

ENGAGING INNOVATIVE KNOWLEDGE THROUGH APPLIED QUALITATIVE RESEARCH

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Healthcare professionals' motivation is influenced by both **Intrinsic** and **Extrinsic** factors, similar to other professions. To effectively engage and retain its staff members, management in the healthcare industry must possess a comprehensive understanding of the distinctions between these two types of motivation

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Intrinsic

A sense of purpose: The opportunity to improve patients' lives and contribute to their well-being motivates many healthcare professionals.

Job satisfaction: The experience of delivering high-quality care and achieving positive patient outcomes can be incredibly fulfilling and inspiring.

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Extrinsic

Career advancement opportunities: The potential for advancements in position, opportunities for career progression, and the ability to enhance professional skills can serve as motivating factors for healthcare professionals to excel in their roles.

Recognition and awards: Receiving recognition and rewards can enhance individuals' motivation.

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It is important to recognize that healthcare professionals frequently experience a blend of **Intrinsic** and **Extrinsic** motivation.

External motivators can nevertheless play a significant role in maintaining the interest and focus of healthcare workers on their work. While intrinsic motivation is known to enhance job satisfaction and foster long-term commitment to their work.

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Understanding the elements that drive motivation among healthcare professionals As part of my research, I am currently conducting interviews in order to acquire insights into the elements that motivate health care professionals in their workplace.

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- The utilization of grounded theory in my research aims to comprehensively understand the motivation of healthcare workers.
- This approach will enable my researchers to systematically investigate and develop theories pertaining to the functioning of motivation within unique, specific situations.

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- The research will be done by doing Interviews to present Healthcare workers in which they have experience in this level.
- The qualitative research on motivation will utilise the software MAXQDA to analyse and visually depict the relationship between motivation factors and their impact on healthcare workers. This will enable me to undertake comprehensive qualitative research, encompassing the development of a grounded theory pertaining to motivation.

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- Ensuring the motivation of healthcare workers is of utmost significance as it directly influences the quality of patient care, job satisfaction levels, and the overall operational efficiency of healthcare organisations.

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- The objective of having healthcare workers who are highly motivated will be to establish a conducive work environment that not only enhances the well-being of employees but also directly influences the calibre of care provided to patients.
- This will ensure the attainment of healthcare organisations' objectives and the establishment of a viable and efficient healthcare system. This factor holds utmost significance.

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THANK YOU

