

ED PIP: Diagnostic Phase

Guides: Analyzing Qualitative Data

Analyzing Qualitative Data – Overview

Outcome	<ul style="list-style-type: none"> ■ Using interview data and existing satisfaction surveys, this guide will provide the user with an understanding of how to identify the cultural themes that will enhance or inhibit change efforts, and suggest interventions to address the identified cultural barriers
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Definition: 'What is it?'	<ul style="list-style-type: none"> ■ A guideline for analysing responses from interviews and surveys, deriving themes and relating those themes to interventions to enhance success of the improvement effort
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Objectives: 'What is it used for?'	<ul style="list-style-type: none"> ■ Guide to Analyse Interview Data: <ul style="list-style-type: none"> - Prepares novice interviewers to be able to analyse data during the interview as well as once the interview is completed - Enables the interviewer to identify themes in the interview data - Creates linkages between the themes of the satisfaction surveys, Leadership Culture Focus Groups, and the Leader Culture Interviews - Supports the development of interventions to address cultural barriers / inhibitors
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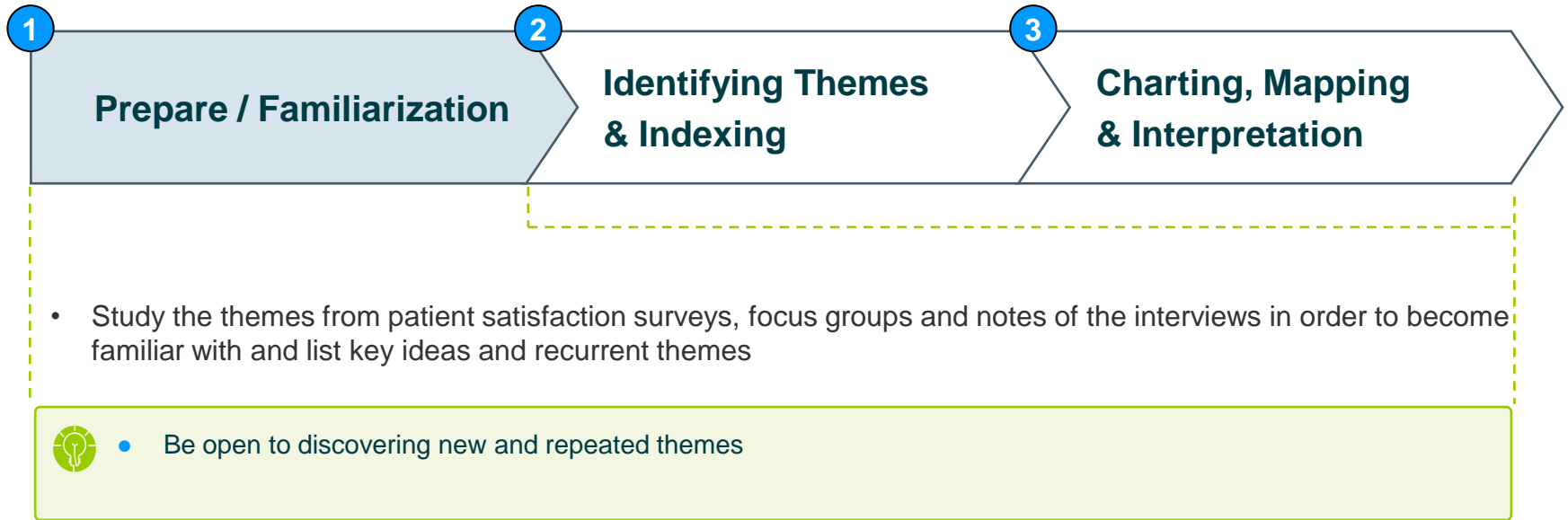
Benefits:	<ul style="list-style-type: none"> ■ Guides interviewers on how to identify and group themes that arise from the interview ■ Provides mechanism to enhance reliability of findings
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When to use	<ul style="list-style-type: none"> ■ Data analysis will occur during the interview as well as once the interview is completed (iterative process)
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Tip for integrating Lean principles into healthcare:

- *Part of successfully implementing Lean in healthcare is adopting common language that may have originated in manufacturing and internalizing how it is used in a healthcare environment*
- *Qualitative data is typically subjective or descriptive as opposed to quantitative data which is typically more objective*

Analyzing Qualitative Data - Instructions For Use (1/3)



Analyzing Qualitative Data - Instructions For Use (2/3)



1. Identifying and making a list of all the key issues, concepts, and themes by which the data could be examined. This is carried out by drawing on the intent of the work, (identifying cultural strengths and barriers) themes from existing data (satisfaction surveys, focus groups, interviews) or views that recur in the notes from the groups / interview. The end product of this stage is a short list of categories / themes of cultural strengths and barriers.
2. Uniquely labeling each theme in the findings with an identifier so that the theme can be easily identified within the data



- Build upon themes from satisfaction surveys &/or discover new groupings of themes

Analyzing Qualitative Data - Instructions For Use (3/3)



1. Mapping the themes within the raw data from the interviews / focus groups so that there are summary groupings of the themes
2. Actually mapping the themes from the satisfaction surveys with those from the interviews and focus groups so that linkages that have occurred are documented
3. Plot and prioritize the themes for action or support
4. Identify interventions required



- Themes will be really clear to you in this phase
- Be pleasantly surprised with the positive themes of the culture and use these to leverage those to be changed

Analyzing Qualitative Data: Cheat Sheet

Step	Description	How To	Example
1 Familiarization	Studying key ideas and recurrent themes	Study notes recognizing recurring statements	
2 Identifying themes	<ul style="list-style-type: none"> Identifying all the key issues, concepts, and themes by which the data could be examined. This is carried out by drawing on themes from other known data (Satisfaction Surveys) or views that recur in the data. The end product of this stage is an index of the data. 	<ul style="list-style-type: none"> Review the themes that arose from the patient and healthcare provider satisfaction surveys. Keep these themes in your mind as reviewing the data and see if they, or others, appear while starting to group the themes. 	<p>CEO – We live the vision an example of that is that we changed how we do things to make the <u>flow</u> in day surgery <u>better</u></p> <p>Director – We have so far to go and it takes <i>forever to change</i></p> <p>Manager – We have successfully changed the scheduling of day surgery patients so that there is <u>better flow</u></p> <p>RN – All we do is change but <i>nothing ever changes</i></p>
3 Indexing	Labeling each theme in the data with an identifier so that the theme can be easily identified within the data	Label the groupings of themes so that they can be easily recognized (e.g. colour code themes with different colour highlighters)	<p>Themes</p> <p>Flow: <u>better flow</u></p> <p>Change: successfully changed; <i>nothing ever changes</i></p>
4 Charting	Mapping the themes with the raw data from the interviews so that there are summary groupings of the themes	Linking the themes from the satisfaction surveys to the interview themes	<p>Themes</p> <ul style="list-style-type: none"> Better flow Change Nothing changes
5 Mapping and interpretation	Mapping the themes together so that linkages can occur	Map out the themes (Positive themes to be reinforced or built upon and Barriers requiring intervention)	Patient satisfaction: How do you rate the amount of change in your organization – 5% said no change; 60 % said things change as they need to

Tips and Tricks for analyzing qualitative data

- Be open to possibilities
- Leave behind your preconceptions
- It can be like opening an orange
- One theme may have various sub-themes
- It is an iterative process