What’s An Example of Using QI to Change Behavior?

**Learning Objectives**
- Describe an example of an improvement project that changed medical practice.
- Discuss how improvement methodology can help change how people think.

**Description:** Sometimes to realize improvement, you have to change how clinicians think. In this video short, IHI Open School Academic Advisor Dr. James Moses tells the story of using quality improvement to provide better pain management for patients with sickle cell disease. Part of changing the clinical practice, he says, was recognizing and addressing provider bias.

Watch the video at [https://youtu.be/9PwGyOVC6Pg](https://youtu.be/9PwGyOVC6Pg) or read the transcript.

**Discussion Questions**
1. What themes emerged in the story you just heard, including different ways in which quality improvement can address problems in health care?
2. Have you worked on an improvement project that meant something to you? What about it was meaningful?
3. Do you think it’s easier to change how people act or how people think? And if you change one, will the other naturally follow?
4. What tactics have you used or seen other people use to change people’s perspectives? What worked best?