

SYMPOSIUM 1. OBM AND BBS CASE STUDIES

# Applying Organizational Behavior Management Hospital Care and to Promote a Healthy Life Style

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## ABSTRACT

Two key goals in managing behavior are producing a change in behavior and maintaining behavior change. The science of behavior applies scientific principles to accomplish these goals. The key element in changing behavior is to collect reliable data on the target behavior. Once behavior is measured these data can be used to set goals, provide feedback, and establish reinforcing contingencies to maintain behavior. Organizational Behavior Management (OBM) can have a great impact on limiting costs and increasing the quality and availability of treatment by reducing medical errors, Hospital Acquired Infections (HAI), and the development of low cost programs to increase healthy behaviors. Feedback and natural contingencies can easily be built into a tablet or smart phone application to sustain behavior change. The program needs to remain data based to ensure it is part of a continuous improvement process.

*Keywords: Organizational Behavior Management, Medical Errors, Hospital Acquired Infections, Smart Phones and Tablets as Part of Behavior Management System*

## REFERENCES

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