

REBELS WITH A CAUSE:

HOW POSITIVE DEVIANCE WORKS FOR QUALITY CARE

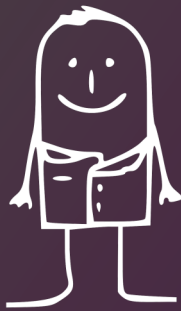
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Research Aim: How *do* healthcare rebels do 'quality work', design alternative forms of care delivery and account for their practices?

Methods: Selection of rebel-groups based on interviews. Ethnographic observational study of three rebel-groups in three Dutch hospitals with different institutional backgrounds (academic, large 'top clinical' teaching and general).

We focus on quality of life AND quality of care in our daily decisions.



I make and protect a physical and social micro system to create shared routines.



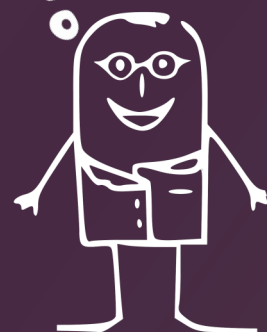
Sometimes I stay 'under the radar' to make it happen.



We tinker to enact good care; everybody participates in an equal way.



We follow strict care routines to transfer knowledge and skills.



We walk the tight rope by deviating from quality systems while safeguarding trust.



I create a context (e.g. innovation, research) to adjust quality policies to our aims !



CONCLUSION:

Rebels build their own micro systems of providing and organizing care. They have a strong focus on quality of care and quality of life, and adjust their care accordingly. Rebels walk the tight rope by coloring outside the lines while safeguarding legitimacy and organizational trust.

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