

## BD launches patient safety programme PRIME in Asia

26 April 2019 | News

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BD (Becton, Dickinson and Company), a largest global medical technology company in the world, has launched a new patient safety programme for hospitals, called Preventing Risks of Infections and Medication Errors in IV Therapy (PRIME). Aimed at addressing the top two challenges in a hospital setting - infection prevention and medication safety - PRIME is developed by Joint Commission International for Patient Safety, with sponsorship by BD.

Speaking about JCI's initiation of PRIME with BD, Dr. Marwa J. Zohdy, vice president, Global Consulting Services, Joint Commission Resources/Joint Commission International (JCI) said, "The preparation and administration of medication is critical to safe, high-quality patient care around the world. At JCI, we recognize a fundamental need for evidence-based capability building on this topic, and the unique PRIME programme addresses that need. Leading experts from JCI with the support of BD have created a practical curriculum that will bring critical skills to life."

A unique programmematic approach towards patient safety will be implemented over a six-month duration, composed of goal-setting, constant progress review, tele-consultations with experts and scientific updates through webinars. Hospitals will be certified upon successful completion of the programme.

Raymond Chow, vice president for Central Asia at BD said, "Administration of medication via invasive routes presents unique risks. Particularly in emerging countries, the risks may be greater due to lack of awareness, standards, assessment of skills and adoption of safe technology and practices. PRIME is set to address these very risks that are often unnoticed due to inadequate focus or knowledge of streamlined processes in medication management."

PRIME was officially launched between 22-26 April in the following countries: South Korea, Japan, Malaysia, Thailand, Indonesia, Philippines, Vietnam and India. To date, 21 leading hospitals have signed up for the programme.