Spreading a Patient Safety Message

Raise Awareness
➢ How Do We Get Their Attention?

State the Goal
➢ How Do We Deliver the Message Effectively?

Change the Culture
➢ How Do We Change Behavior and Attitudes?

What Should I Pay Attention to Today?

Duty Hour Reform
Teaching and education
Competing patient care demands

Imperfect Tools in a Complex System
Hospital volume
Billing and Productivity

Initiative Overload Prevents Focus

Power Point is Not Enough

The Night Before the Big Meeting, Frank Receives a Visit from the PowerPoint Fairy.
Still Trying to Get Their Attention…

Rapid Response Systems Draw Attention to Patient Safety
- Highly visible team
- Highly patient focused
- Invite staff to trigger the intervention
- Effects of intervention realized immediately
- No one likes a code or an unexpected or haphazard ICU transfer on their shift…

Spreading a Patient Safety Message

When We Deliver A Safety Message…

Does the Message Fall on Deaf Ears?

RRS Deliver the Right Message for Patient Safety
- Team focused
- Goal is to prevent patient harm
  - Proactive identification of healthcare hazards
  - Reactive response to near miss events
- Measurement and feedback
- RRS as a Learning Lab for other systems problems
Spreading a Patient Safety Message

Change the Culture
➤ How Do We Change Behavior and Attitudes?

Barriers to Building a Culture of Safety
➤ Lack of institutional buy-in
➤ Lack of staff buy-in
➤ Satisfaction with the status quo
➤ Unlearning prior behaviors
➤ Competing hospital initiatives
➤ Poor understanding of QI principles

Rapid Response Systems as a Tool for Promoting Patient Safety Culture

➤ Qualities of this tool
  ➤ Use on an “as-needed” basis
  ➤ Prompt
  ➤ Values your opinion and likes to teach you more
  ➤ Identifies healthcare vulnerabilities (not just statistics!)
  ➤ Allows you to use your knowledge and skills to do the job they want to do, were trained to do, and ultimately deliver the highest quality of care to your patients

Raising Safety Awareness Through Rapid Response Systems

Raise Awareness
➤ How Do We Get Their Attention?
State the Goal
➤ How Do We Deliver the Message Effectively?
The Message is Built Into the System
Change the Culture
➤ How Do We Change Behavior and Attitudes?
Using RRT as a Patient Safety Tool