



Singapore Healthcare Management 2017

Raising the Internal Safety Culture through Senior Leadership – Speak Up for Safety Video

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Introduction

To align the Hospital's strategic goal of Target Zero Harm by 2022, one of the strategies is to encourage staff to **speak up for patient safety**.

We recognise that to establish and maintain a healthy patient safety culture, it has to be spearheaded by the top management. It is important for leadership to "walk the talk" by connecting directly with all medical staff and show their commitment to patient safety.

Problem

Our healthcare professionals, who are patient-facing, are well positioned to observe early signs of unsafe acts in care delivery. But often, they may be hesitant to voice concerns.

Fears include:

- Stigma of being reprimanded
- Fears of appearing incompetent
- Staff sceptical that management will do anything about their feedback.



Aim

The communication breakdown can only be corrected with a blame-free working environment where every individual feels empowered to speak up.

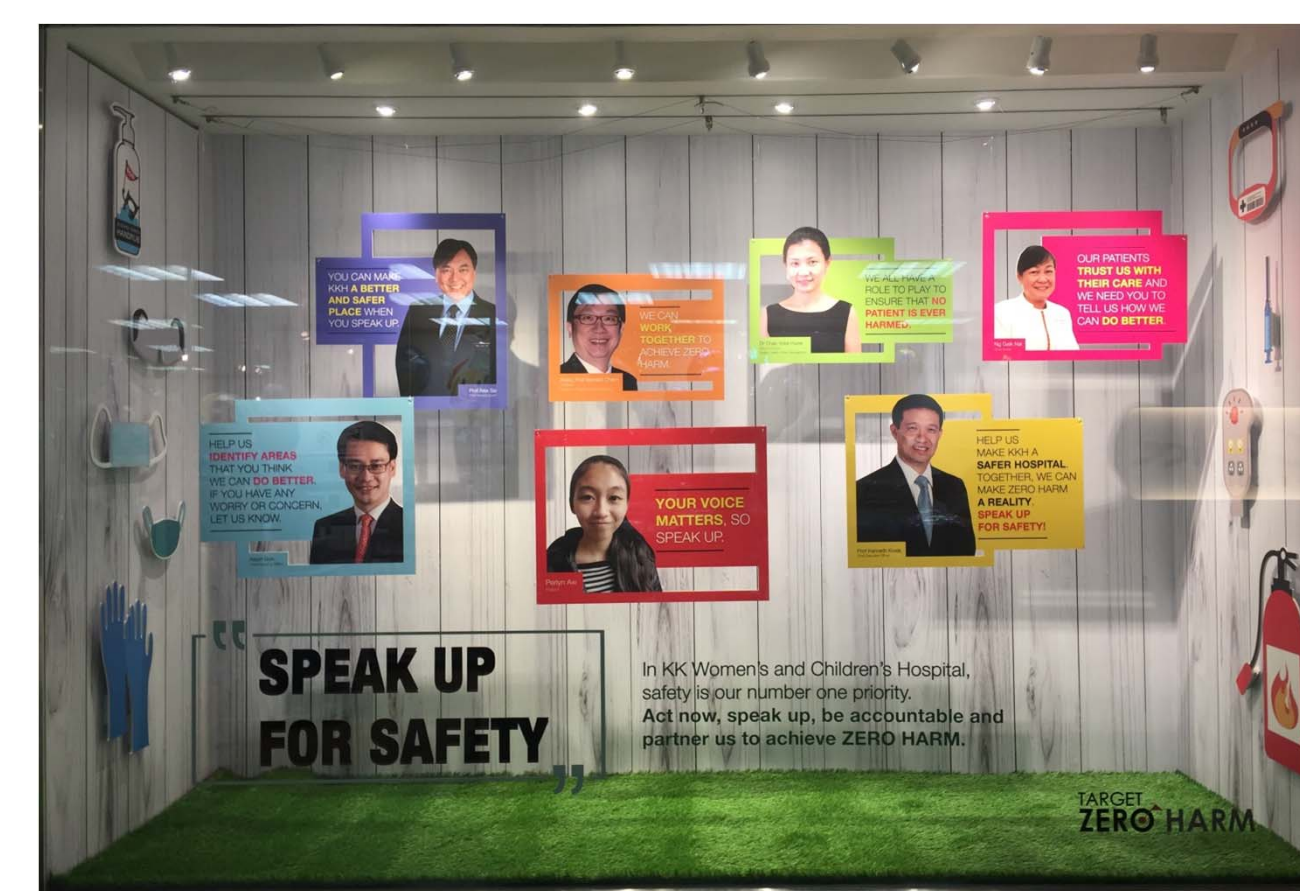
We want to use the video as a visual tool to

- To get senior leadership to drive and support staff speaking up.
- Engage new staff and instil the Speak Up culture when they begin their career in KKH.

Methodology

Video Concept:

Senior leaders pledging in one voice towards building a safety culture. Other stakeholders including staff, patients and caregivers to deliver key messages to Speak Up.



Spin off from the video:

A visual display installation at high visibility location along KKH Retail Mall to sustain publicity and message recall.

Results

Estimated Viewership in 2017

Event / Platforms	Monthly Attendance	Yearly Attendance
KKH Conference	250	3,000
CEO-CMB Forums	250	3,000
Patient Safety and Risk Management Sessions <small>(Based on average actual attendance from Apr to Sep 16)</small>	175	2,100
Speak Up For Safety Training Sessions <small>(Based on actual attendance from Jan to May 17)</small>	761	9,132
Orientation Programmes for New Hires	46	552
Other Staff Events	125	1,500
Subtotal	1,607	19,284

Since Jan 2017, we have garnered about 10,000 views in 5 months. Estimated viewership by end 2018 will exceed 39,000 views.

Intangible Results

- Staff feel more empowered
- More willing to step up and claim responsibility in speaking up
- Improved teamwork with more open communications
- Increase staff satisfaction and morale
- Greater staff and patient engagement

Conclusion

The video is an effective medium to convey its intended message to the target audience. Moving forward, there are plans to develop a second Speak Up video on how staff should respond to colleagues speaking up.

To view the Speak up for Safety video:

<https://youtu.be/6qMMIwV8Lww>