

MULTIPLE CHANNELS TO CULTIVATE PATIENT SAFETY CULTURE

Hsin-Yi Chiu¹, Hui-Hsien Lai¹, Ming-Yuan Hsieh¹, Chih-Cheng Wu¹

¹Quality management, NTU-Biomedical park hospital, Hsinchu county, Taiwan

INTRODUCTION

NTU BioMedical Park Hospital is a district hospital opened at the end of 2019 when the Covid-19 epidemic initially spread. There were many challenges at the time. Relying on the resources and manpower policies of National Taiwan University Hospital, we have grown and thrived all the way. By 2022, we finally have built a biomedical hospital.

In cooperation with Joint Commission of Taiwan, the "Patient Safety Awareness Week (PSAW)" has been organized since 2004. In addition, "World Patient Safety Day" from the World Health Organization will be held on September 17 every year since 2019. Taiwan's medical institutions have been strengthened the relationship between medical staff and patient safety awareness.

NTU BioMedical is located in Zhubei City, which has a strong gap between urban and rural areas, knowledge levels and wealth. It is an interesting topic for discussion that how to promote the patient safety to local residents

METHOD

Our hospital responds to the PSAW in a cross-team mode, and cooperates with multiple channels to raise the awareness of patient safety for the public, and to actively express their concerns about treatment during the medical process, to shape patient safety culture.

We conduct medicine and health education open courses, cooperate with neighboring primary schools, and family days which build an alliance with external companies with industries-links by using the public broadcasting system to broadcast promotional videos in the hospital, the Internet (fan page, response from official website).

RESULTS

PSAW have effectively reached 62,697 people, including 40,935 people in the public system, 9,336 people from the Internet, 3,020 people in health education courses, 445 people in local primary schools, and 8,961 people from TSMC Family Day. The result of the satisfaction analysis shows that both the dimension of interaction between doctor and patient* and the "overall satisfaction" have increased.



CONCLUSIONS

As the saying goes: It takes 10 years to grow a tree, but a hundred years to nurture people. Cultural development is like education, which is of vital importance. Studies have shown that encouraging medical staff to proactively raise concerns and suggestions for patient safety is undoubtedly effective ways in preventing safety incidents from happening. Our hospital expects to continue to create a patient safety culture and environment for the public, continuing to encourage the public to speak up, and use immersive multiple channels to publicise patient safety activities on a daily basis and shape a patient safety environment. Don't just speak up, but ACT.

REFERENCES

1. <https://www.who.int/news-room/events/detail/2022/09/17/default-calendar/world-patient-safety-day-2022>
2. <https://www.patientsafety.mohw.gov.tw/>

Keywords: Culture of safety, patient Coproduction, Patient Safety Awareness Week (PSAW)

CONTACT INFORMATION

