

**Institute for Safe Medication Practices**  
**1800 Byberry Road, Suite 810, Huntingdon Valley, PA 19006**  
[www.ismp.org](http://www.ismp.org)

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**CONTACT: Renee Brehio, Media Relations**  
**704-321-3343**  
[rbrehio@ismp.org](mailto:rbrehio@ismp.org)

**ISMP to Offer Teleconference on New Healthcare Culture  
Model that Fosters Accountability and Safety**

**Huntingdon Valley, Pa.**—An exciting new accountability model has been winning widespread praise from healthcare organizations for helping maximize safety and balance individual and system responsibility for errors. On October 27, 2005, from 1:30 to 3:00pm EST, the Institute for Safe Medication Practices (ISMP) will offer the teleconference “Just Culture—an Emerging Safety-Centered Accountability Model” to help practitioners learn more about this groundbreaking way to promote a more open and fair healthcare environment.

David Marx, JD, developer of the “Just Culture” model and a safety innovator with more than a decade of experience in transforming workplaces in high-risk industries, will be the guest speaker. Marx uses the term Just Culture to describe the optimal way that organizations can handle reporting and investigation of near misses and errors. Based on years of safety research and practice, the Just Culture model offers the flexibility of being implemented aggressively, gradually, or as part of a larger collaborative effort.

The teleconference will provide an overview of Just Culture concepts, including methodologies to help organizational leaders be consistent and fair to the workforce when mistakes happen. Participants also will learn how to use information gained from everyday errors to design work environments that are less error prone and more error tolerant.

“For successful medical error reporting, we need to encourage cultures where employees are willing to come forward in the interest of system safety. However, no-one can afford to offer a completely blame-free system where any kind of behavior can be reported without penalty,” he says. “Creating a Just Culture can help healthcare organizations balance the competing needs of reporting errors so that they may learn from them and deciding where to draw the disciplinary line to maintain accountability.”

Each call-in site is allowed an unlimited number of listeners. For more information on registration and pricing, visit ISMP online at <http://www.ismp.org/T/200510/index.htm>. For more information on the Just Culture model, visit [www.outcome-eng.com](http://www.outcome-eng.com).

Members of the media who would like a complimentary registration should contact Renee Brehio at [rbrehio@ismp.org](mailto:rbrehio@ismp.org) or by phone at 704-321-3343.

**About ISMP:** The Institute for Safe Medication Practices (ISMP) is a 501c(3) nonprofit organization that works closely with healthcare practitioners and institutions, regulatory agencies, consumers, and professional organizations to provide education about medication errors and their prevention. ISMP represents more than 30 years of experience in helping healthcare practitioners keep patients safe, and continues to lead efforts to improve the medication use process. In 2004, the Institute celebrated the 10<sup>th</sup> anniversary of its official incorporation as a nonprofit organization. For more information on ISMP, or its medication safety alert newsletters for healthcare professionals and consumers, visit [www.ismp.org](http://www.ismp.org)

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