

Fast Facts

Arizona MRSA & Surgical Care Improvement Projects: Combined Learning Session

A combined Learning Session for the Arizona MRSA Project and Surgical Care Improvement Project was held at HSAG on March 1, 2011. Materials from the Learning Session are now available online at <http://www.hsag.com/azhospitals/scip/events.aspx> and <http://www.hsag.com/azhospitals/mrsa/events.aspx>.

Meeting Objectives:

- Provide a definition of Positive Deviance.
- Give a brief history of the development and evolution of Positive Deviance.
- Describe how Positive Deviance can be used for performance improvement.
- Define Positive Deviance principles.

Meeting Highlights

- **Amy Steinbinder, PhD, RN, NE-BC**, is Director of Professional Practice, Banner Good Samaritan Medical Center, and Managing Partner, Thunderbird Leadership Consulting. Dr. Steinbinder provided an **Introduction to Positive Deviance**, the premise of which is that no matter how seemingly intractable a problem, in every community there are individuals whose uncommon practices/behaviors enable them to find better solutions to problems than their neighbors who have access to the same resources. Positive Deviance is a:
 - Problem-solving approach.
 - Grounded in the fact that communities have untapped wisdom.
 - Organizations can tap uncommon behaviors and strategies discovered by members of the community to successfully address dilemmas.
 - Sustainable behavior change can occur by implementing solutions already existing in the environment.
- **Liz Rykert** is President, Meta Strategies, and Senior Advisor–Infectious Diseases Prevention and Control, Ontario Agency for Health Protection and Prevention. Ms. Rykert presented via WebEx from Canada on **Strategies and Principles of Positive Deviance**. Highlights of the Principles include:
 - Invite everyone and be sure to include the unusual suspects.
 - You may need to go slow to go fast.
 - People on the frontlines are the experts—the gurus
 - Sometimes even small ideas or changes can make a big difference.
 - It is better to act your way into a new way of thinking than to think your way into a new way of acting.

Highlights from the Strategies include:

- Use Discovery & Action Dialogue (DAD) to bring out existing knowledge, ideas, and practices from among small groups that are dealing with targeted problems in identified areas.
- Use TRIZ, the “power of creative destruction,” to define unwanted results and systems, then compare the fictional adverse system to the real, existing system: eliminate unwanted similarities and create new processes to replace the unwanted similarities.

THE NEXT MEETING IS NOT YET SCHEDULED: LOOK FOR A FUTURE MEETING NOTICE.