Because the day-to-day operation of a quality improvement project requires the ability of staff to adopt new goals and practices, it is important that the physicians either embrace, or at a minimum do not resist the implementation of catheter-associated urinary tract infection (CAUTI) prevention activities at your site/unit.

1. If there are some physicians who are resisting the initiative
   o Educate them on the clinical and economic consequences of continuing the status quo.
     ▪ Clinical consequences are both infectious and non-infectious (see Resources, then click on Overview > Infectious Complications or Overview > Non-infectious Complications)
     ▪ The CAUTI Cost Calculator estimates your hospital's costs due to CAUTI. It can be used to estimate both current costs and projected costs after a hypothetical intervention to reduce catheter use.
   o Provide data to physicians about Foley use highlighting:
     ▪ how often physicians have a patient with an indwelling urinary catheter and forget about it
     ▪ monthly Foley incidence
     ▪ CAUTI rates
   o Engage medical leadership support by discussing the issue of CAUTI with the chief of staff (or chief medical officer) who in turn can, as needed, have a frank conversation with physician resistors.
   o Involve the physicians as much as possible in the planning, education, and implementation of the project.
   o Identify and discuss specific reasons why catheter use might be of interest for a given type of physician.
     ▪ For example, a geriatrician might be inclined to support catheter removal given that urinary catheters increase immobility and is a deconditioning risk for their already frail patients.
   o If you are still struggling with CAUTI efforts related to physician engagement, it may be useful to determine the type of people-related issues you may be confronting: active resistance, organizational constipation, and time-serving.
     ▪ For more information related to this click here.

2. For more specific suggestions for engaging physicians, see Resources, then click on Engaging Providers > Physician Engagement.

3. For existing presentations, fliers, and pocket cards, see Resources, then click on Educational Tools > Presentations or Educational Tools > Fliers and Pocket Cards.
4. Further Reading Suggestions

5. For an example of one hospital’s success at overcoming this barrier, click here.