

## **Hospital image repair strategies, organizational apology, and medical errors: an analysis of the CoxHealth brain over-radiation case.**

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Large-scale system failures can damage an organization's [credibility](#). This commentary analyzes how one organization responded after an incident that involved 76 patients who mistakenly received fatally high doses of [radiation](#). The strategies discussed center on the importance of organizational communication to patients, navigating the [blame response](#), and rapid efforts to prevent similar events.