

## How Can Organizations Engage Providers in QI?

### Learning Objectives

- Explain why telling physicians what to do isn't an effective way to engage them.
- Discuss why plan-do-study-act (PDSA) cycles are a good strategy for engaging physicians in improvement.

**Description:** Quality departments sometimes struggle to get doctors as excited about improvement as they are. In this video, Marilu Bintz, MD, MBA, FACS; Vice President of Gundersen Health System in La Crosse, Wisconsin, explains why organizations sometimes fail to engage physicians in quality improvement and offers a better way to inspire them to improve care on a daily basis.

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Watch the video at <https://youtu.be/s1mOKRenYXY> or [read the transcript](#).

### Discussion Questions

1. Do you think the term “physician engagement” is used as a euphemism for “getting physicians to do what an organization tells them”? What do you think it should mean?
2. Why do you think PDSA cycles come naturally to physicians?
3. Have you ever dealt with physicians or other clinicians who didn't want to be told what to do? How did you work effectively on a team?
4. Do you think that physicians are the only stakeholders in care who don't want to be engaged by being told what to do? Who else might resist being told what to do, and what can their reactions teach you about leadership in general?