



PROMOTING PROFESSIONAL ACCOUNTABILITY PROGRAMME

An evidence-based programme proven to address unprofessional behaviour and improve safety culture

Address unprofessional behaviour. Improve the safety and reliability of healthcare

A healthcare organisation's ability to effectively respond to demands for higher quality, safer and more efficient patient care depends on the professionalism of its clinicians and staff. Failure to address unprofessional behaviour and lack of adherence to protocols and procedures have an unacceptable impact on patient safety, productivity, staff engagement and retention, and ultimately on your organisation's reputation.

The Promoting Professional Accountability programme is an evidence-based, organisation-wide framework to achieve the highest levels of safety and reliability.

The programme helps identify, engage with and hold accountable staff who demonstrate repeated unprofessional behaviour. It builds on the professionalism and commitment of the overwhelming majority of staff, while ensuring the actions of no one individual can undermine a culture of safety and reliability.

Developed by the globally recognised Vanderbilt University Center for Patient and Professional Advocacy in the United States of America, the Promoting Professional Accountability programme works alongside Cognitive Institute's Speaking Up for Safety™ programme to embed an organisation-wide speaking up culture.

Two-thirds of staff alerted to a concern under the programme **self-regulate** and are not reported again.³



Build a culture of safety and excellence

At the heart of the Promoting Professional Accountability programme is the ability to identify and respectfully share feedback with individuals over reported behaviours, allowing them to reflect and personally align with a culture of safety and excellence.

This innovative approach enables expertly trained peer messengers to deliver information in conversations about single, reported incidents, as well as providing a methodology to identify and address individuals who display 'outlier' behaviours.

THE PROGRAMME IS DESIGNED TO IMPROVE:

- patient safety
- staff engagement
- staff turnover
- organisational reputation
- costs associated with complaints
- professionalism
- productivity.

PROGRAMME RESULTS

Published research reports the effectiveness of the programme, or its components, in areas relating to hand hygiene, self-regulation and reduced complaint risk.

- The programme was found to encourage self-regulation,¹ and consistently improve hand hygiene.²
- 60% of physicians' complaint scores improved after a level-one awareness intervention.³
- Most physicians who receive interventions respond with an 80% reduction in their complaint risk score.⁴



Clinicians with more complaints have a **higher rate of complications** and adverse outcomes.⁸

Exclusive partnership with Vanderbilt University

POWERFUL INTERVENTION ADAPTED FOR YOUR ORGANISATION

Cognitive Institute provides guidance, education and support to hospitals and healthcare organisations through our exclusive licence with Vanderbilt University in the United States of America.

The programme has been adapted to ensure it meets the needs of your organisation. It is designed to investigate, recognise and build on the unique circumstances of your organisation; providing an organisation-wide system implementation.



**Vanderbilt Center for Patient
and Professional Advocacy**

EVIDENCE-BASED PROGRAMME

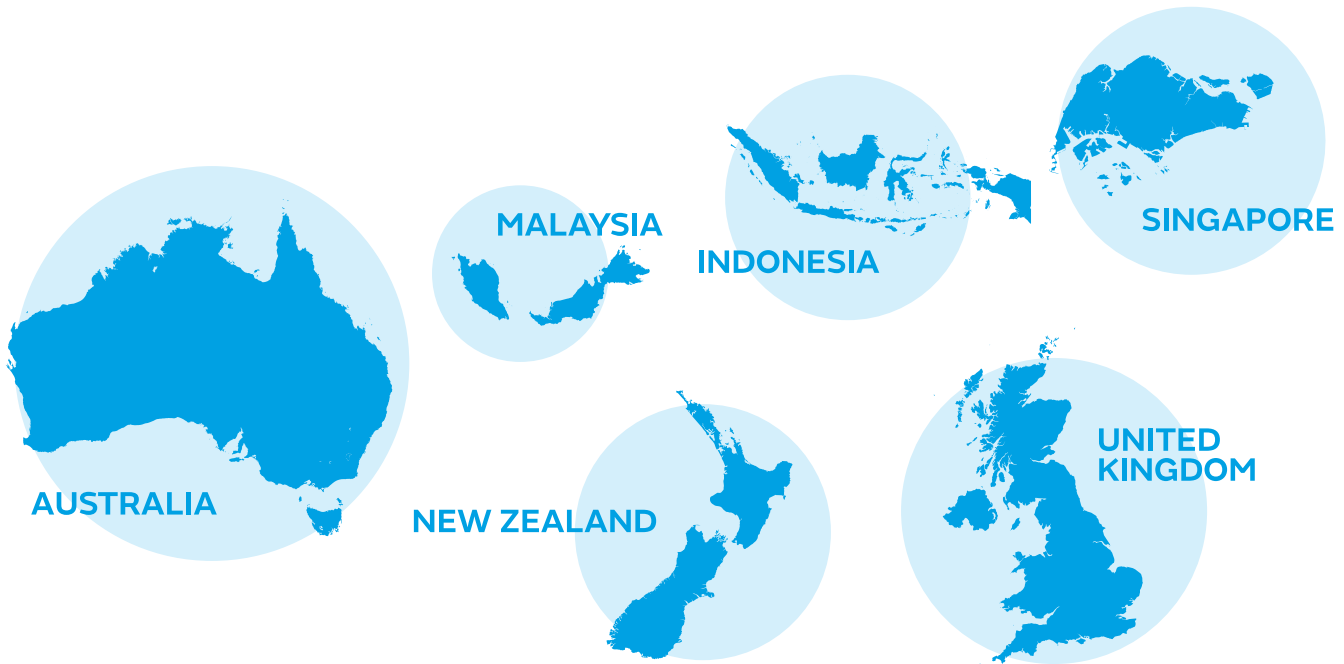
The Promoting Professional Accountability programme is a powerful intervention that can transform your healthcare organisation's culture.

The success of the programme is maximised by an organisation-wide, implementation framework.

This model ensures commitment to a 'no blink' approach is established among board and executive leaders, and organisational readiness achieved prior to organisation-wide implementation of training and support.

Join our Speaking Up movement

Hundreds of public and private healthcare organisations around the world are working with Cognitive Institute to build a culture of speaking up



Learn more at cognitiveinstitute.org

1. Webb LE, Dmochowski RR, Moore IN, Pichert JW, Catron TF, Troyer M, Martinez W, Cooper WO, Hickson GB. Using coworker observations to promote accountability for disrespectful and unsafe behaviors by physicians and advanced practice professionals. *Jt Comm J Qual Patient Saf* 2016; 42(4):149-64
2. Talbot TR, Johnson JG, Fergus C, Domenico JH, Schaffner W, Daniels TL, Wilson G, Slayton J, Feistritz N, Hickson GB. Sustained improvement in hand hygiene adherence: utilizing shared accountability and financial incentives. *Infect Control Hosp Epidemiol* 2013; 34(11):1129-36.
3. Hickson GB, Pichert JW, Webb LE, Gabbe SG. A complementary approach to promoting professionalism: identifying, measuring, and addressing unprofessional behaviors. *Acad Med* 2007; 82(11):1040-8
4. Hickson GB, Cooper WA. Pursuing Professionalism (But not without an infrastructure). In: Byyny RL, Papadakis MA, Paauw DS, editors. *Medical professionalism: best practices*. Melo Park, California: Alpha Omega Alpha Honor Medical Society 2015:81-98.
5. Rosenstein AH. Nurse-physician relationships: impact on nurse satisfaction and retention. *Am J Nurs* 2002;102:26-34
6. Rawson JV, Thompson N, Sostre G, Deitte L. The cost of disruptive and unprofessional behaviors in health care. *Academic radiology* 2013;20(9):1074-6.
7. Roche MA, Duffield CM, Homer C, Buchan J, Dimitrelis S. The rate and cost of nurse turnover in Australia. *Collegian* 2015;22(4):353-8.
8. Catron TF, Guillamondegui OD, Karrass J, Cooper WO, Martin BJ, Dmochowski RR, Pichert JW, Hickson GB. Patient complaints and adverse surgical outcomes. *Am J Med Qual*. 2015.

Cognitive
Institute



International **KnowHow**
for safer, compassionate,
sustainable healthcare

cognitiveinstitute.org

Cognitive Institute is the trading name of Cognitive Consulting Group Pty Ltd ("CCG") ABN 47 070 825 188. CCG is a wholly owned subsidiary of The Medical Protection Society Limited ("MPS"), a company limited by guarantee registered in England with company number 36142 at Level 19, The Shard, 32 London Bridge Street, London, SE1 9SG. MPS is not an insurance company. All the benefits of membership of MPS are discretionary as set out in the Memorandum and Articles of Association.



Part of the MPS group of companies