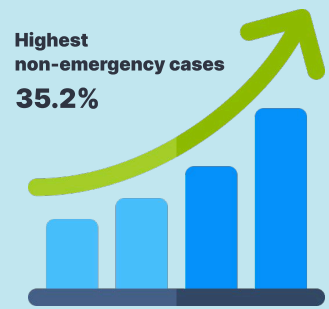
# ADDRESSING OVERCROWDING IN EMERGENCY DEPARTMENTS:

## CAN BEHAVIOURAL INSIGHTS OFFER SOLUTIONS?

### BACKGROUND




Hospital Tengku Ampuan Rahimah Klang (2022)

In 2022, Hospital Tengku Ampuan Rahimah (HTAR) Klang, had the highest number of registered patients in the green zone among Malaysian government hospitals with 35.2% non-emergency cases recorded. Hence, it was selected for a study site. A cross-sectional study was conducted to examine public perceptions of ED services at HTAR and assess knowledge and reasons for using these services.

Respondents often misunderstood about the function of ED triage and clinic operating hours, assuming the ED manages all type of cases. The reasons for seeking treatment in the ED because of the 24-hour access, low costs, quality care and proximity.

### INTERVENTION

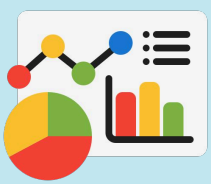






New posters was circulated around the hospital to educate public on self-care, prompt treatment and avoid unnecessary ED visits. It was tested through a survey measuring changes in knowledge and self-care.

### RESULTS



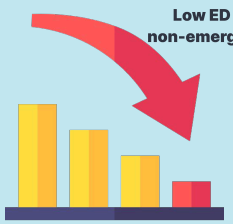
BEHAVIOUR

OPINION

CHARACTERISTICS

Results show respondents now better distinguish between emergencies and non-emergencies. This success is attributed to the messages using clear, concise language and examples. They prefer nearby, accessible health service alternatives and keep a first aid kit at home in case.

### CONCLUSION




In conclusion, behavioural insights helps to effectively encouraging commitment for behaviour change related to the unnecessary visits to ED for non-emergency cases. Currently, an intervention is being implemented to see the reduction in number of per visiting in ED for non-emergency cases.

A project by the Behavioural Insights Unit, Institute for Health Behavioural Research (IHBR),Malaysia Productivity Corporation (MPC), State Health Department of Selangor (JKNS) and Hospital Tengku Ampuan Rahimah (HTAR), Klang.