

THE UP CAMPAIGN: PHYSICIAN FOCUS

A campaign to spread cross-cutting interventions while simultaneously reducing patient harm.

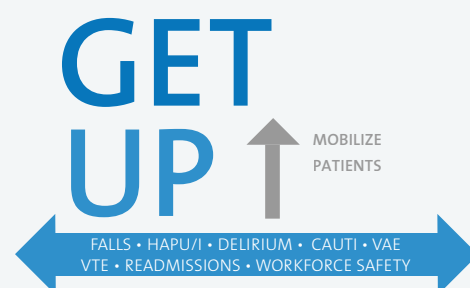
WHY WAKE UP?

- > Use as little sedation as possible.
- > Minimizing sedation allows for early mobilization, reduction of delirium, decreased risk of respiratory compromise and shortened length of stay.
- > Over-sedation is a common adverse drug event.



WHY GET UP?

- > Get the patient moving!
- > Progressive mobility preserves muscle strength, reduces delirium, improves lower extremity circulation and lung capacity and reduces length of stay.



WHY SOAP UP?

- > Wash your hands!
- > It is the single most effective way to reduce the transmission of healthcare-associated infections.
- > Hand hygiene can help prevent a secondary infection.



WHY SCRIPT UP?

- > Reviewing medications at each transition allows for:
 - » the removal of medications that are no longer necessary or may now be unsafe for the patients;
 - » assessment of ease of adherence: available, affordable, fewest doses per day, most tolerable; and
 - » the addition of necessary medications.
- > Using the narrowest spectrum antibiotic that matches the culture results at 48-72 hours optimizes outcomes and minimizes complications, e.g., *C. difficile*.



ADE – Adverse Drug Events | **CAUTI** – Catheter-Associated Urinary Tract Infection | **CDI** – *Clostridium difficile* Infection | **CLABSI** – Central Line-Associated Bloodstream Infection | **MDRO** – Multi-Drug Resistant Organisms | **SSI** – Surgical Site Infection | **VAE** – Ventilator-Associated Event | **VTE** – Venous Thromboembolism | **FTR** – Failure to Rescue | **HAIs** – Healthcare-Associated Infections | **HAPU/I** – Hospital-Acquired Pressure Ulcers/Injuries

Acknowledgments

We would like to recognize the contributions of Cynosure Health and the Health Research & Educational Trust Hospital Improvement Innovation Network team for their work in developing the content of the UP Campaign.

