

10.3966/199457952020011401007

Diffusion of Innovations Theory to Reduce the Medication Administration Error Rate Among First-year General Nursing Staff

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Abstract

Improving the safety of medication administration has been one of the goals of medical care quality interventions and patient safety initiatives in hospitals for years. The medication administration error rate from December 2016 to May 2017 was 0.030%, which is much higher than that of peer hospitals. This statistic means that the safety of medication administration must be improved. After understanding the reasons behind mismedication, we applied diffusion of innovations theory and designed a campaign involving several relevant strategies for alleviating mismedication. The campaign included medication administration tutorials and their evaluation through social media, a teaching plan focused on patient safety with online tests provided in case of wrong medication administration, and a checking and reviewing mechanism using a medication checklist to learn to identify medications similar in appearance. With this campaign, we hoped to reduce the medication administration error rate of first-year general nursing staff. The campaign was determined to enhance the knowledge of nursing staff. Accordingly, the medication administration error rate decreased to 0.018%, achieving the target rate of 120%. This campaign can serve as reference for other hospitals to improve nursing quality management.

Key words: First-year General Nursing Staff, Medication Administration Error, Diffusion of Innovations Theory