



Danish Society for
Patient Safety

How to use the media as a driver for improvement

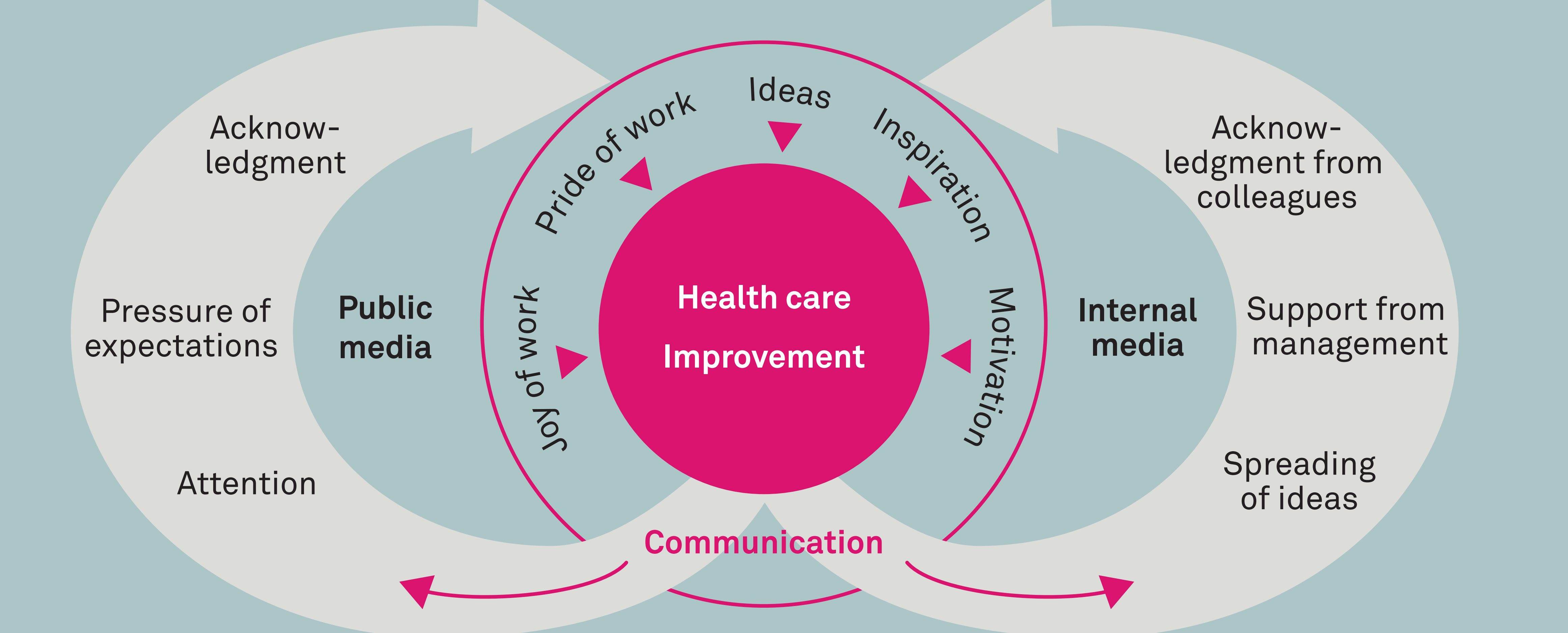
Charlotte Frenndved and Vibeke Rischel
The Danish Safer Hospital Programme,
Danish Society for Patient Safety

Experiences from The Danish Safer Hospital Programme (2010-2013) and other more recent Danish improvement initiatives show that an active media strategy - including internal media as well as the public press - stimulate the improvement process.

A survey among front line and quality staff in in The Danish Safer Hospital Programme show that positive media coverage is perceived by improvement teams as acknowledgment of their work. It increases job satisfaction, professional pride, and boosts the motivation to continuously work towards improvement.

Also, the survey showed that transparent data act as a motivational factor. This is true whether the data show positive or negative result. Both outcomes boost motivation for further improvement. A proactive media- and communication strategy, therefore, in several ways contribute to build further will and spread ideas for improvement.

Go outside to get inside



SAVED BY THE RAPID RESPONSE TEAM
Patient tells his story in a regional newspaper.

FEWER CARDIAC ARRESTS
Article in regional newspaper on the success of the rapid response team

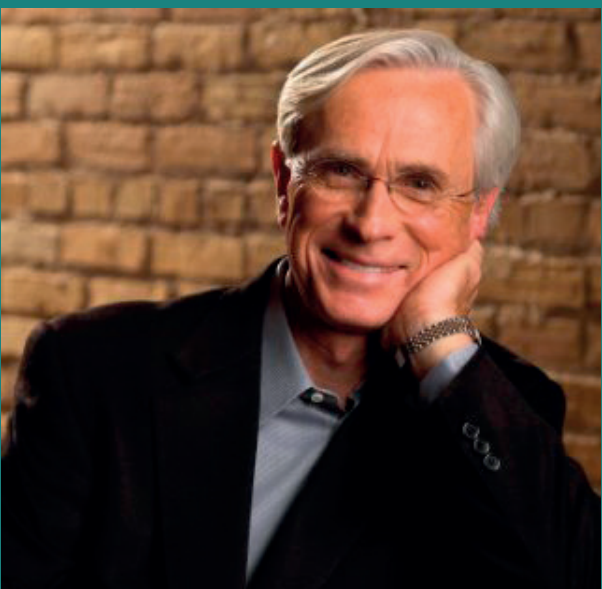


300 DAYS
Celebrations offer opportunities for press coverage. Examples from hospital newsletter (below) and regional newspaper (right).



JIM REINERTSEN* ABOUT TRANSPARENCY

- **TRANSPARENCY IS A EXTRAORDINARILY IMPORTANT FORCE FOR IMPROVEMENT.**
- **THE “AUDIENCE” FOR YOUR TRANSPARENCY IS INTERNAL. YOU GO OUTSIDE TO GET INSIDE.**
- **GO PUBLIC WITH DATA BEFORE YOU’RE PROUD OF IT.**
- **TRANSPARENCY TAKES COURAGE, AND MUST BE LED FROM THE TOP.**



Jim Reinertsen, Senior Fellow at the Institute for Health Care Improvement 2001-2013. Jim

Reinertsen has many years experiences as health system CEO, leading health care quality improvement in medical groups, hospitals, and academic health centers.

Danish Safer Hospital Programme

The Danish Safer Hospital Programme 2010 – 2013 involved five public hospitals across Denmark.

The media strategy included internal communication in the five hospitals using newsletters, intranet, local events and celebration of successes.

It also included external communication of news at the programme website and regional and national newsmedia. Experiences was shared in a network of communication officers at the five hospitals.

The Danish Safer Hospital Programme was conducted by Tryg-Fonden, Danish Regions and the Danish Society for Patient with expert assistance from the Institute for Healthcare Improvement, IHI.

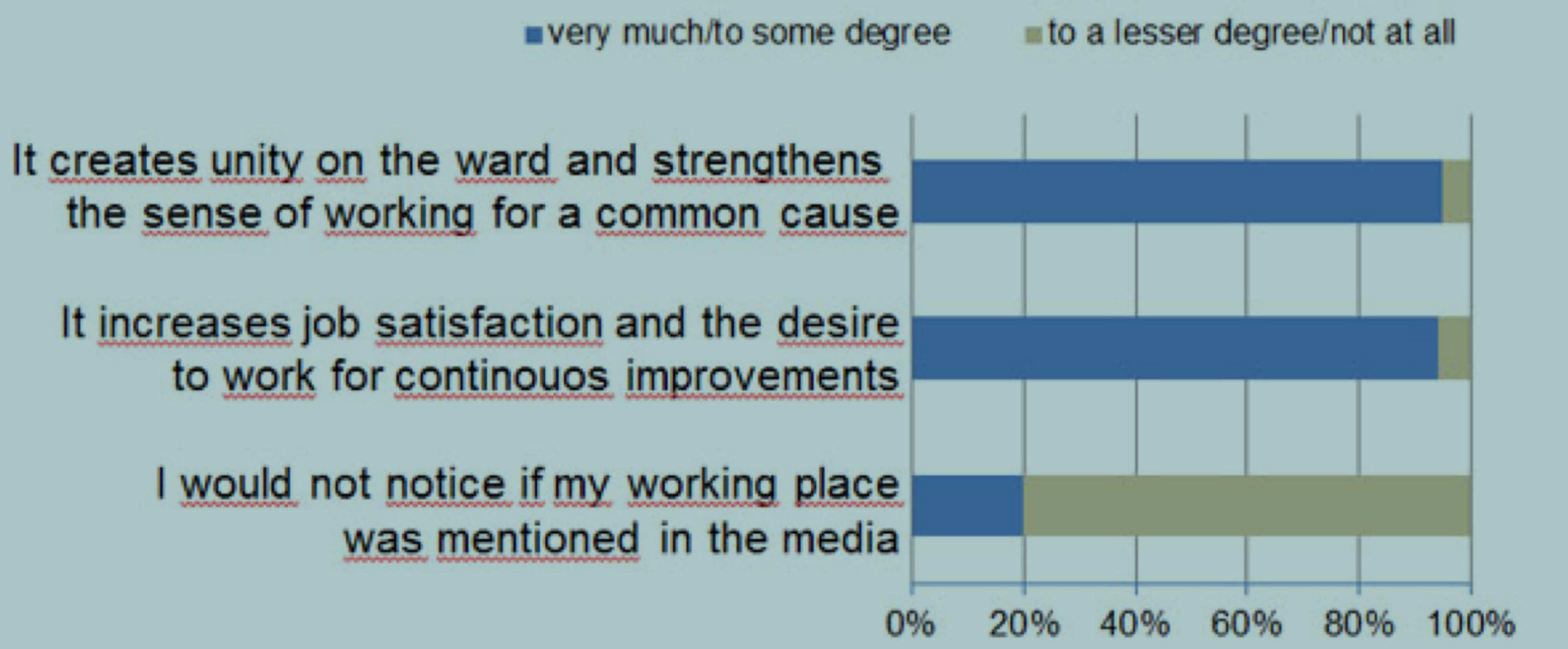
Media mentions create motivation

To determine the effect of the media strategy, a survey was conducted among 239 participants attending a learning seminar in november 2012.

The response rate was 65 percent. 52 percent of the respondents had more than two years of experience working with the programme.

73 percent of the respondents had participated in celebrations at the ward, and 83 percent had experienced positive media mentions.

What is your experience of being mentioned in the media?



Survey report:

Resultater af spørgeskemaundersøgelse om betydningen af kommunikation i projektet Patientsikkert Sygehus. Marts 2013. patientsikkerhed.dk. RESUME IN ENGLISH P.3-4.