Effectiveness of incorporating instant message broadcasting system into the buddy system facilitated the process of organization wide survey in hospital accreditation

Lau CMM (1), Lam CCK(2), Choi KKY(2), Law EPY (2), Tseh EOY (3), Chui YM (4), Chan A (4)
(1) Department of Cardiothoracic Surgery, Queen Mary Hospital, (2) Quality and Safety Department, Hong Kong West Cluster, (3) Central Nursing Department, Grantham Hospital, (4) Department of Psychiatry, Queen Mary Hospital

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Introduction
Organization wide survey (OWS) was a highlight for hospital accreditation. Members from the whole hospital prepared to meet with the surveyors. Buddy system was developed to facilitate this OWS process. Buddies were recruited from different areas in the hospital; trained and briefed to provide on-site immediate support to the surveyors. Organizing buddies to effectively execute various evolving tasks and requests during the survey was proven headache. To overcome this managing problem, instant message broadcasting system was introduced to coordinate buddies in real time and dynamic environment.

Objectives
The objective of this study is to determine the effective of instant message broadcasting system incorporating into the buddy system.

Methodology
Detailed preparation works and plans designed by the Quality and Safety office before the OWS. Briefing sessions to the buddies on the do’s and don’ts and tips in handling issues may arise. Buddies liaised with the assigned wards and units for the arrangements of the surveyors’ visits. As the OWS was a highly intense activity involved various different parties, stakeholders and activities, with many ad hoc requests and changes; the need for immediate responses, actions and liaisons would be tremendous. The buddies formed the instant broadcasting message group to
facilitate the communication of the OWS. The buddy system also served as a bridge to share the comments and recommendations from the surveyors. De-briefing sessions arranged at the end of each day, buddies to share the tips and collaborated with colleagues to prepare for the surveyors’ visits for the coming days. During the OWS, rules for effective use of the instant broadcasting message system were developed: (1) one-sentence message in clear fashion is encouraged, (2) each message contains header and body, where header addressed the intended message recipient, usually the initial or the English name to make header concise and distinct; (3) body of the instant message should contains immediate actions only, such as request for assistant, reminder of subsequent meeting arrangement, change of schedule items; (4) restricted use of emotion icons and expressions of gratitude to reduce the frequency of message reading; this is especially important for buddies inside meetings with the surveyors, (5) avoidance of open-end and ambiguous questions, as buddies may be involved in highly intense meetings or discussions, questions that do not have a direct answer or lead for action items may not be suitable to post. The instant message broadcasting system should be treated as a platform for first aid hotline during the extremely intense hours during the OWS for immediate actions and response from the back office or other buddies. 16 buddies were involved in the OWS. Each buddy is equipped with a mobile device containing the instant message system. OWS was conducted in 5-day period. More than 100 messages were broadcasted in each day of the OWS, and more than 20 pictures were shared. Without the message broadcasting system, it was not possible to notify 16 parties at different locations without creating chaos in real time and in silence mode.

Result
After the initial experience with the instant broadcasting message system and set up of rules for effective use, the outcome was very satisfactory. All the requests for setting up ad hoc meetings with subject officers; or extra visits to wards; or extra supporting documents were arranged promptly, and prepared immediately. Surveyors expressed high appreciation for the promptness and effectiveness from the buddy team. The de-briefing sessions were helpful and there was a high engagement from the colleagues. Overall, the buddy system was an effective system for the OWS in hospital accreditation.