Promotion of Staff Caring Attitude by Response with Empathy (CARE) - A Continued Quality Improvement Program at NDH

Pun KC(1), Cheung PK(1), Tong M(1)
(1)Department of Medicine, North District Hospital

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**Introduction**
In general, quality of care can be affected by caring attitudes of staff. Feedback from patients and relatives showing that staff who provides prompt response to request from them directly reflects one’s caring, empathetic and supportive attitudes. However, the survey result of The Harmony Team Program in Dept of Med at NDH in 2013 suggested that there is room for improvement in the staff caring attitude with helpful manner. Therefore, a Continued Quality Improvement (CQI) program on ‘Caring Attitudes by Response with Empathy’ (CARE) was conducted to promote the caring culture among staff.

**Objectives**
To improve patient and relatives’ satisfaction and staff’s professionalism by strengthen staffs’ caring attitude and communication skills in response to patient and relatives’ demand.

**Methodology**
A pre and post review design was adopted. A promotion exercise was introduced in eight medical wards from 15 Oct to 21 Oct 2014. Content of sharing included communication skills during listening, explanation and follow up action by showing genuine concern to request. Outcome measures were categorized on average of monthly basis for comparison including number of patient's appreciation and complaints in the nature of professional services; staff attitudes before and after the implementation of program.

**Result**
A total number of 150 nursing and 57 supporting staff participated in the promotion
exercise. All staff except on long leave was recruited. The attendance rate was 100%. Before the CARE program, total number of appreciation received was 771 with the average of 85.6 on monthly basis whereas complaint received was 10 and 1.11 respectively from Jan to Sept 2014. After the program, total number of appreciation received was 307 with the average of 102.3 which was increased by 19.4%, whereas complaints received was 2 with the average of 0.66 which was decreased by 40.5% from Oct to Dec 2014 as compared to those before the program. The promotion exercise had successfully enhancing effective communication skills to staff. Also, the outcome of providing prompt care to patients and relatives with empathy was resulted not only in improving patients’ satisfaction on quality of care, but also on our nursing professionalism. Therefore, the ‘CARE’ program would be continued and reviewed for further improvement.