

MEDICAL DECISION MAKING AIDED BY PHYSICIANS' LEADERSHIP: MEDIATED BY SOCIAL CAPITAL IN A SOCIAL NETWORKING ENVIRONMENT

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Objectives

- Introduction
- Conceptual Framework:
A Systemic Science Thinking approach to tackle obesity research from the perspective of physicians
- Future implication of conceptual framework

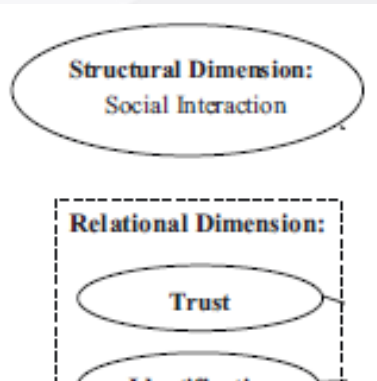
Introduction

- Previous research indicated the need for **social capital of resources for physicians to share knowledge to make effective medical decisions.**
- Previous research also focused on **medical decision making from the point of view of** a patient, physician and physician-patient joint decision making.
- Previous research assessed the **mediating role of knowledge sharing** between social capital and medical decision making as well as the **moderating role of social cognitive theory** to further understanding why physicians are willing to share knowledge in a virtual community.

Introduction (Cont.)

- **GAP** proposed in current research:
 - The **effect of the role of social capital on medical decision making is yet to be assess** as reported in literature.
 - The **role of leadership for medical decision making** is also a new research area currently gaining attention in research.
 - There is **need to assess the mediating role of physicians' social capital** between the direct role of their physicians' leadership on their style of medical DM – **SYSTEM SCIENCE THINKING (BALCONY PERSPECTIVE)**.

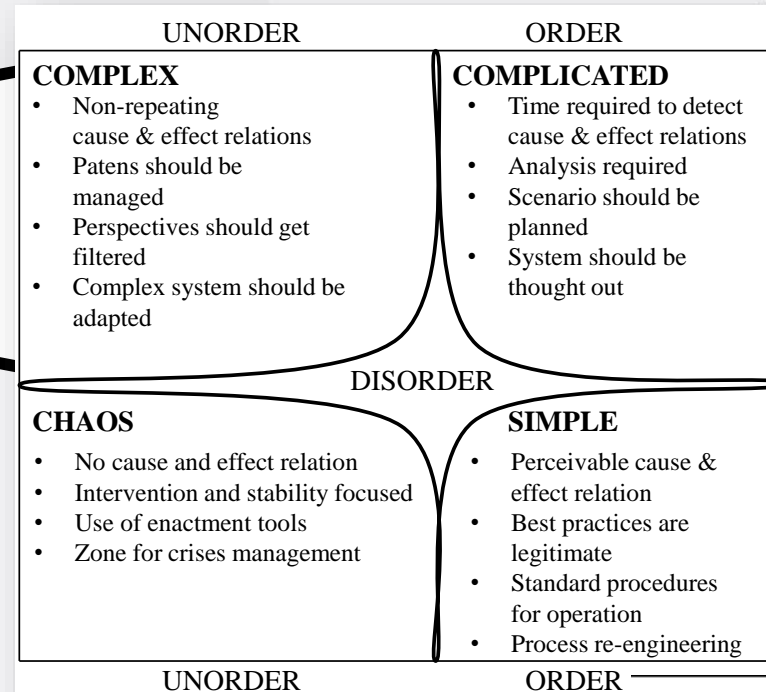
Collaborative Network



Transformational Leadership Style

- Idealized influence (attributed)
- Idealized influence (Behavior)
- Inspirational motivation
- Intellectual stimulation
- Individualized consideration

Physicians' Leadership capability



Decision-Making Styles

- Rational
- Intuitive
- Dependent
- Avoidant
- Spontaneous

Mediating role of Social Capital Theory between physicians' Leadership capability and their decision making in a social network environment.

Implications of Framework in Obesity Research & Clinical Practice

- Utilization of the conceptual model within the context of obesity in the case of the Healthcare sector – WHY?
- The **focus is shifted from physician-patient or group based decision-making** while utilizing the social capital of group's resources to system science thinking involving leadership style and capacity.

Implications of Framework in Obesity Research & Clinical Practice (cont.)

- Past research has stress on how **physicians are taught to practice medicine** but their commitment carries other implications.
- Such a social responsibility gives physicians a **balcony perspective** to voice out their experiential opinions and observations for the betterment of Healthcare treatment quality. **This puts physicians in a leadership role.**
 - Social capital theory mediates as a network phenomenon to facilitate physician's leadership style within a group environment to make effective medical decision.
 - For improving clinical training tools and policies Implications

Implications of Framework in Obesity Research & Clinical Practice (Cont.)

- Social capital theory mediates as a network phenomenon to facilitate physician's leadership style within a group environment to make effective medical decision.
- Implications are specifically to systematically improving clinical training tools and policies Implications so to tackle obesity as an illness

Thank you



- Questions?