

## The Normalization of Deviance: Implications for Patient Safety

### Webinar #T2929

#### DATE AND TIME

September 30, 2014

12:00 p.m. - 1:00 p.m. CT

#### OVERVIEW

Persons in professional roles that must perform specific, rule or protocol-bound behaviors or tasks, will often alter the way they execute those behaviors from how they were taught. Because someone was instructed or required to perform a task in a certain way, it does not mean that he or she will not experiment with variations and perhaps modify the original considerably. This phenomenon - where workers deviate from behaviors that are bound by rules and regulations, policies and procedures, and standards of care - has been dubbed "the normalization of deviance." The normalization of deviance is particularly worrisome in health care, where such deviations can amount to significant quality issues and also malpractice. This presentation will explore the normalization of deviance in health care from a variety of perspectives: Why is the concept important? Why do deviations occur? How might they be identified? How can they be managed?

#### TARGET AUDIENCE

CEOs, COOs, CNOs, CMOs, safety officers, performance improvement directors, risk managers, nursing/hospital leadership, the joint commission coordinators, ethics committees, physical therapists and nursing home administrators.

#### OBJECTIVES

- Discuss how deviant behaviors become normalized.
- Explain why such behaviors tend to remain below the radar screen of supervision or leadership.
- Offer strategies that will identify such behaviors and intercept them with a view on patient safety.

#### PROGRAM TOPICS

- Nature of deviating acts in health care.
- Observations about how individuals perform tasks that consist of highly rule-bound or rule-regulated steps.
- Rule deviations frequently result in environments that become less resilient to errors, mistakes and failure.
- How deviant behaviors can become normalized.
- Strategies to recognize such behaviors and intercept them to focus on patient safety.
- Why the normalization of deviance is a never-ending challenge for health professionals and their leaders, and why our response to it should not be punitive.

#### FACULTY

**John Banja, PhD**

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John Banja is a Professor in the Department of Rehabilitation Medicine and a medical ethicist at the Center for Ethics at Emory University. He also directs the Section on Ethics for the Atlanta Clinical and Translational Science Institute at Emory. Dr. Banja received a doctorate degree in philosophy from Fordham University in New York and has taught and lectured on topics in medical ethics throughout the United States. He has authored or coauthored over 150 publications and has delivered over 800 invited presentations at regional, national, and international conferences. Dr. Banja has conducted research or educational projects with numerous federal and private organizations including the NIH, American College of Surgeons, Agency for Health Care Research and Quality, The National Institute for Disability and Rehabilitation Research, American Society for Healthcare Risk Management and the Georgia Hospital Association.

#### PRICE

\$195 per connection.