


Chapter 2

Gamification: A Tool for Collaboration in Healthcare Units


Marta Correia Sampaio

 <https://orcid.org/0000-0003-0004-601X>
*School of Management and Technology,
Santarém Polytechnic University,
Portugal & CEFAGE, Portugal*

Margarida Freitas Oliveira

*CEOS.PP Coimbra, Polytechnic
Institute of Coimbra, Portugal &
Business Research Unit, University
Institute of Lisbon, Portugal*


Isabel Pinto dos Reis

 <https://orcid.org/0000-0002-2008-9124>
ISLA Santarém, Portugal


Vasco Ribeiro Santos

*Polytechnic Institute of Tomar,
Portugal & ISLA Santarém, Portugal
& GOVCOPP, Portugal & CITUR,
Portugal*

Ricardo Marcão

 <https://orcid.org/0000-0003-3277-3078>
ISLA Santarém, Portugal

Maria José Sousa

 <https://orcid.org/0000-0001-8633-4199>
*ISCTE, University Institute of Lisbon,
Portugal*

ABSTRACT

As technology reshapes industries, gamification has emerged as a key strategy, using game design elements in non-game settings to boost motivation and collaboration, especially in healthcare. This study examines gamification's role in enhancing teamwork among healthcare professionals, addressing a gap in existing research. A quantitative survey of 164 employees from organizations using gamified systems was analyzed through multiple linear regression. Results show that game elements, such as dynamics and mechanics, positively impact collaboration, trust, and engagement. Dynamics foster a collaborative environment and positive social interactions, while mechanics involving collaborative challenges and rewards strengthen team cohesion. This study highlights gamification as an effective tool for improving

DOI: 10.4018/979-8-3693-8598-2.ch002

internal collaboration in healthcare, offering practical insights for organizations implementing such systems. Findings reinforce the importance of gamification in creating trust-based cultures, boosting performance, and enhancing satisfaction for both professionals and patients.

INTRODUCTION

Gamification can be defined as the use of game design elements in non-game situations to enhance users' motivation, engagement, and satisfaction in performing tasks, handling complex activities, or achieving a specific organizational objective (Deterting et al., 2011; Robson et al., 2015; Patrício et al., 2022). Given these characteristics, the introduction of gamification in organizational settings is becoming increasingly popular (Patrício et al., 2022) and can be applied to various business areas, both internally and externally. Internally, gamification can help engage employees, increase their motivation, foster innovation, improve relationships among employees, encourage behavioral change, and enhance knowledge sharing (Werbach & Hunter, 2012; Mann, 2013; Rauch, 2013; Čudanov et al., 2014; Robson et al., 2015; Weretecki et al., 2021).

In recent years, there has been an increase in research on the use of gamification within organizations (Patrício et al., 2022), covering areas such as education, healthcare, sustainability, and sales, among others. This growth reflects the effectiveness of gamification in tasks that, while often considered tedious, are essential for organizational productivity (Markets, 2023).

Collaboration, particularly within healthcare units, is a widely studied topic due to its positive impact on the quality of care, institutional efficiency, and satisfaction of both professionals and patients. Research on these subject span various fields, including administration, nursing, medicine, and social sciences, with a goal of deepening the understanding of the best ways to promote collaboration (Pols, 2017), improve teamwork in interdisciplinary settings, and enhance outcomes (Morgan et al, 2021; Fitzgerald & McDermott, 2017), as well as foster greater resilience within teams (Coleman et al, 2021).

Numerous theories highlight collaboration as a central mechanism for enhancing healthcare efficiency and quality, emphasizing various factors that can facilitate or hinder this practice. Gamification emerges as a promising tool to encourage collaboration among healthcare professionals, improving communication and teamwork (Shah et al., 2019; Hafermalz, 2021). This study, grounded in theories of gamification and collaboration within healthcare units, aims to deepen the understanding of gamification's role in promoting collaboration in healthcare settings, an area that still requires further research.

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/gamification/374995

Related Content

Telehealth as an Innovative Supply Chain and Logistics Management Approach

Darrell Norman Burrell (2022). *International Journal of Health Systems and Translational Medicine* (pp. 1-9).

www.irma-international.org/article/telehealth-as-an-innovative-supply-chain-and-logistics-management-approach/306971

A survey of unsupervised learning in medical image registration

(2022). *International Journal of Health Systems and Translational Medicine* (pp. 0-0).

www.irma-international.org/article//282679

A Survey of Unsupervised Learning in Medical Image Registration

Xin Song and Huan Yang (2022). *International Journal of Health Systems and Translational Medicine* (pp. 1-7).

www.irma-international.org/article/a-survey-of-unsupervised-learning-in-medical-image-registration/282701

Covid-19 in India-Emergence, Implications and Possible Precautionary Measure for Disease Transmission in Indian Healthcare Workers: Covid-19 in India- Emergence & Implications

(2022). *International Journal of Health Systems and Translational Medicine* (pp. 0-0).

www.irma-international.org/article//282681

Covid-19 in India-Emergence, Implications and Possible Precautionary Measure for Disease Transmission in Indian Healthcare Workers: Covid-19 in India- Emergence & Implications

(2022). *International Journal of Health Systems and Translational Medicine* (pp. 0-0).

www.irma-international.org/article//282681