



VitalSmarts®

AMERICAN  
ASSOCIATION  
of CRITICAL-CARE  
NURSES

## MEDIA ADVISORY

### **New research shows communication breakdowns in hospitals undercut the effectiveness of safety tools and negatively impact patient outcomes**

*Results of “The Silent Treatment”, a study of 6,500 nurses and nurse managers, to be announced March 22 in Philadelphia as five-year follow-up to “Silence Kills” research*

**WHAT:** American Association of Critical-Care Nurses (AACN), Association of periOperative Registered Nurses (AORN) and VitalSmarts will release findings from “The Silent Treatment: Why Safety Tools and Checklists Aren't Enough to Save Lives” at a news conference March 22 in Philadelphia.

The study of more than 6,500 nurses and nurse managers — a five-year follow-up to the groundbreaking study “Silence Kills” — reveals healthcare professionals make calculated risks daily to not alert their colleagues when a safety tool signals potential harm. According to the study, 85 percent of healthcare workers report being in a situation where a safety tool worked and yet, more than half (58 percent) failed to effectively speak up and solve the problem.

AACN and AORN — two of the largest specialty nursing associations in the world — with VitalSmarts, an innovator in research-based corporate training and organizational performance, partnered on the research to identify communication barriers that contribute to avoidable medical errors and provide solutions to improve patient outcomes.

**WHO:** The following panel of prominent healthcare experts will discuss the implications of this new research and be available for interviews after the news conference.

- Dorrie Fontaine, RN, PhD, FAAN, dean and professor, University of Virginia School of Nursing.
- Linda Groah, RN, MSN, CNOR, CNAA, FAAN, executive director/chief executive officer, Association of periOperative Registered Nurses.
- David Maxfield, vice president of research, VitalSmarts, and lead researcher.
- Peter Pronovost, MD, PhD, FCCM, professor, Anesthesiology/Critical Care Medicine and Surgery, Johns Hopkins University School of Medicine.

**WHEN:** 2:30 p.m. to 3:30 p.m. ET, Tuesday, March 22, 2011

**WHERE:** Liberty Ballroom, Philadelphia Marriott Downtown, 1201 Market St.

**FREE ONLINE SIMULCAST:** The news conference will be simulcast live and recorded for future access online. Register to attend at <http://www.telenect.com/u/2xk40y5jpb>.

#### **MEDIA CONTACTS:**

Kristie Aylett, APR  
AACN  
[kristie.aylett@aacn.org](mailto:kristie.aylett@aacn.org)  
228-229-9472 mobile

Laura Ashby  
VitalSmarts  
[lashby@vitalsmarts.com](mailto:lashby@vitalsmarts.com)  
801-724-6269

Gayle Davis  
AORN  
[gdavis@aorn.org](mailto:gdavis@aorn.org)  
303-755-6304, Ext. 225  
303-928-9105 mobile