

## **A26: Plenary Session**

### **The Power of Partnership: Kernicterus Prevention as a Case Study of Consumer Partnering to Advance Systems-Based Safety**

***Martin Hatlie and Sue Sheridan***

Together, Mrs. Sheridan and Dr Hatlie will present a session that focuses on several roles consumers can play in contributing to patient-centred, systems-based safety through partnership with other stakeholders in the healthcare system. It is intended to use as a model the Kernicterus Prevention Partnership Campaign developed in the United States by parents of infants injured by untreated neonatal jaundice. The Partnership Campaign was propelled by consumers like Mrs. Sheridan who found it expeditious to demonstrate a serious hole in the safety net as a public health issue, rather than one of a medical error. Dr Hatlie assisted these consumers as an advisor, and believes their success in attracting both funding and partners whom would have been reluctant to work with consumers on a “medical error” campaign, reflects a model that can significantly expedite progress in optimising safety and good treatment outcomes.