

The UP Campaign: Physician Focus

A campaign to spread basic 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.

WAKE

UP↑

APPROPRIATE
SEDATION
MANAGEMENT

ADE • AIRWAY SAFETY • DELIRIUM
FTR • FALLS • VAE • VTE

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.

GET

UP↑

PROGRESSIVE
MOBILITY

CAUTI • DELIRIUM • FALLS • PRU
READMISSIONS • VAE • VTE

WHY SOAP-UP?

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

SOAP

UP↑

APPROPRIATE
HAND
HYGIENE

CAUTI • CDI • CLABSI
SEPSIS • SSI • VAE

ACKNOWLEDGMENTS

We would like to recognize the contributions of Cynosure Health and the American Hospital Association (AHA)/Health Research & Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN) team for their work in developing the content of the UP Campaign.

