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HIT or Miss Chapter 9

The multi-user nature of the workflow in question poses additional challenges at the time of its technological optimization attempt. In this case in particular, there is not a natural alignment of incentives for each user base (prescribers, ID, pharmacists, and AMS team members). As an understandable consequence of this, the enthusiasm demonstrated by the initial high engagement with the mobile app is not met with a positive reinforcement for its continued use. This is because of how interlocked incentives are for each of the parties involved. Their expectations can only be met if all parties are fully aware of this interdependence. “A chain is as strong as its weakest link” applies here, where neglecting the pertinent education on the new technology for a single group (ie. prescribers and ID consultants) is enough to halt all cogs in the machine.

The abstract goal of “streamlining the antimicrobial stewardship process” translates into very diferent sets of views for the humans belonging to each user group. Providers in this case have already found workarounds to prescribe restricted antibiotics without approval, and do not seem to experience any direct consequence from not documenting approved ones or renew expired ones. By the end of the day, their main goal is to get the antibiotic into the body of the infected patien to kill the bug. The bug does not particularly care about the bureocratic compliance for the drug that kills it, so why would the provider? On the other hand, the AMS Team and pharmacists only see and care about what is pending approval, review or escalation. But the availability of this information depends strictly on the engagement of prescribers in the process.The flow of information stems from the actions of prescribers, and these actions are rewarded (strfeamlined information in the app) only after they take place and the other parties do their job.

When reinforcement for a desired action is naturally dettached from the time of execution, it is uttermost important to communicate how the dots connect to the ones for which the connection will not be evident. A easy to understand graphic representation of the expected workflow under the new technology would be a great way to breach this gap and ensure a smooth adoption process for all the relevant parties. Once this kicks off, the process should be self-sustaining.