

***** EMBARGOED – NOT FOR RELEASE UNTIL
TUESDAY, 12/14/04 at 9:00 am EST *****

**IHI LAUNCHES UNPRECEDENTED NATIONAL CAMPAIGN TO SAVE
100,000 LIVES IN U.S. HOSPITALS**

**An “On the Record” Teleconference With Leaders of IHI and Partner
Organizations to Discuss the Campaign Will Be Held
On Tuesday, December 14, at 11:00 am EST**

ORLANDO, FL – December 14, 2004 – The Institute for Healthcare Improvement (IHI) announced today that it is launching the first ever national campaign to save 100,000 lives in the next 18 months, and every year thereafter, in U.S. hospitals. The “100,000 Lives Campaign” aims to enlist thousands of hospitals across the country – at no charge – in a commitment to implement changes in care that have been proven to prevent avoidable deaths.

The campaign was formally unveiled today by Dr. Donald Berwick, President and CEO of IHI, during his keynote address at IHI’s National Forum in Orlando, FL. Joining Dr. Berwick on stage to endorse this Campaign were leaders of The American Medical Association (AMA), The American Nurses Association (ANA), Ascension Health, The Centers for Medicare & Medicaid Services (CMS), The Joint Commission on Accreditation of Healthcare Organizations (JCAHO), North Carolina State Hospital Association, SSM Health Care, and The Veterans Health Administration.

Hospitals that choose to participate in the Campaign commit to implement some or all of the following six quality improvement changes:

- **Deploy Rapid Response Teams** – by allowing any staff member, regardless of position in the chain of command, to call upon a specialty team to examine a patient at the first sign of decline;
- **Deliver Reliable Evidence-Based Care for Acute Myocardial Infarction** – by consistently delivering key measures - including early administration of aspirin and beta-blockers – that prevent patient deaths from heart attack;
- **Prevent Adverse Drug Events** – by implementing medication reconciliation, which requires that a list of all of a patient’s medications (even for unrelated illnesses) be compiled and reconciled to ensure that the patient is given (or prescribed) the right medications at the correct dosages - at admission, discharge and before transferring a patient to another care unit;
- **Prevent Central Line Infections** – by consistently delivering five interdependent, scientifically grounded steps collectively called the “Central Line Bundle”;
- **Prevent Surgical Site Infections** – by reliably delivering the correct perioperative antibiotics, maintaining glucose levels and avoiding shaving hair at the surgical site;

- **Prevent Ventilator-Associated Pneumonia** – by implementing five interdependent, scientifically grounded steps, such as elevating the head of the hospital bed by 30 degrees, thereby dramatically reducing mortality and length of stay in the Intensive Care Unit.

“I invite every health care facility in the United States to join with IHI and our partner organizations in this Campaign to make these proven, life-saving techniques standard practice,” said Donald Berwick, President and CEO of IHI. “Together, we can literally save 100,000 lives by June 14, 2006!”

Hospitals can learn more about the campaign’s proven life-saving improvement techniques and join the 100,000 Lives Campaign at: www.ihl.org/ihl/programs/campaign. The site provides detailed information on each recommended change as well as useful tools and helpful resources. Additionally, www.ihl.org offers success stories from institutions that have achieved outstanding improvements in systems of care by utilizing these techniques.

For additional information on the campaign, or **to register for the call on Tuesday, December 14, at 11:00 am -11:45 am EST, contact Allison Aldrich at (212) 576-2700 or aaldrich@goodmanmedia.com.**

The Institute for Healthcare Improvement (IHI) is a not-for-profit organization leading the improvement of health care throughout the world. Founded in 1991 and based in Boston, MA, IHI is a catalyst for change, cultivating innovative concepts for improving patient care and implementing programs for putting those ideas into action. Thousands of health care providers, including many of the finest hospitals in the world, participate in IHI’s groundbreaking work.

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