

A re-design evaluation from the real world

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Evaluation of a new design

- **The medilabel safety design was implemented for taxpayers' money in 2008 after a design competition**
 - Make the most safe label design in the world for generic hospital medicines
 - Use all available information including NPSA hand book, interviews with staff and visits to hospitals
- **The winning design "MEDILABEL" reached the finals of a global contest "Index Awards" in "design for life"**
- **Evaluation 2012**
 - Simulation study
 - Reported errors study



Nine features in the design

- **New Font**
- **Clean up the label**
- **Strength in upper left corner**
- **Ability to make changes**
- **Code for dilution**
- **Code for danger**
- **Code for strength**
- **Space for specific guidance text**
- **Space for ATC code (used for storage)**

Simulation study



General features – post simulation standardized interview

- Clear and easy to read font
- Identical construction principle across labels
- Improved pattern recognition
- Bar code compatible with scanners!

- Some colours have more than one meaning
- Dilution stripe has more than one function
- ATC Code largely unknown
- Many combinations of codes are difficult to remember

Reported errors study

- **3764** medication errors with relevant generic names
 - **951** unique **dispensing** errors with relevant generic names
 - **165** unique dispensing errors involving one or more drugs from **SAD**

951 unique dispensing errors with relevant generic names

	Misinterpretate label	Calculation errors	No or delayed dispensing	Application of wrong label at syringe/bag	Others	Total
2007	262 (60%)	48 (11%)	38 (9%)	15 (3%)	72 (17%)	435
2010	254 (49%)	62 (12%)	83 (16%)	18 (3%)	99 (19%)	516

165 dispensing errors involving at least one drug from SAD

- **No over all differences in harm to patient**
- **No over all differences in errors related to the codes before and after implementation of new design**

Conclusion

- Dispensing errors related to misinterpretation of labels remain a problem despite using the best hand book and the best designers
- Testing medication labels in simulation contexts provided information on what worked and what should be optimized in the label. Focus areas for implementation could be identified
- Using reported medication errors as a data source for this type of research is possible but improved quality of the data and inclusion of data identifying the exact product is necessary.
- Research in proper label design remains a relevant topic

- Cooperation between Amgros and the Danish Society for Patient Safety
 - Hanne Fischer , Marianne Hald Clemmensen, Simon Schytte Hansen, Annemarie Hellebek
- The Danish Institute for medical simulation did the simulation study
 - Peter Dieckmann, Pina Kunstek
- The National Learning office helped with access to reported errors
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