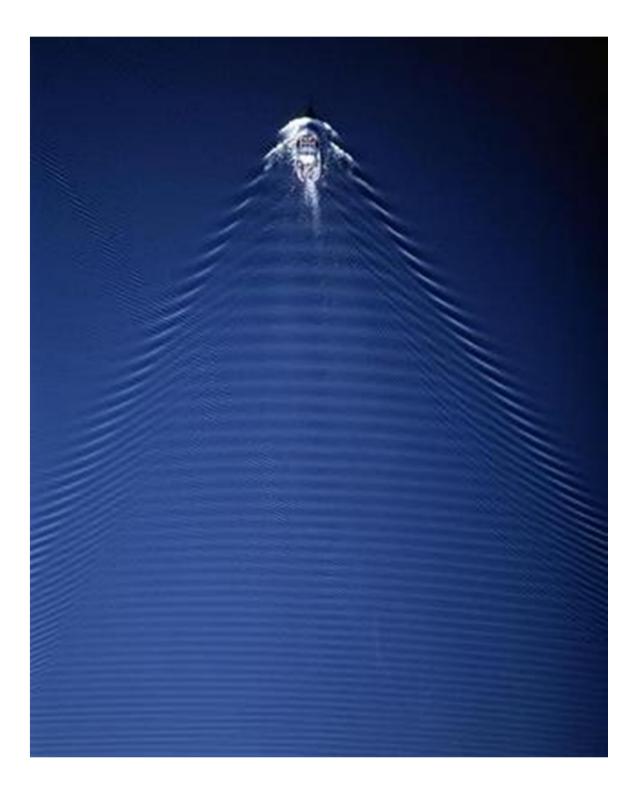






Trustwide monthly Clostridium difficile toxin positive patients (outside 3 day rule*) - from April 08 -





SLIPSTREAM EFFECT

ADULT MEDICAL & SURGICAL FORMULARY

<u>First</u> <u>Edition</u> <u>December</u> <u>2008,</u> <u>February</u> <u>2009</u>

SURGICAL PROPHYLAXIS FORMULARY

Importance of *fully* engaged Directorate Steward(s)

Beyond obvious

- Anaesthetic Steward
- Renal Steward

Joint governance presentations

- General surgical
- Orthopaedic
- Anaesthetics

Location

opyright © Rob Swallow 201

SURGICAL PROPHYLAXIS FORMULARY

<u>First</u> <u>Edition</u> <u>February</u> <u>2010</u>

REFLECTION IN ACTION

[SEE CHRIS ARGYRIS, DONALD SCHÖN]

- Pneumonia especially upgrading therapy
- Influenza adequacy of cover for concurrent CAP
- Pneumonia audit fit for purpose?
- Aminoglycosides
 - "Never be first to use a new drug, never be last to use an old drug..."
 - Facilitating safe prescribing "New" Hartford nomogram

C-diff 027 concern

- Timentin usage & resistance monitoring
- Zero tolerance course length

ADULT MEDICAL & SURGICAL FORMULARY

Fifth Edition July 2010

"EVERYTHING I KNOW, I LEARNT FROM ORGANISATIONS"

Charles Handy [1932 -]



world-famous bestseller

'Charles Handy is a world-class business thinker'

Penguin Books

First publication 1976

Reprints++

4th Edition 1993

7 KEY CONCEPTS

- Motivation
- Roles & Interactions
- Leadership
- Power & Influence
- Workings of groups
- Cultures & structures
- Politics & management of differences

POWER & INFLUENCE

Links individuals with organisations

Lay (unfashionable): Power = Influence...

Charles Handy however:

Influence (active process) separate from the ability to influence, *i.e.* Power which is a *resource*

POWER SOURCE?



EXPERT POWER

Most socially acceptable

Therefore most sought after - and attracts blaggers!

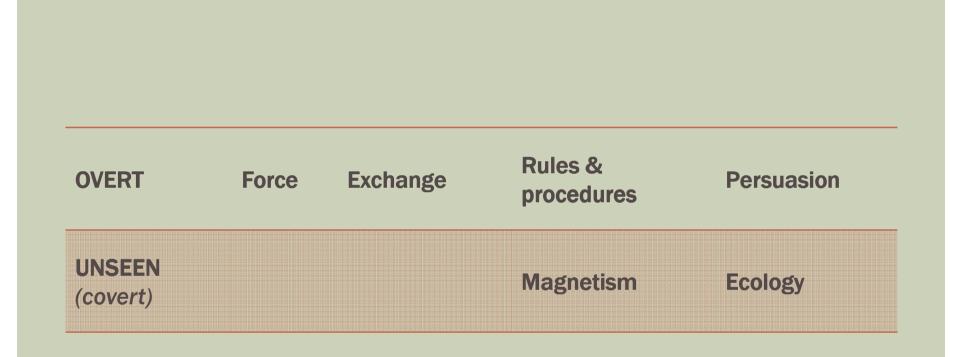
Major (linked) qualifications:

- Can only be given by those over whom it will be exercised
- Cannot exert until expertise is recognised explicitly (or implicitly)

Comparative:

"In the land of the blind, the one-eyed man is king – until he with two eyes comes!"

INFLUENCE METHOD



opyright © Rob Swallow 201

RESPONSE TO INFLUENCE

Compliance

- Agree because "have to", or seen as worthwhile
- Onus always with initiator
- Implication choice or rejection by individuals = chaos
- Short-term quick results BUT high effort to maintain

Identification

- Nice for influencer(s) often when magnetism /personal influence
- BUT low flexibility tightly bound to influencer(s)
- Commando managers"

Internalisation

- Commitment self-maintaining and independent of influence source
- If truly desired, must be no pressure to accept influence[?]

ATTITUDE CHANGE

- Dissonance Theory (Festinger 1956)
 - Useful framework to understand attitude change
 - Familiarity in lay (e.g. marketing) & professional (e.g. negotiation)

"When two cognitive inputs to our mental processes are out of line, are dissonant, we experience psychological discomfort"



RESPONSE TO DISSONANCE

- **1.** Accept new evidence change views or behaviour
 - but can create dissonance as to why original view was held
 - Group majority accept minority accept (or leave)

2. Downgrade source of dissonant or discrepant information

- If dissonant information not highly regarded, dissonance is low and attitude not changed (even perversely reinforced)
- Group majority do <u>not</u> accept minority who <u>do</u> accept either fall in line, remain and seen as somewhat maverick - or leave
- Group becomes even more self-sufficient and very resistant
- Common strategy = separation, even to extent of seeking non-dissident information - "Evidence"...

SURGERY: BI-PHASIC IMPLEMENTATION

Phase One

- Agreeing support
- Recognising risk
- Evidence
- Use it

Phase Two

- Emerging concerns
- Uncovering risk
- Investigation
- Evidence including case-based
- Clinical engagement

GENERAL SURGEONS

- Surgical site and wound infections
- Deep examination beyond email "cluster bombing"!
- Demonstrating serious intent
- Practical solutions especially perceived gaps in cover (G+ve)
- "Real-time" patient review, ward interventions
- Weekly Grand Round
- AST adoption of changes
 - Logistics
 - Hardcopy & digital dilemma++

OBSTETRICS & GYNAECOLOGY

Real and valid clinical & litigation sensitivity

- Separating the issues
- Confronting individuals' (group's?) comfort zone
- Demand for evidence
 - In-depth review of sources systematic reviews, learned bodies ++
- Email
 - Dissonance to dialogue
- Face-to-face meeting
 - Agreed work plan sourcing evidence
 - Email follow-up
- Face-to-face meeting
 - Agreed solution or is it...?

EVIDENCE

- Evidence-based Medicine: How to practice and teach EBM David Sackett et al (2000) London, Churchill Livingstone ISBN: 0443062404
- Clinical situation A in possession of necessary knowledge:
- Reinforces mental & emotional responses
 - = Cognitive *Resonance*
 - Rapid decisions, feeling of achievement++
- Clinical situation B do <u>not</u> have necessary knowledge:
- Mental & emotional responses in disarray
 - = Cognitive **Dissonance**...
 - Negative response hide, argue, refute need
 - Positive response open to learning, realign understanding

VASCULAR SURGERY

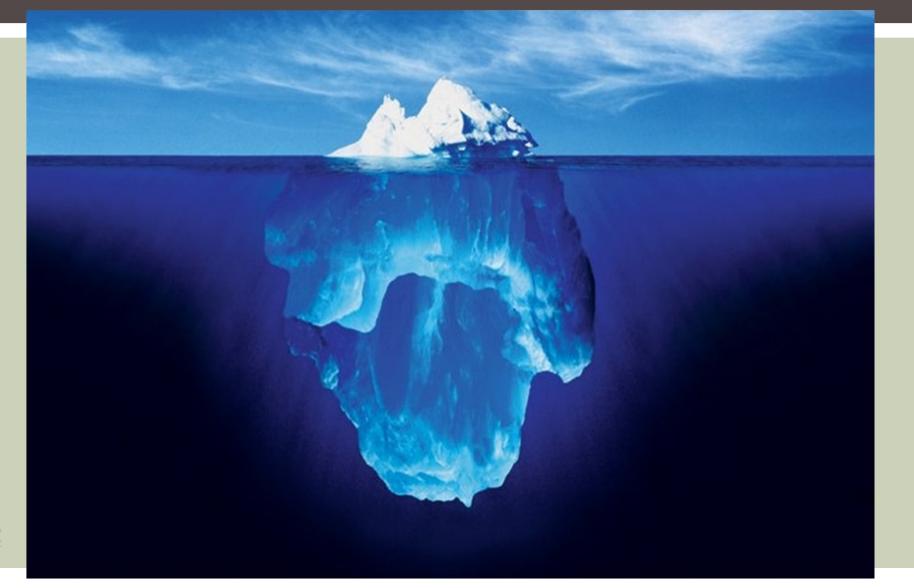
Staunch supporters

- Emerging specific concerns
- Abdominal Aortic Aneurysm (AAA) open repairs and endovascular stent repairs (EVAR)
- Wake-up call: clinical ward pharmacist challenge...
 - Concern for renal function protection
 - Synergy from nephrotoxic contrast Real? Theoretical?
- Collaborative "solution"
 - Case reviews
 - Designing appropriate cover

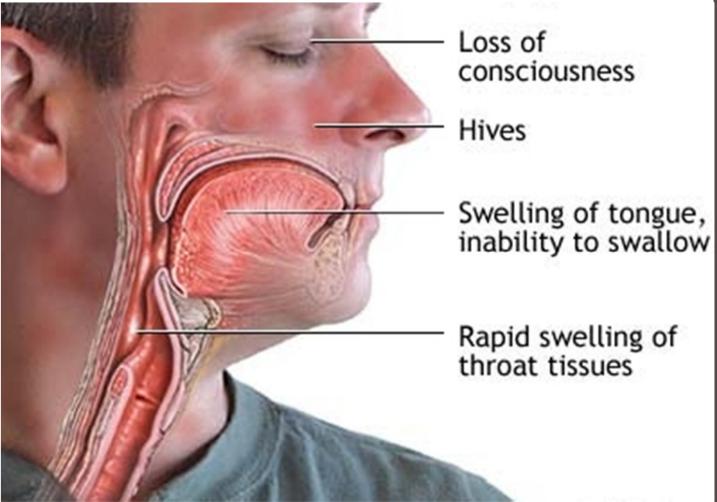
SURGICAL PROPHYLAXIS FORMULARY

<u>Version 2</u> <u>Summer</u> <u>2011</u>

BENEATH THE SURFACE

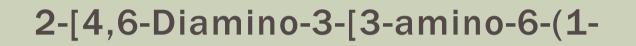






ALLERGY



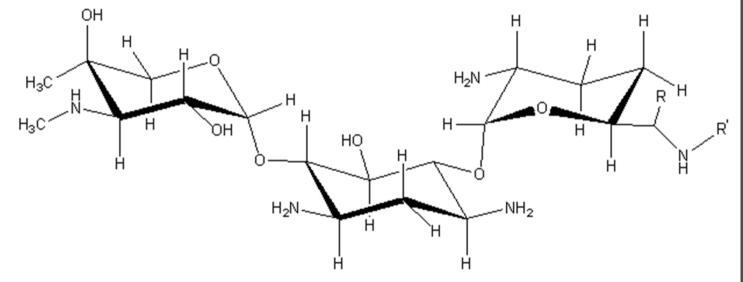


methylaminoethyl)oxan-2-yl]oxy-2-

hydroxycyclohexyl]oxy-5-methyl-4-

methylaminooxane-3,5-diol

ENTAMICIN (5



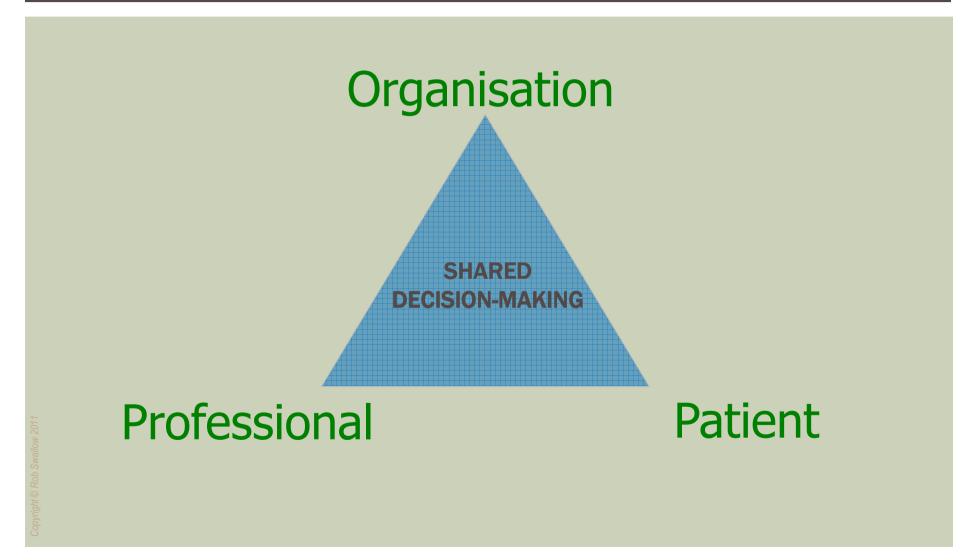
Copyright © Rob Swallow 2011

TRIANGULATION



ppyright © Rob Swallow 201

[NEAR] FUTURE





UNCHARTED WATERS



Copyright © Rob Swallow 2011