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NEWS RELEASE

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HRET patient engagement video wins film festival grand prize

NASHVILLE – June 26, 2015 – Tomorrow at the opening session of the Association for Professionals in Infection Control and Epidemiology (APIC) 42nd Annual Conference, the American Hospital Association’s Health Research & Educational Trust ([HRET](#)) will receive the grand prize for an educational video on preventing infection among dialysis patients through patient engagement. The fifth annual APIC Film Festival drew more than 30 entries, of which nine finalists competed for the grand prize.

HRET developed the [winning video](#), named “Patient Engagement in Infection Prevention,” under contract to the [Agency for Healthcare Research and Quality \(AHRQ\)](#) as part of the AHRQ-funded National Opportunity to Improve Infection Control in End Stage Renal Disease (NOTICE) project. The project led to the development of videos, like HRET’s winning entry, and other resources that are now part of the AHRQ Safety Program for End-Stage Renal Disease Facilities [toolkit](#) for clinicians to stamp out preventable infections in dialysis facilities.

“Dialysis centers have such potential when it comes to patient engagement,” said HRET President Maulik Joshi. “Think about the average dialysis visit and the amount of time spent with the patient. Now think about the rapport that could be built, the education that could be delivered, the involvement in infection prevention... that is possible with that much patient face time every week.”

The HRET-AHRQ video features a real-life portrayal of events surrounding a dialysis patient who was hospitalized for an infection he contracted during treatment. The video highlights ways for clinicians to engage patients in their dialysis treatments and steps to take to prevent infections.

According to APIC officials, if previous years’ competitions are any indicator of things to come, the HRET-AHRQ video will have a lasting effect on the audiences the two organizations are trying to influence and educate.

“There’s definitely some life after conference for these videos,” said Liz Garman, APIC vice president of communications. “I can’t tell you how many people call me each year asking for the links to the videos to showcase for their own purposes.”

Conference attendees will have the chance to [view all of the video submission finalists](#) and vote for the festival’s People’s Choice Awards winner, to be announced at the closing plenary session on Monday.

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Health Research & Educational Trust (HRET)

Founded in 1944, the Health Research & Educational Trust (HRET) is the not-for-profit research and education affiliate of the American Hospital Association (AHA). HRET’s mission is to transform health care through research and education. It focuses on identifying and exploring key issues affecting the health care delivery system. HRET’s applied research focuses on improving quality, eliminating disparities, improving care coordination, improving leadership and governance, conducting data analysis and supporting the spread of improvement. Through AHA’s Hospitals in Pursuit of Excellence (HPOE) strategy, HRET has helped hospital leaders to accelerate performance improvement by disseminating best practices, producing actionable reports and toolkits, conducting leadership development programs and implementing national improvement projects. For more information, visit www.hret.org.

Agency for Healthcare Research and Quality (AHRQ)

AHRQ’s mission is to produce evidence to make health care safer, higher quality, more accessible, equitable, and affordable, and to work within the U.S. Department of Health and Human Services and with other partners to make sure that the evidence is understood and used.