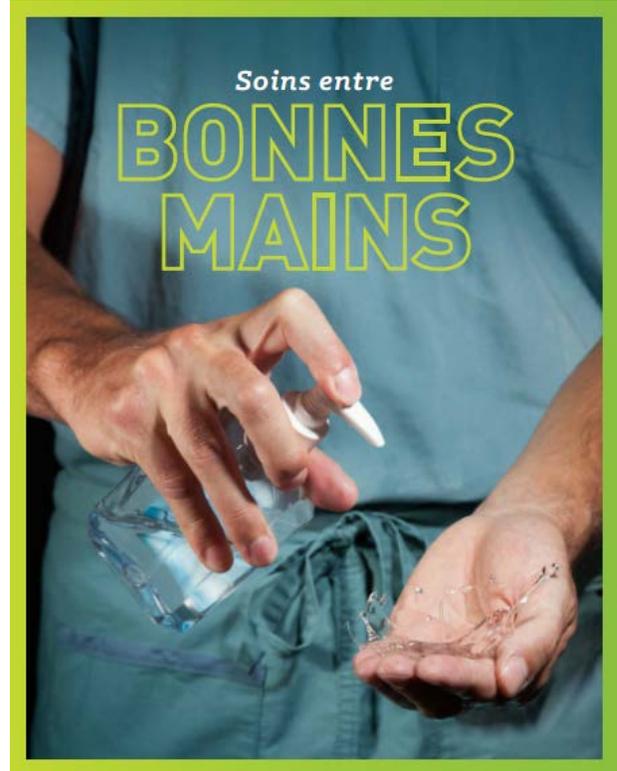
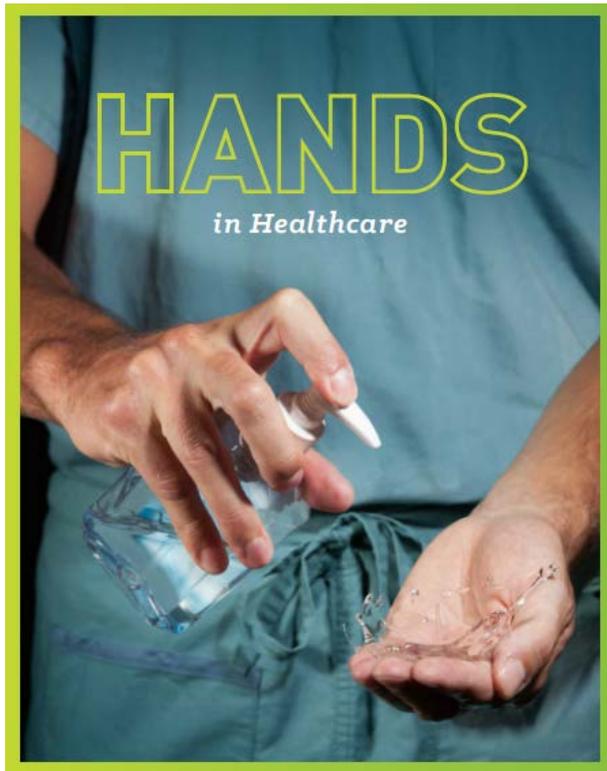


## *Hands in Healthcare*

A magazine celebrating patient safety champions



**CANADIAN PUBLIC RELATIONS SOCIETY  
NATIONAL AWARDS OF EXCELLENCE 2015**

*Submitted by:* THE CANADIAN PATIENT SAFETY INSTITUTE

*Entrant:* CECILIA BLOXOM AND THE CANADIAN PATIENT SAFETY INSTITUTE COMMUNICATIONS TEAM

*Category:* COMMUNICATIONS PROJECTS - Best Print Projects

## *Hands in Healthcare* magazine

### RESEARCH

Making patient safety inspiring and exciting is challenging. The Canadian Patient Safety Institute's communications team developed an **innovative way to capture captive audiences in waiting rooms across the country.**

*Last year, there were more than 13 million visits to Canadian hospital emergency departments (ED) alone.*

*On average, nine out of 10 patients will wait up to 7.4 hours in ED.*

Source: Canadian Institute for Health Information

Waiting for appointments can be tiresome and nerve-racking. You constantly check your cell phone for messages; you study others that are waiting and perhaps start-up a conversation with a total stranger; your mind wanders while you think about all of the things you could be doing at that moment in time; or you browse through a magazine to distract you from the endless waiting.

The ***Hands in Healthcare*** magazine is written in a way to immediately capture your interest to want to know more about the individuals featured. The key influencers are profiled in a way that **the reader learns about patient safety without consciously choosing to do so.** ***Hands in Healthcare*** helps patients and providers learn about the great work happening in healthcare.

Every year between 9,000 and 24,000 people die as a result of preventable harm in Canadian hospitals. The Canadian Patient Safety Institute (CPSI) strives to ensure Canadians in need of healthcare can be confident that the care they receive is safe. CPSI is a not-for-profit organization that exists to raise awareness and facilitate implementation of ideas and best practices to achieve a transformation in patient safety. Established in 2003, CPSI provides a leadership role in building a culture of patient safety and quality improvement. Funded by Health Canada, CPSI reflects the desire to close the gap between the healthcare we have and the healthcare we deserve.

**Over 1,000,000 Canadians work in healthcare occupations**, representing six per cent of Canada's workforce.<sup>1</sup> CPSI works actively and collaboratively within the health system by engaging with frontline teams, patients, institutions, provincial health ministries, the research community, other national health organizations, and other health quality/patient safety organizations to find ways to improve safety for all Canadians.

**CPSI's audience is 65% women and 35% men, with the majority from the 25-54 age groups.** Various platforms provide insights about CPSI's audience and who consumes the information they provide. Google Analytics is used for geographical information and platforms like Facebook and LinkedIn provide informative breakdowns of age and gender and the types of positions held. CPSI's wide array of audiences includes senior leadership (32.4%); entry level positions (28.6%); managers (12.2%); directors (10.8%) and CEOs (5.8%). In terms of job function, the top five areas represented include various healthcare roles (24.7%); quality assurance focus (8.4%); education (7.9%); consulting (7.7%); and operations (5.7%). The individuals profiled in the ***Hands in Healthcare*** magazine were selected to appeal to and resonate with these audiences.

**Some 220,000 Canadians are sickened every year with an infection they pick up in a hospital or healthcare facility.** The information most sought-after from the Canadian Patient Safety Institute is around hand hygiene, infection control, medication safety and safe surgical care. The theme chosen for the 2014 issue of ***Hands in Healthcare*** focused on hand hygiene. Infection incidents are one of the leading causes of preventable patient safety harm in healthcare.

<sup>1</sup> Canadian Institute for Health Information, Canada. Health Care Providers, 2007(Ottawa: CIHI, 2007)

## ANALYSIS, PLANNING AND STRATEGY

In a crowded field where organizations are bombarded with information, CPSI aims for creativity and strategic tailoring of its messaging and communications to various audiences. CPSI places particular importance on making patient safety information so interesting and compelling that it becomes a must-read, must-see, must-hear moment. In a 2014 survey, over 57% of respondents said the *Hands in Healthcare* magazine is a useful resource in promoting patient safety.

For 2014, CPSI set out to produce the annual *Hands in Healthcare* magazine, drawing on their experience from the two previous issues. Additional budget dollars were allocated to increase the number of profiles from eight to 10, to capture more of the great work happening in patient safety. CPSI reached out to their staff, the Board and other key influencers for recommendations of individuals that should be recognized.

### Goal

To produce an award-winning magazine that captures the interest of readers to learn more about patient safety without consciously choosing to do so.

### Objectives

- Distribute 150,000 copies of the magazines in 1,800 Canadian Patient Safety Week (CPSW) packages by the end of September 2014, to help spread the message of the importance of hand hygiene
- Using *Hands in Healthcare* to promote patient safety through #asklistentalk – goal 1,000 tweets/1.5 million impressions: *Generated over 2.6 million impressions of #asklistentalk with 1,507 original tweets*
- Broadcast *Hands in Healthcare* to 11,000 email subscribers - exceed Canadian average email open rate of 15.1% and click rate of 3.1% for healthcare: *Targeted campaign reached 17% to 24% open rate. Hands in Healthcare email achieved 22% open rate and 3% click rate.*

### Key Messages

- ASK.LISTEN.TALK is CPSI's mantra. Good healthcare starts with a question: Ask; Good healthcare requires an open mind: Listen; and Good healthcare requires a responsive heart: Talk.
- With the competing priorities healthcare providers face each and every day, better communication with each other and with patients can improve patient safety. Together, let's ASK.LISTEN.TALK to improve outcomes for patients, clients and residents.
- These profiles recognize only a handful of those who are committed to safe care. Download an online version of the *Hands in Healthcare* magazine at [patientsafetyinstitute.ca](http://patientsafetyinstitute.ca)

[Download](#)

### Planning and Strategy

Telephone interviews were conducted with the 10 key influencers to develop 300-word profiles that convey important information to help increase engagement in patient safety. Capturing a personal passion and translating that to the valuable work that they do is what makes this magazine unique. A "tight, bright and light" approach draws the reader from playful images to succinct stories to learn more. The stories reflect how their patient safety efforts are making a difference in healthcare settings across the country and their quotes reinforce good hand hygiene practices.

For CPSI, ASK.LISTEN.TALK underpins everything that they do and describes how they will move from where they are today to what they need to do to improve quality and safety for the patients, clients and residents they serve. These three powerful words formed the foundation of an email campaign and social media strategies to promote the *Hands in Healthcare* magazine.

Changes were made during the design phase to dedicate a two-page spread to each profile. This necessitated adding an extra four pages to the publication. With the new layout, there were two extra pages to fill. CPSI decided to profile two CPSW poster images promoting hand hygiene as a centre spread.

**CPRS 2015 NATIONAL AWARDS OF EXCELLENCE - HANDS IN HEALTHCARE MAGAZINE**

Copies of the 26-page *Hands in Healthcare* magazine in English and French were distributed free of charge to support the efforts of healthcare organizations participating in Canadian Patient Safety Week. The design of the publication is timeless and is used for many other purposes throughout the year and beyond.

**COMMUNICATION, EXECUTION AND PRODUCTION**

Tool	Purpose	Description	Timing
<b>Hands in Healthcare magazine</b>	Promote the mantra of CPSI: ASK.LISTEN.TALK.	Email and social media campaigns to promote the magazine/ASK.LISTEN.TALK.	Planning started in May 2014 and the publication was delivered in September 2014
	Encourage involvement in patient safety	Profiles highlight best practices in hand hygiene, infection control, medication safety and safe surgical care	
	Support CPSI programs		
	Support CPSW / Promote the work of the individuals and organizations profiled	Distribute 150,000 copies of the magazine with CPSW packages to promote patient safety; Distribute the magazine at national and international conferences	September 2014 /ongoing
<b>Social Media (Twitter)</b>	Promote patient safety	Use #asklistentalk to promote tweets and retweets on patient safety	October 2014/ongoing
<b>Targeted email campaign using Hands in Healthcare</b>	Build interest, participation and excitement in Canadian Patient Safety Week (CPSW)	Use the CPSI database for targeted email campaign featuring local champions; distribution lists reach 11,000+ subscribers	October 2014

**Budget**

Resources directed to this project were limited. There was a small group of three from the Canadian Patient Safety Institute communications team, plus a freelance writer and a photography firm contracted to take photos from coast-to-coast. A creative team provided graphic design, layout and print services.

The magazine was produced in English and French at a total cost of **\$58,200 (39 cents per copy) for 150,000 copies.** Costs include writing (\$4,400), photography (\$9,000), and design/printing (\$44,800). The total costs were offset by a \$15,000 sponsorship received from GOJO, for a one-page advertisement in the magazine.

**EVALUATION AND MEASUREMENT**

Goal and Successes	Results
<b>Promote hand hygiene</b>	<ul style="list-style-type: none"> <li>• <b>2,019</b> healthcare organizations were provided copies of <i>Hands in Healthcare</i></li> <li>• 65% of survey respondents indicated that <b>focusing on hand hygiene was effective</b></li> </ul>
<b>Promote Hands in Healthcare through targeted email campaign</b>	<ul style="list-style-type: none"> <li>• Broadcast email campaign to 11,000 subscribers achieved 18% to 20% open rate, with 3% click through rate. <b>Hands in Healthcare achieved 22% open rate/3% click rate.</b> (Canadian average for healthcare open rate is 15.1% and click rate is 3.1%)</li> <li>• Emails generated over <b>840 page views</b> of <i>Hands in Healthcare</i> magazine on <a href="http://asklistentalk.ca">asklistentalk.ca</a> and <a href="http://www.patientsafetyinstitute.ca">www.patientsafetyinstitute.ca</a> websites</li> <li>• <b>1,800 and counting downloads</b> of <i>Hands in Healthcare</i></li> </ul>
<b>Increase web and social media use of #asklistentalk</b>	<ul style="list-style-type: none"> <li>• During 2014 CPSW, over <b>2.6 million impressions of #asklistentalk:</b> 1,507 original tweets generated, reaching over <b>2.6 million</b> people through re-tweeting/spread of the message; (2013, 727 tweets/1M impressions)</li> <li>• <a href="http://asklistentalk.ca">asklistentalk.ca</a> most shared link when tweeting about patient safety</li> <li>• <b>#asklistentalk - top hashtag used when speaking about patient safety</b></li> </ul>
<b>Effectiveness of Hands in Healthcare</b> (Source CPSW survey)	<ul style="list-style-type: none"> <li>• <i>Hands in Healthcare</i> was a <b>useful resource</b> 57.1%</li> <li>• <i>Hands in Healthcare</i> had <b>engaging content</b> 62.5%</li> <li>• <i>Hands in Healthcare</i> was an <b>appealing resource</b> 58.9%</li> </ul>