

A STUDY ON MOTIVATING FACTORS AMONG NURSING STAFF IN A HOME HEALTHCARE MODEL



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INTRODUCTION



- PORTEA, being a Home Health industry is labor intensive, wherein quality of services is linked to productivity, skills, motivation, and satisfaction of the healthcare providers. Under the increased societal demand for effective healthcare services, it has now become a challenge for administrator to motivate employees and also at the same time fulfill the expectations of patients. Researches have well highlighted the importance of effective human resource policies for the improvement of the performance of the health system. Motivation is the key to successful achievement of personal and organizational goals.
- Human resources represent three principal health system inputs as they consume almost 60% of the total budget, the other two being physical and consumables. A number of studies have been conducted in order to explore factors of motivation and also their relation with job satisfaction in health sector.

METHODOLOGY



Research Question- What are the factors that affects the level of motivation among the nursing staff?

Objectives-

- To assess the factors that motivates the nursing staff at Home health care organisation.
- To assess the functionality of extrinsic and intrinsic factors of motivation affecting the nurses.

Methodology-

- **Study design:** Cross sectional analytical Study focused on the motivation factors of nurses in home health care organization.
- **Study Duration:** February, 2017 to May 2017
- **Study Area:** The study would be conducted at Portea, which is a private home healthcare model based in Bangalore.
- **Target Population:** The target population will be the nursing staff of the organization.

METHODOLOGY



- ***Sample Size:*** A sample size of 120 nurses will be taken. This sample size will be divided based on the position in the organization. approx. 50% of the sample will be of the long term nursing staff and approximately 10% consists of coordinators and rest are short term nursing staff which are further divided in males and females staff. The subjects will also be proportionately divided based on the years of experience to justify the results.
- ***Sampling technique:*** Simple random sampling
- **Sampling design:** Sampling will be done at two stages:
- **Stage one:** A list of nursing staff according to their position in the organization will be developed/ collected.
- **Stage two:** From the unit, five nursing staff from each position will be selected on random basis.
- ***Data Type:*** Primary (by interaction with nursing staff)
- ***Tools:*** HRD tools, questionnaires

EMPLOYEE MOTIVATION QUESTIONNAIRE



• DEMOGRAPHIC PROFILE

A.1	SEX	1. MALE	2.FEMALE	
A.2	Age in completed years			
	1. BELOW 20 YEARS	2. 20-39 YEARS	3. 39-50 YEARS	4. 50 YEARS OR ABOVE
A.3	Marital status			
	1. Married	2. Unmarried	3.Widowed	
A.4	Number of children			
	1. 0-1	2. 2	3. 3+	

WORK PROFILE



B.1	Department	
B.2	Position in the department	
B.3	Since how Many years have you been working in the department? 1. Less than 5 2.5-10 3. More than 10	
B.4	Since how Many years have you been working in this facility? 1. Less than 2 2.2-5 3. More than 5	
B.5	What are your daily working hours? 1. Less than 8 hrs. 2.8 hrs. 3. More than 8 hrs.	
B.6	Do you have direct interaction with patients at your position? 1. Yes 2. No	
B.7	How much is your average daily patient load?	

JOB EXPERIENCE



C.1A	Do you think periodic trainings help improve an employee's performance? 1. Yes 2. No	
C.1 B	Have you undergone any training during your time at this hospital? 1. Yes 2. No	
C.2A	Are you familiar with the organisation mission and objective? 1. Yes 2. No	
C.2 B	If yes, does the organisation's mission you feel your job is important? 1. Yes 2. No	
C.3	Are you aware of your job's key responsibilities? 1. Yes 2. No	
C.4	Do you feel your personal factors affect your performance at work? 1. Yes 2. No	
C.5	Do you feel that motivation of employee should be focused upon in an organisation regularly instead of occasional activities? 1. Yes 2. No	
C.6	How would you rate the difficulty of your job? 1. Very difficult 2. Moderately difficult 3. Not difficult	

MOTIVATONAL PREFERENCE SCALE(MPS)



- This scale measured the individual's preference for intrinsic factors of motivation (e.g., achievement, the work itself, recognition, responsibility, advancement) over extrinsic factors (e.g., supervision, interpersonal relationships, work conditions, salary, etc.). This scale was used to know if the person gives more importance to intrinsic factors then he feels motivated because he is decisive about working better and in turn getting satisfied with the work that is in his control. The scale consists of 20 items out of which 10 are intrinsic and 10 are extrinsic.
- The items were presented to the respondents in randomized list. They were sorted in to three categories based of respondents perception of importance in contribution towards work motivation i.e. extremely important, moderately important and less important. The respondents were then supposed to rank a maximum of 10 most preferred factors.

LIST OF INTRINSIC AND EXTRINSIC FACTORS ASSESSED IN MPS



INTRINSIC FACTORS	EXTRINSIC FACTORS
Opportunity to serve the community	Timely confirmation/promotion
Adequate in service training	Adequate salary and allowance
Necessary equipment to work	Friendly co workers
Encouragement for development	Monetary incentives
Feedback on performance	Judicious workload
Participation in decision regarding my work	Physical security
Work according to my ability	Status
Appreciation/recognition of good work	Supportive supervisor
Clearly defined job	Comfortable work place
Culture of quality of work	Balance between work and family



FINDINGS

NURSING COORDINATOR



- The following are the most preferred intrinsic and extrinsic factors in the group of Nursing coordinator:
- Intrinsic
 - Clearly defined job
 - Appreciation/ recognition of good work
 - Adequate in-.service training
 - Necessary equipment to work
 - Opportunity to serve the community
- Extrinsic
 - Adequate salary and allowances
 - Friendly co worker

LTN



- The following are the most preferred intrinsic factors and extrinsic factors in the group of LTN nurses
- INTRINSIC
 - Clearly defined job
 - Appreciation /recognition of good work
 - Adequate in service training
 - Opportunity to serve the community
- EXTRINSIC
 - Timely confirmation /promotion
 - Adequate salary and allowance
 - Balance between work and family
 - Status

STN



- The following are the most preferred intrinsic factors and extrinsic factors in the group of STN nurses
- INTRINSIC
 - Clearly define jobs
 - Adequate in service training
 - Necessary equipment's to work
 - Opportunity to serve the community
- EXTRINSIC
 - Friendly co worker
 - Physical security
 - Balance between work and family
 - Adequate salary and allowance

DEMOGRAPHIC PROFILE OF RESPONDENTS



S. NO.	CATEGORY	VARIABLES	N (TOTAL=120)
A.1	SEX	MALE	52
		FEMALE	68
A.2	AGE	BELOW 20 YRS	0
		20-39 YRS	86
		39-50 YRS	34
		ABOVE 50 YRS	0
A.3	MARITAL STATUS	MARRIED	72
		UNMARRIED	45
		SEPERATED	3
A.4	NUMBER OF CHILDREN	0-1	82
		2	22
		3	16

WORK PROFILE OF RESPONDENTS



S.NO	CATEGORY	VARIABLES	N(TOTAL=120)
B.2	POSITION IN THE DEPARTMENT	COORDINATOR	8
		LTN	66
		STN	44
B.3	YEARS IN THE PROFESSION	LESS THAN 10	58
		5-10	24
		MORE THAN 10	38
B.4	YEARS IN THE FACILITY	LESS THAN 2 YRS	54
		2-5 YRS	32
		MORE THAN 5 YRS	34
B.5	WORKING HOURS	LESS THAN 8	48
		8 HRS	32
		MORE THAN 8 HRS	40

JOB RELATED EXPERIENCE OF RESPONDENTS



S.NO	CATEGORIES	N
C.1 A	RESPONDENTS WHO FEEL TRAINING HELP IMPROVE AEMPLOYEE PERFORMANCE	112
C.1 B	RESPONDENTS THAT HAVE UNDERGONE ANY TRAINING AT THE ORGANISATION	98
C.2 A	RESPONDENTS THAT ARE FAMILIER WITH THE ORGANISATIONS MISSION AND OBJECTIVES	96
C.2 B	RESPONDENTS SAID THAT ORGANISATION MISSION MAKE THEM FEEL THEIR JOB IS IMPORTANE	86
C.3	RESPONDENTS THAT ARE AWARE OF THEIR JOB'S KEY RESPONSIBILITIES	108
C.4	RESPONDENTS THAT FEEL PERSONAL FACTORS AFFECT THEIR WORK EXPERIENCE	116
C.5	RESPONDENTS THAT FEEL THEIR SHOULD BE A REGULAR FOCUS ON MOTIVATION INSTEAD OF OCCASIONAL EVENTS	104
C.6	PERCEIVED DIFFICULTY LEVELOF JOB 1-EXTREME	36
	2-MODERATE	58
	3-LOW	26

INTRINSIC MOTIVATION OF NURSING STAFF BASED ON DEMOGRAPHIC AND WORK PROFILE VARIABLES



	INTRINSIC MOTIVATION	
AGE	HIGH	LOW
BELOW 20	0	0
20-39	48	34
39-50	12	22
MORE THAN 50	0	0
POSITION IN THE DEPARTMENT		
COORDINATOR	7	1
LTN	46	20
STN	21	23
YEARS IN THE PROFESSION		
LESS THN 5	22	32
5-10	18	14
MORE THAN 10	20	14
YEARS IN THE FACILITY		
LESS THAN 2	16	32
2-5	8	24
MORE THAN 5	22	18

INTRINSIC MOTIVATION AMONG NURSING STAFF BASED ON THEIR RESPONSE RELATED TO JOB EXPERIENCE



FACTORS	INTRINSIC MOTIVATION	
	HIGH	LOW
C.1.A	72	40
C.1.B	64	34
C.2.A	42	54
C.2.B	41	45
C.3	73	25
C.4	38	78
C.5	88	22
C.6		
1	10	26
2	36	22
3	8	18

OBSERVATIONS



- All the above data show significant results for dependency of intrinsic motivation on the above listed variables. It is evident that LTN has higher intrinsic motivation than STN which is reflected in this data, position in the department and years in the profession and facility.
- All of the data show significant results for dependency of intrinsic motivation on the above listed variables. The results clearly show that those who have undergone any training at the organization and those who find trainings interesting have higher intrinsic motivation.
- Those who are familiar with organization's mission and objectives and can relate them to the importance of their job and have higher intrinsic motivation. People believing that both employee and the organization need to work towards employees motivation shows higher intrinsic motivation. Also those who believe that regular focus on motivation is required have high intrinsic motivation.
- All results shown in this section gives significant relation between motivation levels and demographic, work and job experience factors. The motivation levels are moderate with variation between the staff level categories.

DISCUSSION



- From the findings of the study it can be stated that motivation is an important aspect of any person's work there are various factors that affect it. Therefore, it is attempted to draw on the motivation of the nursing staff and to help improve the overall performance of the health system.
- This study aimed at measuring the levels of motivation of the nursing staff, finding the factors responsible for it with the help of these ways to improve the efficiency. The study focused on what the staff feel and tells how their own factors affect their motivation levels.
- Using the Motivation Preference Seale, results were obtained that attempt to justify the objectives. Clearly define job, necessary equipment to work, adequate in-service training and opportunity to serve the community are the intrinsic factors that appeared in all groups among the top ranks.

DISCUSSION



Adequate salary and allowances, timely promotion, balance between work - family and comfortable work place are the most prior extrinsic factors in all the groups. These factors are the priority of those who are married and in the age group of twenty to thirty year. These can be attributed to the extra requirements of the family, higher stress levels, etc.

Almost all of the staff members gave positive responses to believing that trainings lead to improvement in performance, going through training at the organization and finding the training interesting .These people also presented high levels of motivation. However, it is important to note that there is a fraction of the staff which responds negatively to all of these 10% of the respondents who haven't undergone any training which cannot be overshadowed in case of nurses and five percent said they do not find the trainings interesting.

There was a companionship between familiarity with organization's mission and a person's own job's key responsibilities, standards and goals. These relate to clear definition of job, work with in the ability and participation in various activities such as decision related to one's own work ultimately which leads to preference of intrinsic factors which result in high motivation.

CONCLUSION



- It was found that the motivational levels of the employees are considerably high and there are factors that contribute towards them. Personal factors such as marital status, age, educational qualification have all part to play in motivation of nursing staff.

Some senior level employee showed that they do not agree with regular efforts towards motivation over periodic activities. This reflects their encounter with in effective efforts for motivation thus did not deliver efficiently and cause wastage of resource. As the need for attention to motivation has been addressed, it is advised that proper training of staff should be carried out to implicit proper techniques for motivation enhancement or handling of the same by specialized teams.

The calculated data show there is efficient proportion of staff that are unfamiliar with the organization's mission and objectives or do not recognize themselves with them.

CONCLUSION



There were cases of senior level employees that proved low levels of motivation and had no clear jobs and responsibilities.

As the observed difficulty level of the employees about their job was found to affect their motivation, it is recommended that seniors must pay attention to how an employee reflects to difficult tasks and difficulty. They can identify those who work best with higher difficulty and jobs should be assigned accordingly.

Lastly, it is advised to test levels of motivation of all the nursing staff on a regular basis to recognize the measures needed to be taken for maintaining or improving the efficiency of the organization.

It is understandable that nursing staff will show intrinsic motivation as they choose to enter this profession because of the will to serve the community.

THANKYOU