

Strategies for Physician Engagement

- Involve physicians as much as possible in planning, education, and implementation; include physicians (e.g., hospitalists, urologists, hospital epidemiologists, and infectious disease physicians) on your team.
- Garner support of medical leadership, e.g., chief of staff, chief medical officer.
- Have the physician champion meet with physicians to get them on board.
- Conduct education on, for example, CMS rule changes, proper indications, evidence supporting reducing catheter use, evidence that physicians are often not aware that a patient has a catheter.
 - Education can be conducted through, for example, presentation in staff meetings by the physician champion and nurse managers, CME's, one-on-one, and through printed and electronic materials such as pocket cards, flyers, or a newsletter. Go to [Resources](#), then **Educational Tools (tab) > Fliers and Pocket Cards**.
- Periodically post catheter prevalence and CAUTI rates in a physician venue.
- If you are part of a large health care system, influence and leverage system policies on physician practices.
- Physicians-in-training, physician assistants, and nurse practitioners may also play a key role in catheter-associated urinary tract infection-related activities, depending on the hospital and the unit; thus, the above strategies may also apply to these inpatient care providers.