



Institute *for*
Healthcare
Improvement

This presenter has
nothing to disclose

History and Lessons from IHI's Campaigns

Canada's Virtual Form on Patient Safety and Quality Improvement

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11 Years of History < 11 Minutes

Origins of Campaign
Campaign Overview
SHN Early Adoption

Enduring Lessons
New Learning
What's Next



Our Mission:

To improve health and health care worldwide



Campaign Origins: A Surprising Combination



The Vision



The How



The What

100,000 Lives Campaign Objectives (December 2004 – June 2006)

- Save 100,000 Lives
- Enroll more than 2,000 hospitals in the initiative
- Build a reusable national infrastructure for change
- Raise the profile of the problem - and our proactive response



Six Changes That Save Lives

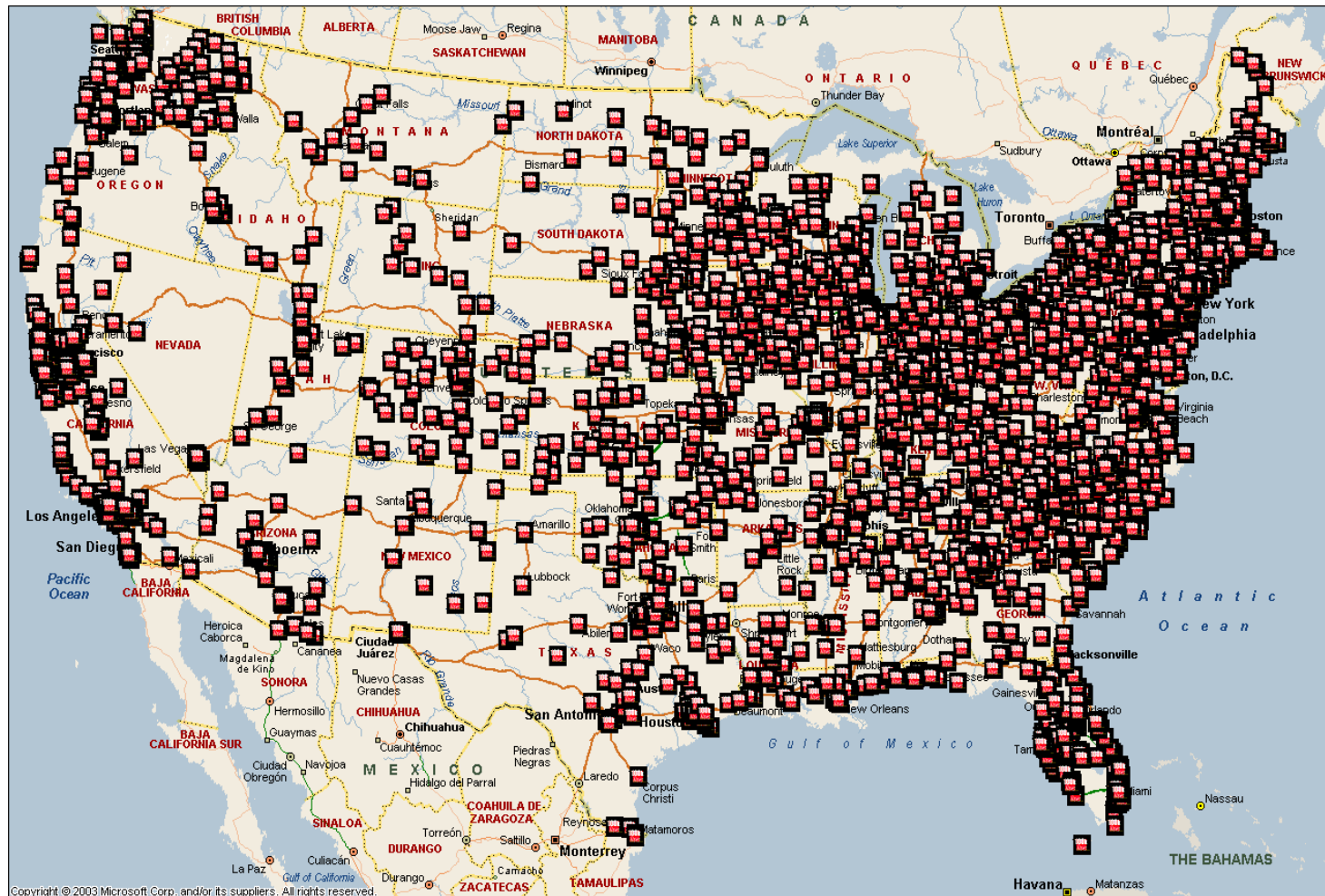
- **Deployment of Rapid Response Teams**...at the first sign of patient decline
- **Delivery of Reliable, Evidence-Based Care for Acute Myocardial Infarction**...to prevent deaths from heart attack
- **Prevention of Adverse Drug Events (ADEs)**...by implementing medication reconciliation
- **Prevention of Central Line Infections**...by implementing a series of interdependent, scientifically grounded steps called the “Central Line Bundle”
- **Prevention of Surgical Site Infections**...by reliably delivering the correct perioperative antibiotics at the proper time and taking several other associated actions
- **Prevention of Ventilator-Associated Pneumonia**...by implementing a series of interdependent, scientifically grounded steps called the “Ventilator Bundle”



The 100,000 Lives Campaign Scorecard

- An estimated 122,000 lives saved by participating hospitals (through work on the Campaign but also through other improvements and work on complementary initiatives)
- Over 3,100 Hospitals Enrolled
 - Over 78% of all discharges
 - Over 78% of all acute care beds
 - Over 85% of participating hospitals sending IHI mortality data
- Participation in Campaign Interventions:
 - Rapid Response Teams: 60%
 - AMI Care Reliability: 77%
 - Medication Reconciliation: 73%
 - Surgical Site Infection Bundles: 72%
 - Ventilator Bundles: 67%
 - Central Venous Line Bundles: 65%
 - All six: 42%





PROTECTING

5 Million

lives

FROM HARM

IHL.org



The *5 Million Lives Campaign*

- Campaign Objectives:

- Avoid five million incidents of harm over the next 24 months;
- Enroll more than 4,000 hospitals and their communities in this work;
- Strengthen the Campaign's national infrastructure for change and transform it into a national asset;
- Raise the profile of the problem - and hospitals' proactive response - with a larger, public audience.



The Platform

The six interventions from the 100,000 Lives Campaign:

- **Deploy Rapid Response Teams**...at the first sign of patient decline
- **Deliver Reliable, Evidence-Based Care for Acute Myocardial Infarction**...to prevent deaths from heart attack
- **Prevent Adverse Drug Events (ADEs)**...by implementing medication reconciliation
- **Prevent Central Line Infections**...by implementing a series of interdependent, scientifically grounded steps
- **Prevent Surgical Site Infections**...by reliably delivering the correct perioperative antibiotics at the proper time
- **Prevent Ventilator-Associated Pneumonia**...by implementing a series of interdependent, scientifically grounded steps



The Platform

- **Prevent Pressure Ulcers...** by reliably using science-based guidelines for their prevention
- **Reduce Methicillin-Resistant *Staphylococcus Aureus* (MRSA) Infection...** by reliably implementing scientifically proven infection control practices
- **Prevent Harm from High-Alert Medications...** starting with a focus on anticoagulants, sedatives, narcotics, and insulin
- **Reduce Surgical Complications...** by reliably implementing all of the changes in care recommended by the Surgical Care Improvement Project (SCIP)
- **Deliver Reliable, Evidence-Based Care for Congestive Heart Failure...** to reduce readmissions.
- **Get Boards on Board....** Defining and spreading the best-known leveraged processes for hospital Boards of Directors, so that they can become far more effective in accelerating organizational progress toward safe care



Some Returns...

- Enrollment eclipsing 4,000 hospitals (approximately 75%-80% of all US hospital beds)
- Eight states at 100%; 18 states at 90% or better
- At least 2,000 hospitals at work on every intervention (53% committed to the Board Intervention)
- Nodes in all 50 states (69 in total) and 200 mentor hospitals
- Outstanding national call attendance (250-500 lines/call), and more than 50,000 downloads of intervention kits
- Increased action in rural, pediatric, public affinity groups
- 50 million new media impressions
- Large national learning events (e.g., Fall Harvest)

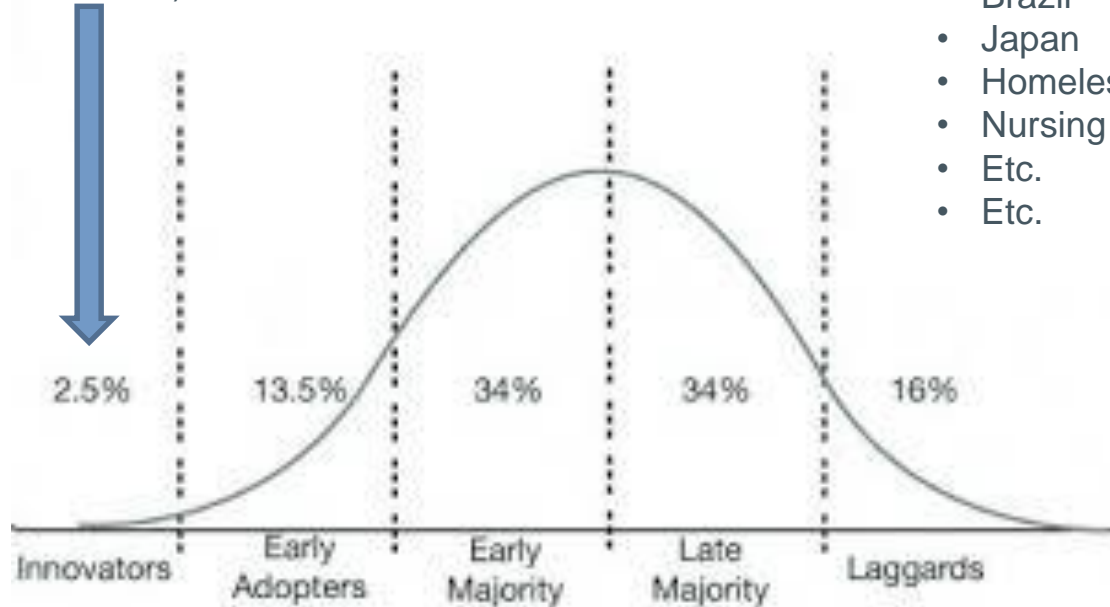


What Is Possible

- 150 New Jersey Hospitals reduced pressure ulcers by 70%
- Rhode Island reported a 42% decrease in Central Line-Associated Bloodstream Infections (2006-2007)
- More than 65 Campaign hospitals report going more than a year without a ventilator-associated pneumonia in at least one unit; more than 35 report going a year without a central line infection
- Drops in adverse event rates of 51%-75% in four Safer Patients Initiative hospitals
- Cincinnati Children's, Ascension, Baptist, SSM, St. Luke's, Northern Mississippi Medical Center...



Safer Healthcare Now!
(Canadian Sister
Initiative)



Subsequent
Adoption:

- Wales
- England
- Brazil
- Japan
- Homelessness
- Nursing Homes
- Etc.
- Etc.

So Many Lessons...
So Little Time



Key Lessons: Enduring

- The power of trying something remarkable (provocation and optimism) and concrete
- The value of simplicity (e.g., interventions)
- The value of a vibrant network (sum is more than the collection of the parts)
- The value of trust (ecosystems not hierarchies)
- The value of celebration and recognition
- Profound respect for practical value and logistics (“Amateurs discuss strategy...”)



Key Lessons: Continued

- The importance of large-scale math
- The need to face into the data
- The importance of mini-entrepreneurs
- The power of collective action
- The value of questioning the rules
- The power of small steps to a bold goal
- The need to tap into intrinsic motivation





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