



Impact of moving a large **in-person** patient safety event **online** in a pandemic environment

Singapore Healthcare Management 2021



Ong Wei Jun Jeffrey, Lim Soon Kee, Tun Tun Kyaw

Background

Every year, the Patient Safety and Clinical Standards Unit (PSCSU) from SGH would organize a hospital-wide event to promote important concepts relevant to patient safety. In face of the COVID-19 pandemic, PSCSU decided to host the event on a virtual platform. With the successful hosting of the online event, we seek to better understand the value of holding hospital-wide events on virtual platform for educational and organizational culture development purposes.

Objective

To evaluate the effects of hosting a patient safety event virtually compared to a past in-person event, in terms of organizational benefits, event participants and audience engagement level.

Methodology

Plan

Identified key metrics to measure and compare the cost, as well as effectiveness of conducting educational and organizational culture development sessions using the two different platforms.

Execute (Gathering Data)

| Cost | Outcome |
|--|--|
| <ul style="list-style-type: none"> Collated Budget utilization Calculated Manpower utilization | <ul style="list-style-type: none"> Collated attendance of event to measure participation; attendance further broken down to show diversity of staff job groups Quantified survey feedbacks to measure audience engagement levels |

Study (Data Analysis)

| Cost | Outcome |
|--|--|
| <ul style="list-style-type: none"> Compared costs from various events | <ul style="list-style-type: none"> Compared participation rates and staff diversity of participant Quantified and compared survey engagement scores on a scale of 1 -5 |

Recommend

Evaluated and determined the suitability of conducting educational and organizational culture development sessions virtually.

Results

| Virtual Event | In-Person Event |
|--|--|
| Organizational Costs incurred | |
| \$565 Major components: projected facilities rental and software license | \$3943 Major components: decorations, event setup & provision of event goodies |
| Manpower Utilized | |
| 72 Man-Hours | 500 Man-Hours |
| Attendance of participants | |
| 41 Admin 95 Allied Health 147 Nursing 28 Clinicians Total 311 | 34 Admin 11 Allied Health 96 Nursing 7 Clinicians Total 148 Difference by 110% |
| Audience engagement level | |
| Mean survey score of 4.37 / 5 based on <u>125</u> respondents | Mean survey score of 3.92 / 5 based on <u>13</u> participants |



Conclusion

Based on the lower overall costs incurred, wider reach and higher staff engagement levels attained, the use of a virtual platform had shown positive impact and should be considered as an effective alternative for organizing similar events in the future.