

OPENING DOORS

Insights into engaging senior staff and policy makers

Origins of the concept:

- Schwartz Rounds started at Imperial in June 2015.
- We operate across five distinct hospital sites in West London, building connections and engagement has been a challenge we have approached persistently and creatively: so far, over 2000 attendances.
- We gained an understanding and appreciation that Schwartz Rounds are experiential – presentations alone cannot convey their value.
- **Paradoxically**, senior staff who have power to enable other staff to attend often are most constrained in their own schedules.
- Previously, we knocked on doors to encourage staff involvement, but lights stayed off and senior members of the team did not answer.

How do we enable senior staff to experience the value of Schwartz Rounds and champion them?

- We keep politely knocking on doors... Can we be ready when they open the door?
- We have been actively pursuing any emerging opportunities / enquiries, e.g. educational, staff engagement events, Paediatric Serious Incidents Grand Round
- Through this, we've been learning how to embed Rounds within existing events, thereby reaching more diverse staff groups while maintaining integrity and staying true to process.

Our doorbell rings...

Charing Cross Open Day

- Call from Communications regarding a staff engagement event in 3 weeks: there is a CEO special briefing onsite; can we do a Schwartz Round?
- We negotiated to ensure Schwartz round process is protected; topic, panel, timings, lunch, feedback, audience in-out

Result:

CEO attended as a member of the audience

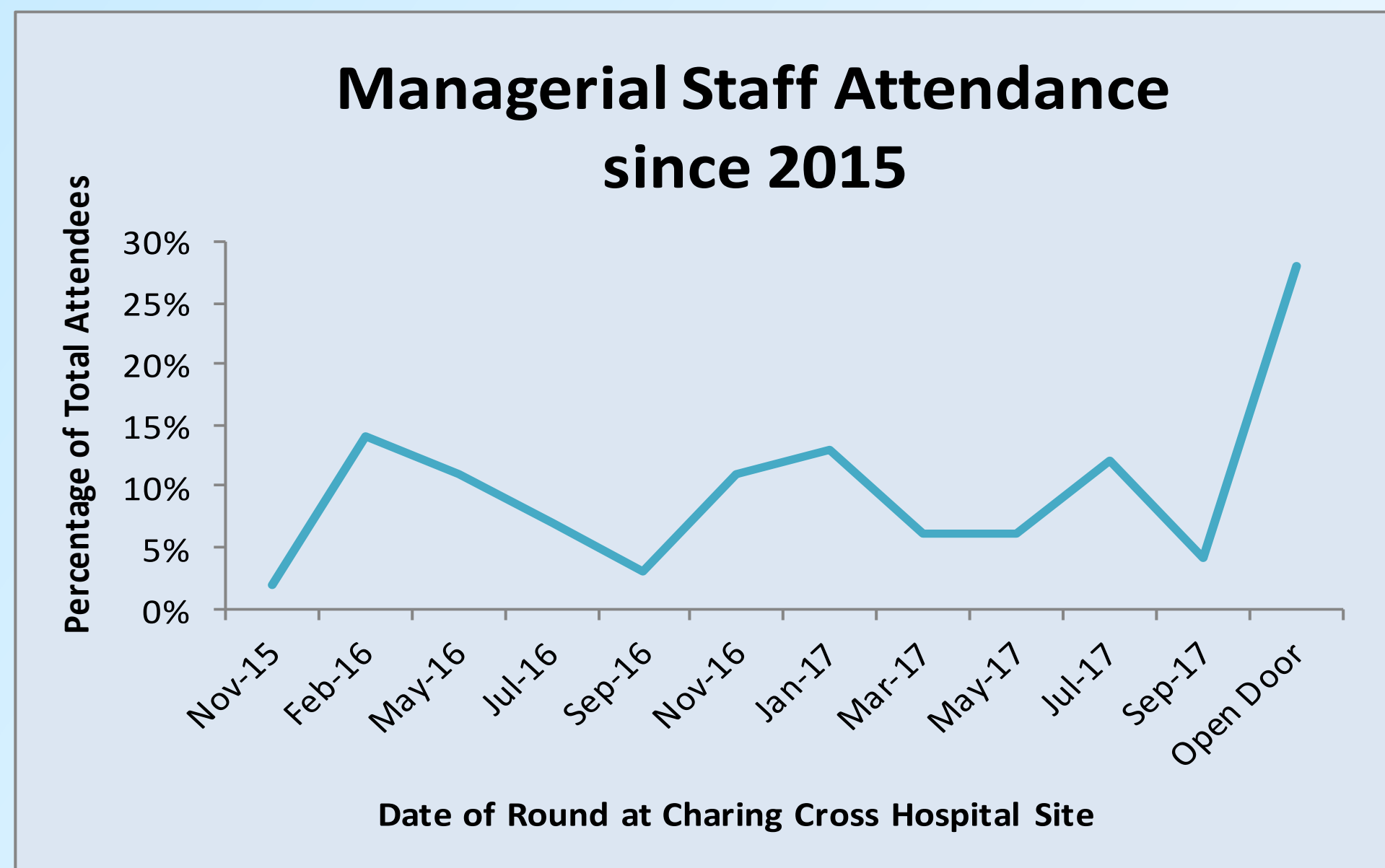
Senior management attendance

increased from our average 13% to 28%

- we obtained more queries and contacts from amongst senior staff
- expanded our mailing list
- developed key supporters at executive level, including; CEO, Director of Nursing

These offer keys to new doors, including; opportunities for rounds, ways to increase staff engagement, possibly further funding.

Feedback from the 'Open Door' Schwartz Round



How can we use our learning with other “hard to reach groups”?

- Trainee doctors; link with training organisers, join master classes
- Ward nurses; link with the Director of Nursing, participate in the nursing mentor conference, health care assistant conference

Reflection

It is possible to bring the Schwartz experience to senior leads within their constraints, while maintaining integrity.