



Singapore Healthcare Management 2018



“I Save Lives” Initiative for Patient Safety

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Background

The **Target Zero Harm** movement was started in SingHealth in 2016 - a coordinated cluster-wide initiative to eliminate preventable harm to our patients following the Hep C incident at SGH.

To help 28,000 staff in the cluster relate to the Target Zero Harm movement, we developed a set of key messages using Systems Thinking and the concept of Key Success Loops (see fig).



Everyone can contribute to zero harm by first recognising that we are responsible and accountable for our actions and behaviours, which have an impact on patient’s safety, regardless of whether our role has any direct patient interaction. We should and can speak up if we spot any unsafe practices or incidents, and to then share these experiences openly with one another, so that others would not repeat the mistakes. We help look out for one another to eliminate preventable harm to our patients.

Using the key messages developed, we conceptualised a multi-year communications initiative. For 2017, we focused on the message of accountability and personal responsibility. We use the tagline “I save lives...” to prompt staff to reflect and acknowledge that they play a part in patient safety.

Aim

To foster and build a strong patient safety culture and environment through the strategic use of communications intervention

Methodology

We adopted the strategy of using storytelling/sharing of experiences to communicate our key message.

Story telling is the catalytic agent for changing the status quo. By sharing real-life stories from colleagues working in similar environments, we hope that more can relate to these experiences and recognise their roles as important to patient safety.

There was a deliberate effort to ensure that all staff groups across gender, seniority and institutions are represented. Staff was asked to share, how in their opinion, they saved lives every day as they go about their duties.

Methodology (continued)

These stories were then subsequently shared and tailored across multiple platforms as follows:

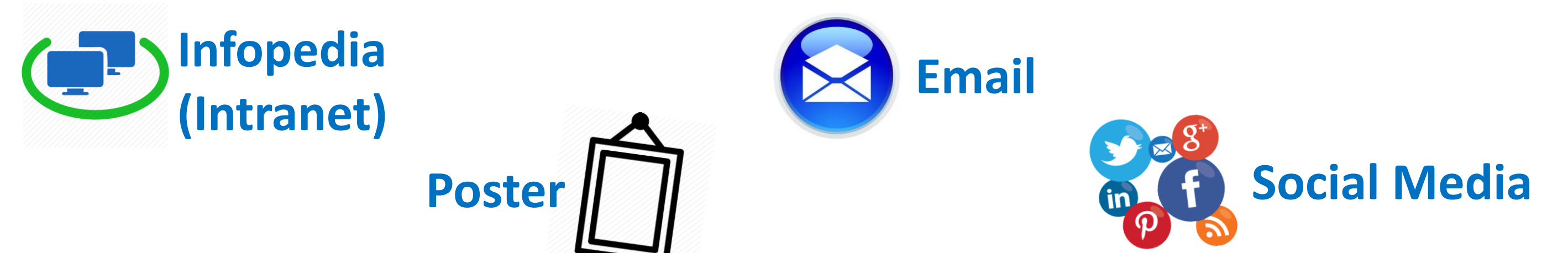
<p>Posters</p>	<p>Wall Murals</p>	
<p>Infopedia (Intranet)</p>	<p>Email blasts to all staff</p>	<p>Faces of Healthcare Tumblr site</p>
<p>Shuttle buses</p>	<p>Video (use the QR code to view)</p>	

Result

To measure the effectiveness of the “I Save Lives” initiative, a survey was sent out to all staff

- Survey Duration – 12 to 31 Oct 2017
297 responses
- 96.5%** felt that the initiative has helped them **better understand** their role in **patient safety**.
- 83.8%** agreed that this initiative helped create a **greater awareness** and importance of **open sharing and learning**.

Preferred communication platforms



What’s Ahead?

Based on the survey results, the initiative has been effective in:

- Communicating patient safety messages
- Fostering greater awareness on the importance of open sharing of patient safety stories and experiences
- Understanding the preferred communications platform to receive information on patient safety

Learning from the “I Save Lives” initiative, the 2018/2019 focus on **“Speaking Up for Patient Safety”** will incorporate some of the suggestions from staff, such as the use of social media (Instagram, Workplace by Facebook) to amplify our messages to staff and to further strengthen the patient safety culture in SingHealth.