## Direct Observation: Covert1-4

* Incorporates unknown or undercover (“secret shopper”) observers to facilitate accurate data collection

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| --- | --- |
| **Advantages** | **Disadvantages** |
| * Minimizes the Hawthorne effect—the observer’s effect on the behavior being observed
* Identifies trends and barriers to adherence
 | * Includes possibility that observers may become known, which may impact validity of data
* Requires resource intensive investments, including extensive training and availability of observers
 |

## Direct Observation: Overt1-4

* Involves identifiable observers who can intervene during the monitoring and data collection process

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| --- | --- |
| **Advantages** | **Disadvantages** |
| * Enables immediate feedback to personnel
* Engages personnel in real-time education and dialogue
 | * Involves the Hawthorne effect, which can lead to overestimation of hand hygiene adherence
* Requires resource intensive investments, including extensive training and availability of observers
 |

## Direct Observation: Technology Assisted1-4

* Implements observation systems such as cameras in hallways and employs retrospective data collection

|  |  |
| --- | --- |
| **Advantages**  | **Disadvantages** |
| * Minimizes the Hawthorne effect
* Assesses more hand hygiene opportunities
 | * No opportunities for real-time intervention
* High costs
* Poses possible patient privacy risks
 |

## Indirect Observation: Product Volume or Event Count Measurement1,2,5

* Tracks the amount of product used or dispensed over time

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| --- | --- |
| **Advantages**  | **Disadvantages** |
| * Allows study of hand hygiene frequency trends over time or between units
 | * Lacks ability to identify who used the product and to determine compliance rates6
* Requires maintenance of dispensing devices and hardware to ensure the expected amount of product is used
 |

## Indirect Observation: Automated Adherence Monitoring1,2,5

* Uses devices worn by personnel to record hand hygiene behavior such as through motion sensor devices, badge technology, or reminder and feedback systems

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| --- | --- |
| **Advantages**  | **Disadvantages** |
| * Eliminates selection and recall bias of human observers
* Assesses more hand hygiene opportunities
 | * Requires installation and maintenance of technology that can be costly or unreliable7
 |

## Staff Surveys/Patient Reports1,5

* Gathers data from personnel and patients about satisfaction, knowledge level, and opportunities for improvement regarding hand hygiene and safety culture

|  |  |
| --- | --- |
| **Advantages**  | **Disadvantages** |
| * Raises awareness and advocacy of hand hygiene practices
 | * Less reliable data due to self-reporting bias
 |

# Additional Steps To Consider

* Ensure accurate, consistent, and ongoing data collection and feedback to personnel.1
* Incorporate involvement of all leadership levels for data dissemination.1

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