

Prescribe Wisely: A Public Relations Strategy to Promote Antimicrobial Stewardship

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Introduction

- The Antimicrobial Stewardship Program (ASP) at Henry Ford Health System (HFHS) was first formally established in 2008 at Henry Ford Hospital in Detroit, MI. The ASP has since expanded to provide antimicrobial use guidance and policy across the health system.
- HFHS consists of 4 acute-care hospitals, 26 medical centers, a medical group of more than 1,100 physicians, 2,000 private practice affiliated physicians, and many midlevel providers. One of the strategic goals of the ASP is to more fully engage this extensive prescriber group in appropriate antimicrobial use principles.
- The goal of this project was to develop and implement a public relations campaign to increase provider awareness of the institutional Antimicrobial Stewardship Program.

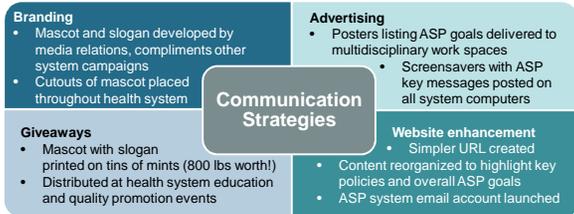
Methods

Development of the PR Campaign

Objectives of the PR Campaign

- Create a recognizable "brand" for the ASP
- Disseminate general ASP message to broad range of providers
- Increase awareness and utilization of ASP policies and services

Elements of the ASP PR Campaign



Study Design

Aim

- We sought to measure the effectiveness of the ASP PR campaign.

Study Design

- Single pre-test, single post-test quasi-experiment; cross sectional

Setting and Population

- Henry Ford Health System is comprised of 4 acute care hospitals, with approximately 1,100 medical group physicians and 2,000 affiliated private practice physicians

Endpoints and Data Collection

- Number of ASP website visits by IP address (total and unique)
- Photos submitted during the "prescribe wisely" pledge campaign launch
- 5 question provider survey distributed 8 months after the campaign

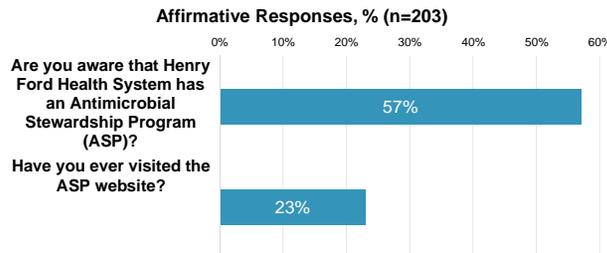
Analytical Plan

- Descriptive, Fisher's exact test for categorical variables

Results

Employee Survey

- 203 employees responded to the survey. Allied health providers and support staff comprised the majority of participants: 117 (58%); followed by nurses: 38 (19%), pharmacists: 25 (12%), and prescribers: 23 (11%).



Prescriber Subset (n =23)

- Among prescribers, 18, 78% were aware of the ASP
- Prescribers were statistically more likely to be aware of the ASP (78%) compared to other survey participants (54%), p = 0.042
- 30% of prescribers had visited the ASP website

Suggestions to Improve the ASP

- Continued communication and promotion to improve awareness of the ASP was the most common suggestion, with 50 responses
- Survey participants who were unaware of the ASP were more likely to suggest continued communication and promotional efforts to improve awareness (26/28, 93% vs. 24/47, 51% of respondents, p <0.001)

ASP Website Visits and Engagement

ASP Website Visits

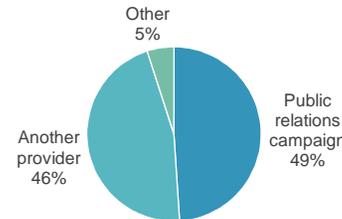
- 2013 – 2014: 17,789 visits (16,211 unique IP addresses)
- 2014- 2015: 32,141 visits (19,851 unique IP addresses)



"Prescribe Wisely" Campaign Photos

- 58 photos with Dr. Pill were submitted during the campaign launch with health-care providers pledging to "prescribe wisely"

How did you learn about the ASP?



Public Relations Campaign Materials



Conclusions

- Communicating the goals and available services of an Antimicrobial Stewardship Program is a common challenge.
- Our health system's ASP PR campaign included a variety of innovative strategies and broadly-applicable messages.
- The PR campaign achieved the goals of increasing awareness of the ASP and use of ASP web-based resources and established a recognizable "brand" for future ASP educational initiatives in our health-system.
- Follow-up studies are necessary to determine the impact of public relations messaging on behavioral change in prescribing practice and the perceptions of healthcare providers regarding antimicrobial stewardship services.

Disclosure

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