Taking a lead on *Legionella*

Building a case for better patient protection

Background

Despite installing water treatment systems, controlling *Legionella* still presents a major challenge for UK hospitals. However, with the launch of the Pall-Aquasafe Water Filter, they could now protect their patients with an instantaneous, validated and clinically proven answer to the problem in high-risk areas or in the unfortunate case of an outbreak.

> ***"De Facto have supported our growing awareness campaign about the increasing hazards of water borne infections in the Hospital water supply"***
>
> ***Elise Maynard, UK Marketing Manager for Pall Medical***

Objectives

To ensure hospitals understood the clinical benefits of the new filters, Pall Medical needed to:

- Raise awareness amongst Estates Managers, Microbiologists and Infection Control teams of the prevalence and under-reporting of *Legionella* in the UK
- Compare the measures taken in the UK with the more extensive precautions taken in other European countries
- Encourage hospital managers to compare the cost-benefit of filtration *vs.* the potential for litigation if they suffered an outbreak and against the use of antibiotics and extended hospital care.

Tactics

De Facto implemented a proactive media relations programme based on:

- Individual press briefings aimed at securing articles in the key health care management, estate, procurement, clinical microbiology and nursing journals
- Generating publicity around exhibitions, conferences and meetings
- Collating quotes from Key Opinion Leaders including healthcare solicitors

Results

Feature articles were secured in eight key journals: Health Equipment & Supplies, Clinical Services Journal, Health Estates Journal, Hospital Bulletin, Hospital Development, Nursing Times, Hospital Post and Infection Control.

In addition, new product coverage was also secured in Hospital Medicine, British Journal of Intensive Care, Operating Theatre Journal, In Control, Hospital Bulletin and Practice Nursing.