A Night at the Academy Awards...Enhancing Medication Safety Awareness at an Exclusive Medication Safety Fair
Baltimore Washington Medical Center

Program/Project Description.
The BWMC Medication Safety Team identified the need for an innovative communication method to assure that all clinicians are aware of initiatives in place to enhance patient safety in medication process, from order to administration. The Medication Safety Team, the Anticoagulation Team, and the Diabetic Task Force are under the direction of the Pharmacy and Therapeutics Collaborative Practice Committee. These teams work to explore and develop action plans to address risk factor reduction, process improvement and core measures review, to improve patient care at BWMC.

Education has traditionally been delivered through email, newsletters, departmental huddles and computer based learning, along with some in-service and classroom presentations. With consideration to the IHI initiative of “Protecting Five Million Lives from Harm”, and the documentary film highlighting Dennis Quaid, “Chasing Zero”, the Medication Safety Team decided to review the evidence and find an additional information delivery method. The result was to offer a Medication Safety exclusive fair to highlight process changes, risk reduction action and the projects underway at BWMC to reduce patient risk in the medication delivery process.

Process.
A work group was appointed within the medication safety team to explore the evidence base from ISMP, nursing research and clinical studies to best plan a fair event. Data from BWMC medication event reports, high risk medications, and current initiatives were gathered and twelve presentation stations were determined to be showcased at the learning event. The group voted to have a medication safety exclusive event, and the fair format was selected.

Solution.
The “fair” format is frequently employed for a variety of competency events, from CPR to general clinical skills validation. This type of venue provides a focused area where staff can come as they have time, as opposed to scheduled educational offerings at prescribed times. The ability to select topics of interest and flexibility in attendance time provides the opportunity to come for a short time, and return later when patient needs allow. Planning began six months prior to the event, including staff email notification to “save the date”.

The Medication Safety Team has four design groups that work on projects identified by the steering committee using the ISMP MedSafe Survey to determine areas of opportunity. Current projects include:
• Education event design team (past, present and future of medication safety)
• Standardizing clinical references
• Medication event review and action development
• Community awareness

These four design teams comprised four of the stations at the fair. The other eight stations that were identified included:
• Anticoagulation
• Infusion pump safety
• Electronic medication administration record issues
• Insulin review and updates
• Medication management in the OR
• Creating a just culture
• Drug dependence
• Pain management issues
The event was offered 0800-1630, to provide access to staff members at their convenience allowing each person to stay as long as necessary to cover the included topics. The medication exclusive focus was to assure that the initiatives surrounding medication safety were the highlight, and to avoid having the medication aspect lost in a general patient safety project. Fair topics were focused on prioritized initiatives and limited to assure that all presentations could be viewed in a reasonable timeframe, and to emphasize the safety initiatives.

The event attendance was voluntary; support was solicited from management and administration. Presentation style was a poster/storyboard with the authors present to showcase their initiative. An “Oscar” theme was chosen, and invitations were extended to any team or committee currently working on a medication improvement related process. Presenters were encouraged to include props, costumes and people to engage the learners. The presentation teams selected a movie theme and developed their project presentation with the overall Academy Awards theme in mind. Each station was to showcase the information to be offered, a post-learning quiz or summary, and handouts when appropriate.

Measurable Outcomes.
The twelve stations presented showcased current risk reduction strategies and process improvement at BWMC. Each attending staff member was asked to vote to determine the winner of the three categories:
“Greatest Impact on Medication Safety”
“Most Informative”
“Favorite”
Initially, the event was offered for one day from 0800-1630, with attendance was projected at 150. Requests to make the event available to alternate shift employees resulted in an “encore” presentation two days later. Offered from 2000 to 0700, the theme for the encore was “The After the Oscars Party”. The two events resulted in attendance of 341. Participants included clinical staff, employees, physicians and some community/visitors.

Sustainability.
Plans are underway for the 2011 Medication Safety Fair. The second annual fair will be offered as a 24 hour event to optimize the project planner time and reduce extra planning for space, presenters and storage. The project presentations will showcase new medication process improvement information and initiatives in progress during 2011.

Role of Collaboration and Leadership.
The event was planned by the Medication Safety Team, an interdisciplinary group that includes physicians, pharmacists, nurses, educators, quality improvement, risk management, a representative from each clinical department, and a community representative. Senior leadership provided full support, monetary (for refreshments and giveaways), as well as visibility by attending the event. Participants included the president of the medical staff and many vice presidents. Public Relations provided monetary awards for the three category winners, as well as props and decorations.

Support came from all levels – the unit managers who gave their staff the time to attend and participate in the event, as well as the senior leadership support through funding and attendance. Feedback from all levels was positive and the plans for a repeat event next year are in process.

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