


A film to promote the adoption of ePrescribing

Sonal Shah
University of Birmingham



Outline

- Why the film was made
- Technology Acceptance Model
- Where the idea came from
- How to get engagement and buy in
- What was important to highlight
- The film
- Next steps




Why the film was made

- Why promote?
 - Benefits are clear (Coleman *et al*, 2013)
- Long-term planning
- Realistic expectations (Creswell and Sheikh, 2009)
- Expensive mistakes
 - Incompatible with workflow (Sicotte *et al*, 1998)

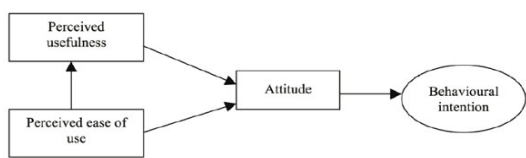
Coleman, J. J., Hodson, J., Brooks, H. L., Rossier, D. (2013) Mixed medication doses in hospitalised patients: a descriptive account of quality improvement measures and time series analysis. *International Journal for Quality in Health Care* 3-9

Creswell, K., Sheikh, A. (2009) The NHS Care Record Service (NHS CRS): recommendations from the literature on successful implementation and adoption. *Informatics in Primary Care*, 17, 153-54


Sicotte, C., Denis, J. L., Lehou, P. (1998) The computer based computer record: a strategic issue in process innovation. *Journal of Medical Systems*, 22, 431-33



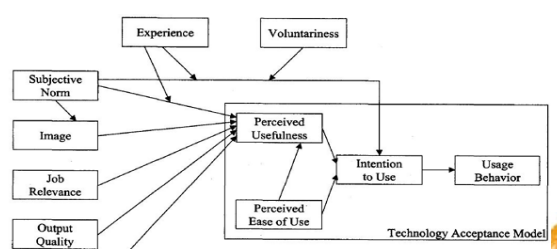
Technology Acceptance Model (Davis, 1989)




Davis, F. D. (1989) Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MS Quarterly*, 13, 319-339



TAM2 (Venkatesh and Davis, 2000)




Venkatesh, V. and Davis, F. D. (2000) A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2): 186-204



Idea

- Worcestershire Acute Hospitals NHS Trust
- Top Gear
- Split screen with timers running
- Scenarios showing how ePrescribing can be beneficial
- Short films



Clinical leads group

- Clinical leads responsible for providing clinical input into the ePrescribing project
- Needed to get their approval and their ideas about what the film should showcase



Transformation team

- Very persuasive and understand how to take a project forward
- Working group set up
- Very clear objectives
- Short focus group about what the film needed to show/demonstrate



Themes from the focus group

- Patient safety – including legibility, allergy information
- Access – lost drug charts
- Workflow – managing workload, change to workflow and their benefits, improved patient flow
- Realistic – Benefits will outweigh disruption, not all good, but patients will benefit
- Staff motivation and reason for resistance – IT, change fatigue, more passwords
- Key messages – Improving safety, change not necessarily bad



Film creation

- Working group explained the brief to the media company (based on the focus group themes) and they came up with the idea
- Clinical leads named people that could support the project – important to have buy in
- Script written but not necessarily followed



Is it effective?

- Film will be available on Intranet and staff will be encouraged to watch it prior to any training they receive
- Film will be available on the ePrescribing Toolkit
- Before and after questionnaire
- Film will be shown at the start of classroom training sessions
- Not expecting a massive change in attitudes, but making people open to training



Thank you

Any questions?

Sonal Shah
s.shah.1@bham.ac.uk
 0121 414 6903

