

Suggestions for promotion of Healthcare Technology Management (HTM) Best-Practice

General ideas:

1. Ideally, each department / institution should have an HTM Advocacy "Champion", who should take it upon him/herself to promote Best Practice HTM, using the Advocacy Pack items as supports and aids. This Champion should ideally be a senior manager within the department or organisation; if not, the Champion should have the support of senior management.
2. An HTM Best Slogan Competition could be held within your department or organisation to raise awareness of the role of HTM in the local environment, or between different types of departments and structures (managerial, clinical, technical, administrative) to promote "buy-in" and encourage multiple perspectives.
3. Use can be made of departmental (or institutional) meetings to introduce some basic concepts and start the HTM discussion. A series of meetings could be held over a period of weeks, say, to maintain the discussion and to cover important aspects as they pertain to your department or institution. For example:
 - Which of the HTM processes and activities are currently being undertaken, and by whom?
 - What is their impact?
 - What are the consequences of not having HTM processes and activities in place, or not having the right people assigned to these?
 - Which healthcare technologies are being managed well, and which are not?
 - What can be done (and by whom) to improve the situation in the short-term, medium-term and long-term? The concept of Continuous Quality Improvement (CQI) could be usefully applied here.

Suggestions for using advocacy pack items:

1. **Posters:** Because of their size and content, they are obvious focal points. They should be displayed in an area that is frequented by many healthcare workers, and used as a stimulus for creating greater awareness about HTM and the roles that different individuals and groups could/should play. A multi-disciplinary workshop, with the posters as focal points, could be arranged to air and discuss these and other issues. The HTM Advocacy Champion should display – on or next to the posters – his/her contact details. Pocket guides (or copies thereof) could be made available to interested parties.
2. **Year Planner:** These can be used to highlight HTM-related milestones, such as capital acquisition budget deadlines, preventive maintenance schedules, audits, training programme dates, seminars, etc. The HTM framework and flowchart on the left of the planner could be used to highlight the need for – and benefit of – following best-practice HTM.
3. **Pocket Guide:** These are very effective in introducing HTM and related issues and activities to stakeholder individuals and groups, since they contain explanatory text that is not in the posters and year planner. Because of their size, they can be easily distributed at meetings and kept as ready references. The HTM "Chair", needed to properly support the acquisition and utilisation of healthcare technologies, should be emphasized; i.e. all four HTM processes should be adequately resourced and implemented (this could also be a good topic for a multi-disciplinary workshop on HTM role definition within your institution, since the HTM processes and activities involve different groups and individuals).
4. **Ruler:** The thermometer could be used to initiate a discussion on which HTM Processes and Activities (or lack thereof) constitute a threat/danger to service delivery. For example, low temperatures could be associated with spillage, wastage and inefficiency as a result of poor planning and procurement practices, or cost-ineffective outsourcing of maintenance. Conversely, those HTM Processes and Activities that are under-resourced or not supported may be "overheating" and threatening service delivery or patient / health worker safety, e.g. lack of maintenance resulting in non-functional equipment or equipment that may potentially harm patients or health workers through electrical shock, say, or due to uncalibrated outputs.