



2021 Strategic Plan

Purpose

Preventable medical error remains a leading cause of harm and death across the globe, and the work of the Patient Safety Movement Foundation (PSMF) is not yet complete. We met for our annual strategic planning session from January 25-27, 2021 to examine our progress and current state, revisit our vision and mission, and outline our goals and objectives for 2021.

Background

The PSMF was founded in 2012 with the ambitious goal of zero preventable deaths by 2020. As this goal was not met, the vision of PSMF was revised last year to “ZERO preventable patient deaths by 2030”, and the mission was expanded to include eliminating harm as well as death in healthcare across the spectrum, rather than exclusively in hospitals. Five focus areas were targeted: Increase Funding and Impact, Expand Awareness of Mission and Brand, Advocate for Legislative Action, Grow Participation in the Movement, and Provide Actionable Solutions for Improvement. Most of our [2020 goals](#) were either met or exceeded. Legislative and fundraising goals were not met. Along with the rest of the world, the COVID-19 pandemic greatly challenged the PSMF team in 2020, but also provided a unique opportunity to develop virtual platforms that we had not planned on at the beginning of the fiscal year. We successfully produced the #UniteForSafeCare event on World Patient Safety Day, September 17th, 2020, partnered with the National Association of Healthcare Quality (NAHQ) to facilitate patient safety content at their annual conference, expanded our Actionable Patient Safety Solutions (APSS) and student programs, and relaunched a new commitment model focused on creating high reliability that makes it easier for hospitals to share their improvement data. Our team expanded to bring financial management in house, better analyze data, and produce more digital content.

Current State

Our “shoot for the stars” vision is clear and concise, although our mission statement could more specifically articulate why we exist, who we serve, and how. Our nine strategic aims served us well in the past, but we lack a laser-focus on what we do really well. We will not achieve our vision of ZERO preventable patient deaths by 2030 without clarity and bold, audacious goals. Our guiding principles don’t include some of our key internal strengths that we need everyone on our team to embody to drive cohesion. We have a continuous learning and blame-free culture. We have a sense of urgency, a great entrepreneurial spirit, and are talented at pivoting quickly when necessary. We provide free, globally-recognized, and well-respected educational patient safety resources. We are well known for our story-telling ability and are inclusive of all healthcare stakeholders, including patients and families, a key distinction from other patient safety organizations. One of our greatest strengths is our vast volunteer network, who are involved at every level of the Foundation. It is difficult for us to measure our overall impact, and we are still not very well known outside of patient safety circles. We continue to struggle to obtain the funding we need to continue our mission, which has been worsened due to the current economic recession. Focusing on patient safety across the entire healthcare continuum and reducing US-centricity remain challenges for us. Despite our efforts in 2020, we remain quite homogenous in our programs and have an opportunity to expand diversity in thought and representation.

Proposed Future State

Our Vision will remain our True North, and be listed first in our communication about our organization:

Our Vision: Achieve ZERO preventable patient harm and death across the globe by 2030.

Our Mission statement will more accurately reflect why we exist, whom we serve, and how we serve them:

Our Mission: Urgently unify people and collectively improve patient safety across the globe.



Our Guiding Principles will more accurately reflect the values of the organization, and will be incorporated into recruitment and retention processes.

Our Guiding Principles:

1. Do what is best for all of those who receive, give, or support care.
2. Promote respect, dignity, compassion, and love.
3. Display an entrepreneurial spirit.
4. Have a philanthropic mindset.
5. Always be ready to pivot.
6. Embrace continuous improvement.
7. Learn from mistakes rather than blaming others.
8. Encourage the sharing of ideas.
9. Actively seek out different perspectives.
10. Share joy and meaning in the workplace.

After more than two decades of study, we now understand that to be successful in reaching this audacious goal, our work must address the root causes of safety system failures. These include a lack of financial incentive alignment, transparency of safety data reporting, and region-appropriate regulatory oversight. Each of these root causes will be addressed and we will achieve our vision of ZERO through our annual strategic planning process.

We will focus on those core competencies that we do really well, and the annual strategic plan will create a framework for all project work. This will ensure that we are not distracted by things that are “nice to do”, but that are not aligned with our true purpose.

Our Core Competencies:

1. Forge global relationships, partnerships, and collaboratives to actively promote change for patient safety.
2. Develop and disseminate patient safety education to governing bodies, healthcare professionals, students, patients, families, and the public.
3. Create public demand for safe and highly reliable healthcare.

We will measure and report our progress on five high level, organizational objectives that will help us to determine how effectively we are moving towards our vision of ZERO. Once we have completed our FY2020 baseline, we will quantify the measurable improvement percentages for each objective.

Our Organizational Objectives:

- Increase the number of people across the world who are committed to ZERO from 29,807 to 2M.
- Increase the percent of educational participants who are “very satisfied” with clinical education from 37.65% to 70%, and general public education from 11.11% to 65%.
- Increase the global reach of our efforts from 74 countries to 100.
- Increase global awareness of medical error among the public by 5% as measured through our [annual survey](#).
- Establish a baseline for reported adverse event and near miss data by committed healthcare organizations.

We will focus our energies on 10 key projects that will help us to achieve our organizational objectives. All of these are a continuation of current work, but each project lead and team will critically examine the work that has been completed in the past, what we are currently doing, and how we can adjust our future actions so that we can be more effective in the



future. We will incorporate new, bold, audacious ideas and be different than we have in the past. Each week, we will review our progress on these projects. We will discuss what went well, what didn't, and what we need to do differently moving forward.

Our Key Projects:

Forge global relationships, partnerships, and collaboratives to actively promote change for patient safety.

1. [Create a Culture of Financial Sustainability \(Ariana\)](#)
 - a. [Implement a Global Fundraising Strategy \(Monica\)](#)
 - b. [Exceed Budget Goals \(Nabil\)](#)
2. [Grow and Nurture Our Network \(Sarah\)](#)
3. [Recruit and Retain the Best Employees \(Ariana/Donna\)](#)

Develop and disseminate patient safety education to governing bodies, healthcare professionals, students, patients, families, and the public.

4. [Strengthen APSS Blueprints and Education \(Olivia\)](#)
5. [Expand Education Programs for the General Public \(Sarah\)](#)
 - a. [Create a PSMF Education and Curriculum Design Process \(Olivia\)](#)
6. [Create Coveted Learning Opportunities for Fellows and Students \(Donna\)](#)

Create public demand for safe and highly reliable healthcare.

7. [Grow the Virtual Coaching & Research Program \(Donna\)](#)
8. [Host Global Events \(Alyssa\)](#)
9. [Launch An Audacious Patient Safety Moonshot \(Ariana\)](#)
10. [Implement an Effective Marketing Strategy \(Ariana\)](#)

We will review our organizational outcomes as well as specific project metrics on a monthly basis.

Our Outcomes: [Our Success Board](#)

Q1 Summary

Forge global relationships, partnerships, and collaboratives to actively promote change for patient safety.

- We are on track with our fundraising goals but because we'd love to exceed them we need your help identifying companies who you think we might be interested in sponsoring events or supporting general funds. We brought on Teletracking as a new UFSC sponsor.
- We continue to gain active engagement with professional organizations, colleges and universities, and healthcare related companies, but we still need help getting more healthcare organizations to commit. Board members who work for hospitals or health systems who have not committed to ZERO are asked to please help make an introduction for us to speak with them.
- We have not lost any team members in Q1 - we feel like we have a great core team. Isabelle Nguyen and Collin Walker joined in April and have been tremendously helpful on all accounts. Isabelle is our Admin Coordinator and Collin supports the team with data management and analytics as well as supporting Nabil with bookkeeping since brought finance fully in-house (no longer use a firm to manage our bookkeeping).

Develop and disseminate patient safety education to governing bodies, healthcare professionals, students, patients, families, and the public.

- We have trademarked our Actionable Patient Safety Solutions and expanded them to include patient, family, and general public education as well. We have successfully grown workgroup participation, but still need a lot more



nursing representation. Board members who know any nurses who may be interested in joining a workgroup are asked to please help make an introduction for us to speak with them.

- We launched a new way for people who are embarking on patient safety PI projects to share what they're doing with us and the larger network - it's been branded the [Shared Learning Network](#).
- We have an active Education Committee that actively helps us to plan our monthly webinars and other continuing education content. We now offer continuing education credit for physicians (CME), nurses (CNE), pharmacists (ACPE), healthcare administrators (ACHE), Certified Professionals in Patient Safety (CPPS), Certified Professional in Healthcare Quality (CPHQ) professionals, and Board Certified Patient Advocates (BCPA).
- We now provide free coaching to committed healthcare organizations to teach teams how to complete a performance improvement project using the train-the-trainer approach. We have significantly grown our student program to assist with this work.
- We accepted 5 fellows for our first cohort of the PSMF Healthcare Safety Fellowship who will start in August. These are seasoned professionals who want to expand their patient safety skills and represent Mexico, Jordan, Nigeria, Uganda, and the U.S.

Create public demand for safe and highly reliable healthcare.

- We have started offering [coaching](#) for organizations who want to become highly reliable and have just begun marketing for this. The expectation is for this program to become a significant revenue generator for the PSMF over the next year or two.
- Our [#uniteforsafecare](#) (UFSC) campaign and event planning is progressing nicely. We are looking forward to a fantastic event in September and engagement between now and then. We have secured March 4-5, 2022 for the virtual World Patient Safety, Science & Technology Summit and plan on opening up registration after September so we don't cannibalize on the UFSC traffic.
- The [Patient Safety Moonshot](#) has been "Launched" and we've been having calls with congressional offices to share with them what the moonshot means and asked for their support of transparency, aligned incentives and the national patient safety board concepts. None ready to co-sponsor yet, but planting seeds!
- We launched a new registration process to gather a bit more information upfront about users so we can guide them through taking the right actions on our website. We also launched the "[Join the Community](#)" pages that lead to our new community website for registered users. We saw most of our engagement socially and traffic on our website during the UFSC campaign last year so we anticipate Q2 will generate a lot of activity and engagement.



Appendix:

2020 Baseline Data:

- [Annual General Public Educational Activity Evaluation](#) (n=18)
 - Very satisfied (11.11%)
 - Satisfied (55.56%)
- [Annual Clinical Educational Activity Evaluation](#) (n=85)
 - Very satisfied (37.65%)
 - Satisfied (40%)

30-Second Elevator Pitch

More than 200,000 Americans and three million people globally die every year from preventable medical errors. The Patient Safety Movement Foundation is a global non-profit organization with a vision of reaching **ZERO** preventable patient harm and death in healthcare across the globe by 2030. We plan to achieve this vision through our mission to urgently unify people and collectively improve patient safety across the globe. We do this in three ways: First, by forging global relationships, partnerships and collaborations to promote change for patient safety. Second, we develop and disseminate patient safety education material. Third, we create public demand for safe and highly reliable healthcare. We're a **commitment-based** organization that is focused on urgency, **action** and **uniting** people and organizations that are tired of the status quo. We strive to connect the dots between all stakeholder groups, with an innovative and disruptive view of new solutions. It's free to join us, and we're urging everyone to get involved, not only for you and your loved ones, but also for our future generations.

[Boilerplate Info](#)