

Running a hospital patient safety campaign: a qualitative study.

April 21, 2015

Ozieranski P, Robins V, Minion J, et al. Running a hospital patient safety campaign: a qualitative study. *J Health Organ Manag.* 2014;28(4):562-75.

<https://psnet.ahrq.gov/issue/running-hospital-patient-safety-campaign-qualitative-study>

An in-depth, qualitative analysis of a safety campaign at a hospital in the United Kingdom demonstrated variations in perceptions of its goals and utility between project leaders and frontline staff. The authors advocate for patient safety campaigns to be used with other interventions such as incentives and leadership development.