
CONFERENCE ABSTRACT

Participation of professionals in the Strategic Day, "Game Theory": a case study

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Hospital Plato's strategy is to visualize professionals as the main focus of the policies of the organization, always aligned with the mission, vision and values. A key action implemented in 2002 and improved every year by leaders to increase participation, involvement and motivation of professionals is the Strategic Day that Hospital Plató celebrated annually.

Since 2002 Hospital Plató performs the Strategic Day in order to 1) conduct work sessions on strategic issues, 2) communicate the main results, 3) present projects that have been developed in the Hospital, 4) promote participation and collect suggestions to improve the attention to stakeholders, 5) recognize and reward professionals, teams and stakeholders for their contribution to organizational results.

The Strategic Day counts with the participation and involvement of professionals and stakeholders to achieve the strategy. The issues treated between 2002 and 2015 have been quite diverse, from the realization of a SWOT analysis (in 2002), a Marketplace for Social Responsibility (in 2009) or Innovation and Ideas (in 2012 and 2014). Or, in the framework of the 13th edition of the Strategic Days (in 2015), the development of the practice of "game theory", integrating game dynamics in the workplace in order to influence and motivate professionals at the hospital.

The practice "Game theory" was developed with the aim of enhancing motivation, increase participation, strengthen the involvement of professionals, promote concentration, effort, loyalty, teamwork, communication between professionals, promote continuous improvement and recognize professionals contributing to the results. The Game theory was an inclusive Strategic Day, in which professionals interrelated with the ultimate aim of reinforcing the values of the organization: 1) solidarity with the people and the environment; 2) pursuit of excellence; 3) transparency and ethical commitment; and 4) personalized treatment.

The Game Theory was held in at the hospital facilities in May of 2015, and counts with the participation and involvement of professionals of Hospital Plató and with the support and involvement of the managers. The Strategic Day consists in the development of four games in which more than 200 professionals participated. Each of the games, led by two members of the Management of the Hospital who acted as facilitators of them; had clearly defined objectives to reinforce corporate values and attitudes of the Hospital:

- 1) The lunar car: identify needs and expectations of patients, teamwork, treatment, dedication to excellence and continuous improvement;
- 2) Broken Pictures: discuss cooperation to solve problems, sensitize professionals and the hindering facilitative behaviors in conflict resolution, teamwork, commitment and solidarity;
- 3) The Puzzle: prioritization, strategy, teamwork, leadership, influence, negotiation and communication;
- 4) Shipwreck: analyze the process of decision making, defining common strategies, communication, planning, negotiation, commitment, identification and search for information.

The satisfaction rate of the professionals involved in game theory exceeds 75%. The number of people actively involved in game theory as players was 120, while 142 other professionals acted as observers in the games.

The Game theory held during the Strategic Conference of 2015 in Hospital Plató, that has brought the commitment and effort of professionals Hospital to continuous improvement and the values and attitudes that Plató aims to transmit. Hospital Plató has a "way to work" that seeks, through the implementation of concrete policies and strategies such as game theory, focusing on the responsibility of working professionals Hospital, and more efficiently, keeping the focus of focus on improving the satisfaction of patients and families.

The satisfaction rate of people attending the 13th editions of the Strategic Days exceeds 80% for all years, and the number of people who actively participated in the Day has progressively increased, highlighting the increased attendance at the last edition (2013: 175 attendees vs 2015: 306).

The Days have changed and improved to meet the challenges arising due to the general framework of the health sector and environment.

You can display a summary of these days through the following link:

Game Theory (2015): <https://www.youtube.com/watch?v=NE7RLt2Poek>

Let the ideas flow (2014): <http://www.youtube.com/watch?v=JGPoo6l36lo>

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