11-2016

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ABSTRACT

In Thailand, the Yunus Center at the Asian Institute of Technology (YCA) partners with Social Health Enterprise (SHE) to offer health-related remedies to address issues caused by office stress syndrome. These remedies entail a 20-minute relaxation massage regime designed around the principles of Thai traditional massage, osteopathy, and administered by SHE-certified therapists during wellness camps in organizations. The service value offered by SHE is further enhanced by the recruitment of women emerging from the prison system and in part funded by government-sponsored social rehabilitation programs. In this scenario, social businesses such as YCA and SHE are working together in partnership to meet the well-being and patient needs of the community to alleviate stressors. These stressors can lead burnout, which negatively affects well-being and ultimately quality of life outcomes (Thomas, 2016; Rosenstein & O'Daniel, 2008).

THE IDEA

Burnout has been shown to have two underlying causes: 1) lack of self-care related to exhaustion and 2) lack of healthcare infrastructure to inspire professional development and growth (Kluwer, 2014). Such actions include exercising, meditating stress, getting enough sleep, eating properly, and engaging in support groups when needed help alleviate stressors (Bush, 2009).

A recent study (Thomas, 2016) validates these causes of burnout and subsequently provides implications to eradicate it. Thomas employed random sampling utilizing interpretive explanation and evaluated 15 emergency room nursing staff in a semi-structured interview process to better understand their social interactions as well as goal-oriented movements. The interview responses were analyzed and the common conditions and causes of job fatigue/burnout were categorized. The findings illustrated that the likelihood of ER nurse burnout is related to several factors including a perceived lack of support, lack of adequate staff, unhelpful superiors, and failure to meet staff needs.

Participation in this Q&A Panel entails idea discussion and proposal in-part based on recent burnout study (Thomas, 2016) and how social business can serve as a catalyst for improving well-being for all, and especially for healthcare providers:

1. How can we set up social business-rooted systems to identify at-risk healthcare providers and provide resources for remediation such as the Burgeon Center for Healthcare Performance and Wellness? This organization provides a

Thomas, B., Bonds, C., Madjidi, F., Fraizer, L., Miramontes, G., Shah, F., Deckers, C., (2016). *The need to recharge: Exploring Social business as a catalyst for well-being and patient improvement outcomes*. Presented at the Social Business Academia Conference, Paris, France: November 9-10.

three-day retreat style platform for healthcare individuals to interactively share their stories of burnout and coping methods. During the training, energy management leaders, teach best- practice techniques of burnout eradication through interactive learning processes.

2. How can we apply social business principles to help hospitals and other healthcare organizations as a whole, such as the Burgeon Center for Healthcare Performance and Wellness provides communities of practice think tanks among leaders in healthcare organizations to develop and restructure organizational support, create mechanisms to increase access to staff needs, and improve response to ER nurse workload. As a result of this three-day retreats, for instance, nurses can develop individual proactive coping strategies to become more resilient dealing with burnout.

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