



100,000 Lives Campaign Overview

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Campaign Origins

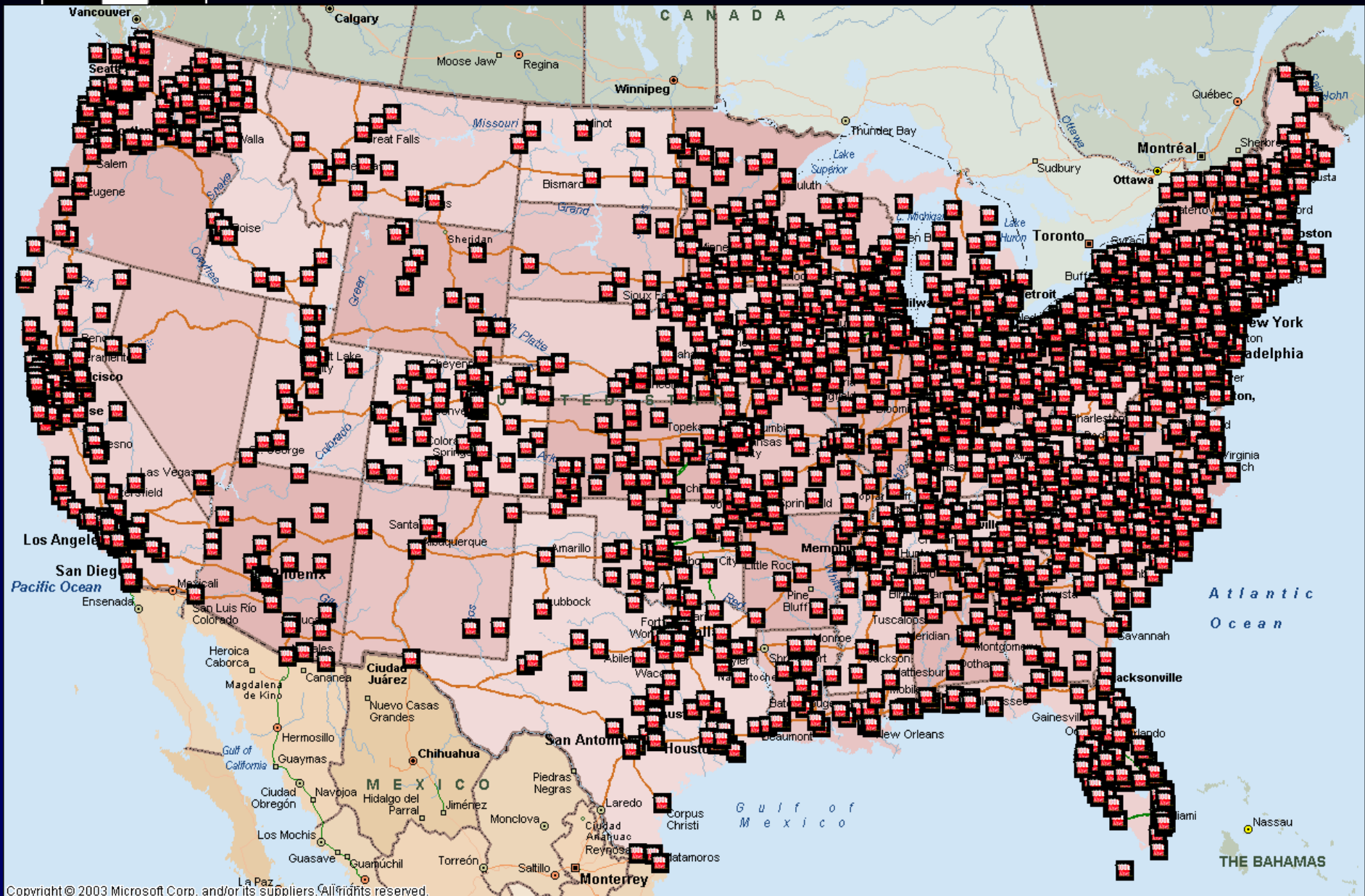
Origins of IHI's 100,000 Lives Campaign:

- Belief in the value of a shared, explicit set of aims and attention to *how* we spread change.
- Frustration with persistent variability in the quality of care and the national rate of change;
- Belief that our sense of urgency was shared by leaders and providers throughout the system;



Campaign Objectives

- Save 100,000 Lives (December 14, 2004 - June 14, 2006)
- Enroll more than 2,000 hospitals in the initiative
- Build a reusable national infrastructure for change
- Raise the profile of the problem - and our proactive response



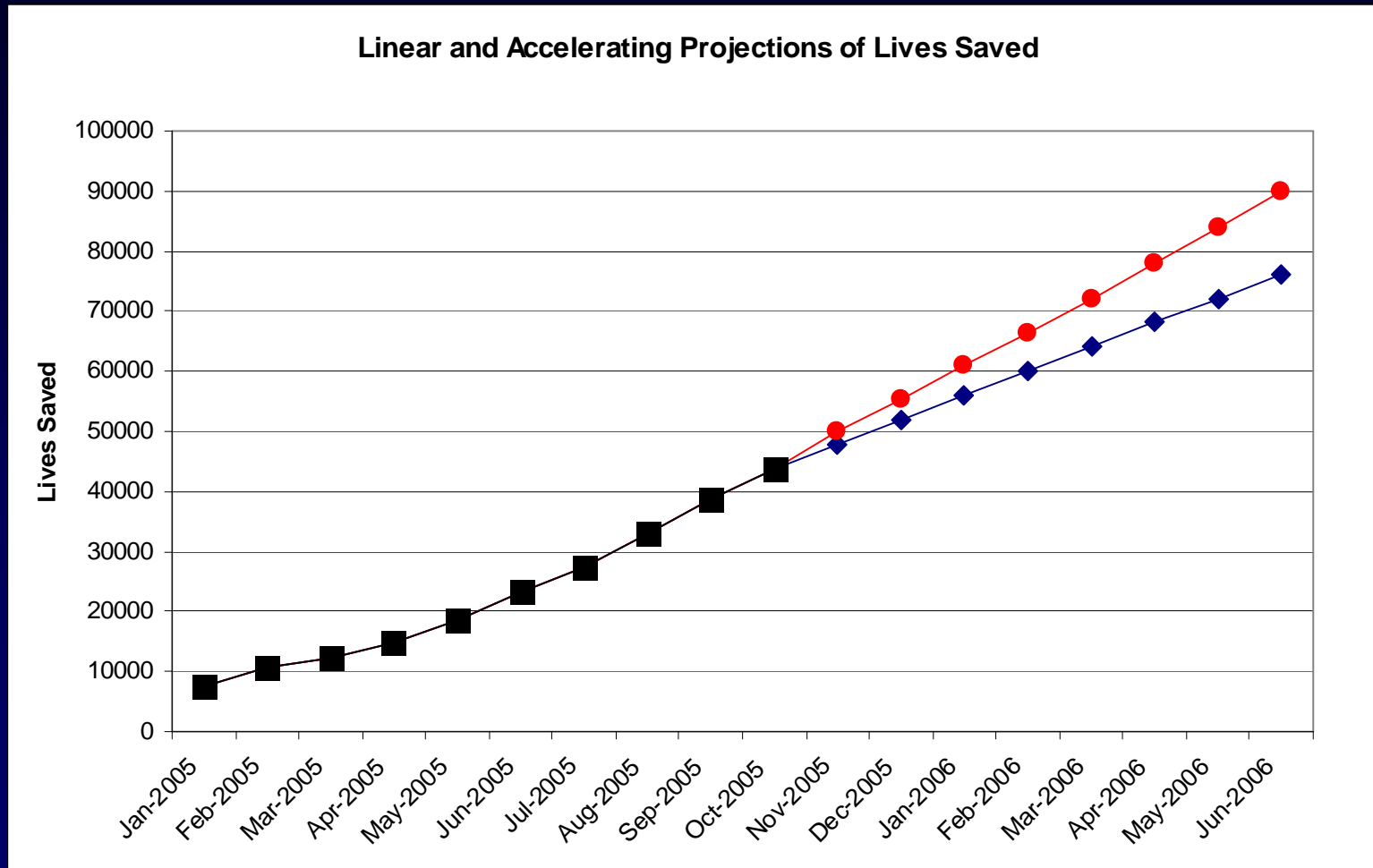


Six Changes That Save Lives

- **Deployment of Rapid Response Teams...**at the first sign of patient decline
- **Delivery of Reliable, Evidence-Based Care for Acute Myocardial Infarction...**to prevent deaths from heart attack
- **Prevention of Adverse Drug Events (ADEs)...**by implementing medication reconciliation
- **Prevention of Central Line Infections...**by implementing a series of interdependent, scientifically grounded steps called the “Central Line Bundle”
- **Prevention of Surgical Site Infections...**by reliably delivering the correct perioperative antibiotics at the proper time and taking several other associated actions
- **Prevention of Ventilator-Associated Pneumonia...**by implementing a series of interdependent, scientifically grounded steps called the “Ventilator Bundle”



Two Projections of Lives Saved



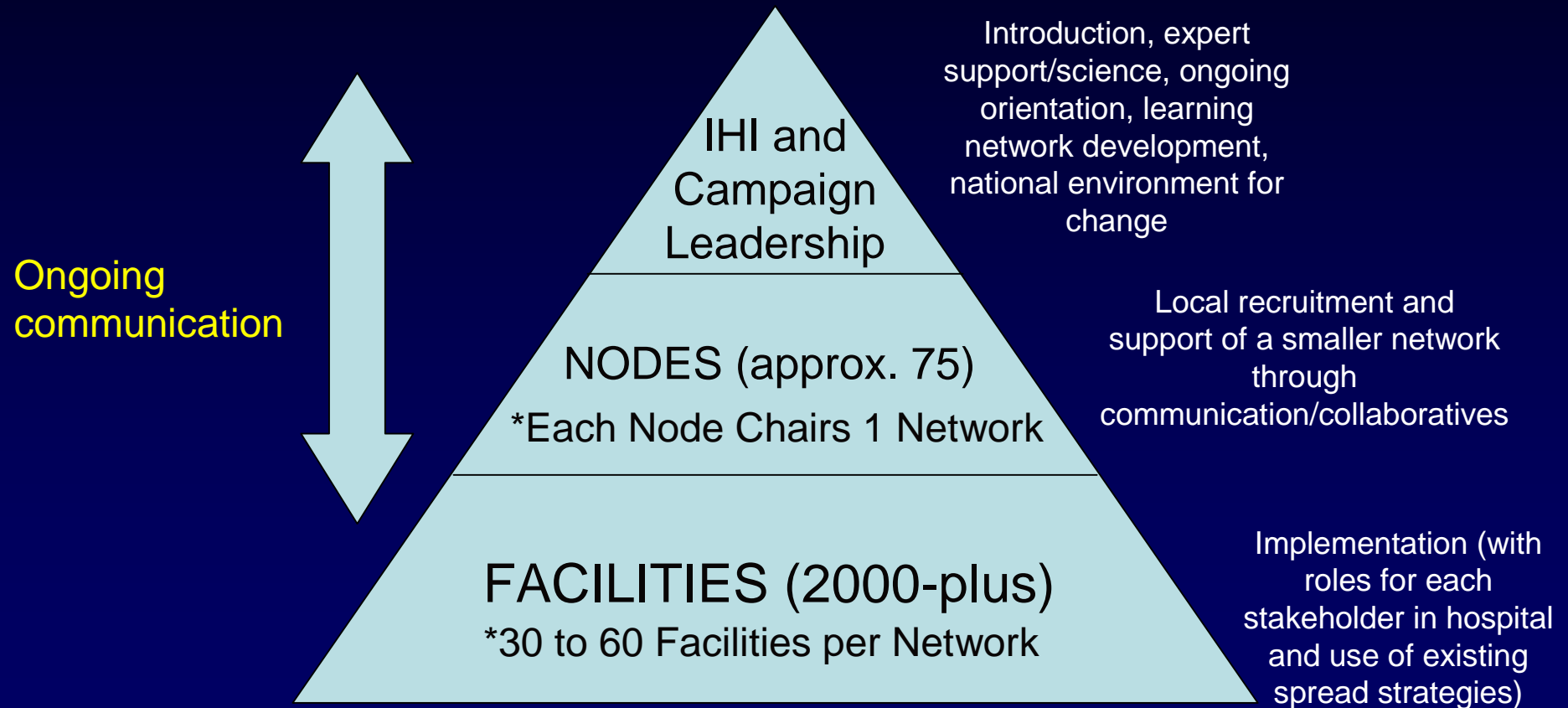


Campaign Participants So Far (a sample...)

- American Medical Association, American Nurses Association, American College of Physician Executives, Association of American Medical Colleges, JCAHO, Leapfrog Group, NPSF, Premier, University HealthSystem Consortium, VHA
- Large systems: SSM Health Care, Ascension Health, Adventist Health System, Hospital Corporation of America, Tenet Health Care
- State Hospital Associations and Nurses Associations: MA, NC, IL, MI, WA....
- Federal Agencies: CMS, CDC, AHRQ, VA
- Scientific Societies: ACC, American Heart Association, APIC, SHEA
- Pediatric and rural “nodes”
- AHQA (Quality Improvement Organizations across the country)
- Financial support: BCBS of MA, Moore Foundation, Leeds Family, Rx Foundation, Blue Shield of CA Foundation, Colorado Trust, Cardinal Health Foundation, Baxter International, Robert Wood Johnson Foundation



Campaign Field Operations Structure





Possible Ways Forward

- “Saturation” and “Sustainability”
- Expanded 100,000 Lives Campaign – an installed audience and welcome others to use the “chassis”
- Campaign (or similar approach) for outpatient settings
- Campaign to reduce waste (removing excuses and getting onto improvement)
- Campaign on reducing disparities
- Campaign College for other countries