

INFOGRAPHIC

TURN INCIDENT REPORTS INTO RESULTS

Information from effective patient safety incident reporting systems has proven to be of great value to hospitals and health systems as they strive to make care safer.

There are several persistent barriers that can limit the use and effectiveness of incident reporting programs.

A growing body of research is identifying how incident reporting can be improved. One such study identified the **FIVE TOP REASONS** why incident reporting has not reached its potential:

Source: Mitchell J, Schurer A, Smith K, Pomeroy P, Wu A. Patient safety incident reporting: a qualitative study of thoughts and perceptions of reports 18 years after 'The Error'.

Inadequate Report Processes

1/4 OF INCIDENT INFORMATION IS NOT ACCESSIBLE TO STAFF MONITORING PATIENT SAFETY

INSUFFICIENT RESOURCES OFTEN LEAD TO INADEQUATE EVENT TRIAGE, CLUSTERING, ANALYSIS OR ACTIONS

LACK OF REPORTING AND ROBUST PROCESSES FOR ANALYZING AND ACTING UPON EVENTS ARE CITED AS BARRIERS TO REPORTING

PHYSICIANS AND ALLIED HEALTH PROFESSIONALS SAY NO FEEDBACK AFTER REPORTING AN INCIDENT CAN ALSO BE A BARRIER TO REPORTING

Source: Department of Health and Human Services Office of the Inspector General - Hospital Incident Reporting Systems Do Not Capture Most Reported Events. Mitchell J, Schurer A, Smith K, Pomeroy P, Wu A. Patient safety incident reporting: a qualitative study of thoughts and perceptions of reports 18 years after 'The Error'. In: Institute of Medicine (IOM). "Roots and Sprouts of Events Reported to Established Incident Reporting Systems in Six US Hospitals." Quality and Safety in Health Care.

Lack of Adequate Medical Engagement

A RANKING OF THE **TOP 5** BARRIERS TO ADEQUATE MEDICAL ENGAGEMENT, AS CITED BY PHYSICIANS

1	No feedback on incident follow-up	57.7%
2	Form too long; lack of time	54.2%
3	Incident seemed "trivial"	51.2%
4	Ward was busy; forget to report	47.3%
5	Not sure who is responsible to make report	37.9%

Source: Evans SM, Berry JJ, Smith BL, et al. Attitudes and barriers to incident reporting: a collaborative hospital study.

Insufficient Action

CLINICIANS ARE MORE LIKELY TO REPORT INCIDENTS IF THEY SEE THAT THEIR REPORTS ARE ACTED UPON

ORGANIZATIONS THAT BUILD FEEDBACK MECHANISMS INTO THEIR INCIDENT MANAGEMENT PROCESSES, SUCH AS UPDATES ON SAFETY STATISTICS AND IMPROVEMENT PROJECTS, REPORT IMPROVED PATIENT SAFETY

INCIDENT MANAGEMENT TECHNOLOGY CAN TRIGGER REMINDERS TO FOLLOW UP ON REPORTS AND ALLOW REPORTERS TO TRACK ACTION STATUS

Source: Department of Health and Human Services Office of the Inspector General Hospital Incident Reporting Systems Do Not Capture Most Patient Safety Incidents. Qi, Pomeroy Understanding of Patient Safety Incidents Reduces Health Care's Ability to Quantify and Accurately Measure Harm Reduction.

CASE STUDY: CO-BRANDED LEAD GENERATION FOR LEADING HEALTH CARE SOFTWARE COMPANY

Health Forum helped a leading health care software company generate more than 70 marketing qualified leads and 100-plus e-book downloads through an integrated marketing campaign developed to illustrate how to overcome obstacles in incident reporting.

Through an integrated lead generation and nurturing process, the campaign was successful in attracting new prospects to the organization, as well as nurturing existing prospects in order to close business.

CHALLENGE

The topic of incident reporting in health care can be complex and difficult to convey in a traditional marketing campaign. A leading health care software company that delivers a valuable solution to the challenge created an engaging e-book on the topic in order to build awareness and generate interest in its offering. This client wanted to reach new prospects with this content, increase engagement for existing prospects, and nurture a minimum of 70 leads to a "marketing qualified" status.

CAMPAIGN

Health Forum partnered with the client to develop and execute a targeted marketing campaign over a period of three months.

This campaign targeted health care professionals in hospitals and health systems that were selected from Health Forum's high-quality database of health care executives and professionals – built from multiple sources across the American Hospital Association. Targeted titles included Chief Medical Officer, Compliance, CFO & Finance, CHRO & HR, CMIO, Legal, CNO, Nurse Information, COO & Ops, Quality and Risk.



“We were delighted to work with Health Forum on this e-book promotion.

The level of prospects who engaged with this content and were exposed to our brand is truly impressive, including many executives (CEOs, CMOs, CFOs, CNOs, VPs) and directors. One of our clients who downloaded the e-book purchased an additional module last year and several other prospects who engaged with the content are close to signing deals. The e-book continues to deliver new leads for us 6 months after we launched it, and it’s a great resource for our sales team.”

- Director, Product Marketing

Using the e-book content as the key asset, Health Forum deployed a range of marketing tactics to generate and build interest:

- E-promotions
- Landing Page
- Infographic
- E-book
- *H&HN* advertisement



Health Forum launched the campaign by developing an engaging infographic that highlighted key data points from the e-book. This infographic was available for download on a landing page that also offered a download of the full e-book to those who provided their contact information in a form.

Over the following weeks, the target list then received a series of e-promotions highlighting various aspects of the infographic in order to drive additional e-book downloads.

Throughout this period, Health Forum supported the campaign with a series of postings on our social media channels, including Twitter, LinkedIn and Facebook.

In addition, the e-book was promoted on the website of *H&HN* (Health Forum’s publication covering the health care field), which an average of 115,000 hospital and health system executives view each month.

RESULTS

More than 180 copies of the e-book on incident reporting were downloaded as a result of this campaign. The client saw a significant uptick in marketing qualified leads, 60 percent of which were new prospects.

101
EXISTING PROSPECTS
DOWNLOADED THE
E-BOOK
5X ABOVE GOAL

38
OF THOSE
PROSPECTS
PURSUED
ADDITIONAL
INFORMATION

70+
QUALIFIED LEADS
DELIVERED

READY TO LAUNCH YOUR CAMPAIGN?

Contact Carl Aiello at caiello@healthforum.com.

