



Adverse Event Consulting:

Behavioral-Based Safety (BBS)

Elevating performance and standardizing safe behaviors.

Why it matters

Research has shown that unsafe human behavior is the most important factor affecting safety. Some studies have estimated that 90% of accidents are caused by human error and as much as 88% involve human unsafe behavior (Newaz et al., 2020; Suraji et al., 2001).*

An effective strategy to enhance the safety behaviors of workers is essential to establish accountability and mastery of the skills needed to work risk-free. Programs without a behavioral-based safety element miss the interactive relationship between workers' behavior and decision-making (e.g., employees often deviate from their original decision to fall in line with group behavior preference – which may be the less-safe choice). Learning and imitating behaviors of workers in team work is a major way to replicate unsafe behaviors which result in adverse events that impact the employee, their families and the reputation of the organization.

Why BBS programs fail

A poorly planned behavioral safety program can create unnecessary steps and pressure on employees. Frequently, BBS programs can create a heightened fear of making mistakes or reporting hazards and implement penalties that make for a negative experience. A poorly structured BBS program can create distrust in leaders and co-workers, unfair emphasis on everyone's behavior, rather than on the organization as a whole and tackle too many behaviors at once without ranking high risk behaviors.

About the WTW BBS service

Our program is designed by leading clinical and human factors experts to drive impactful and sustainable change to individual and team behaviors. We use a change management framework to assess, build and coach your employees to mastery level. Our performance accountability coaches (PAC) assess, build and coach your key stakeholders to move behaviors from poor to good, good to great and great to mastery.



AEC BBS at-a-glance



BBS engagement plan

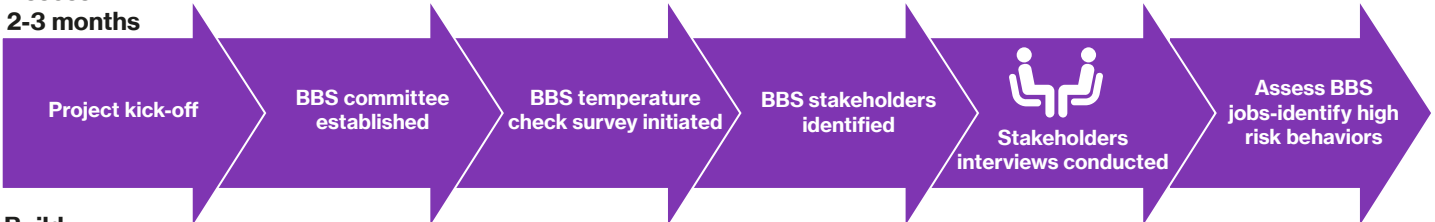
To prevent and mitigate adverse events that are rooted in unsafe behaviors, WTW's BBS program is a three-year engagement built on rapid yet effective assessment of the current state followed by building out tools that are customized to the ranked high-risk behaviors. Unique to our program are two human factor tools: customized video coaching and Kaizen events. These elevate the BBS beyond a static checklist or tracking program to a hands-on, immersive program that works with stakeholders' long-term to create structured cognitive judgement when it comes to safety behaviors.

Once the tools are in place the program is monitored monthly by our performance accountability coaches. This level sets the program and establishes a continuous monitoring and coaching element to drive the desired outcomes.

The BBS project lifecycle

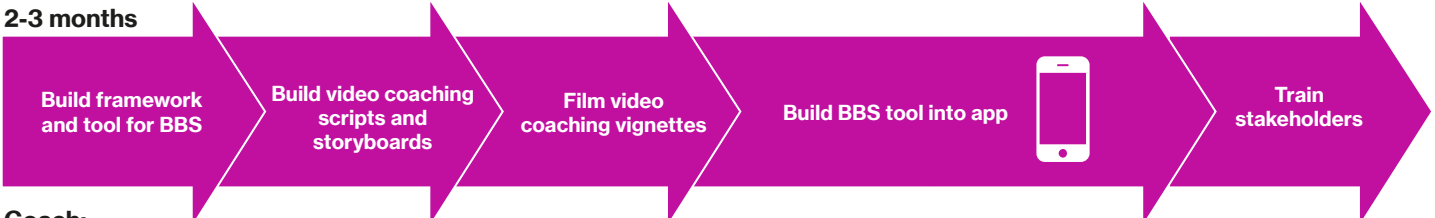
Assess:

2-3 months



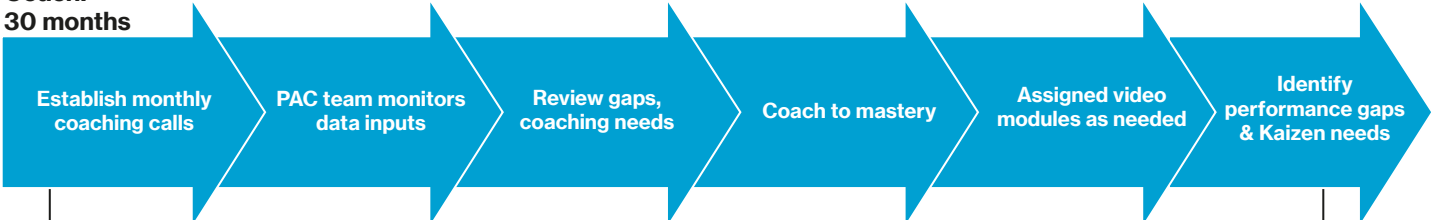
Build:

2-3 months



Coach:

30 months



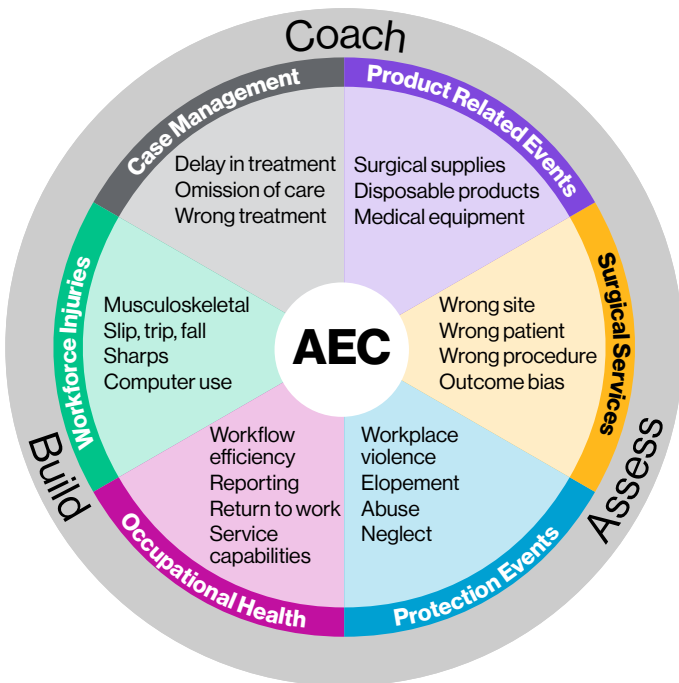
Reporting



Unprecedented results

In today's environment of resource constraints, fatigue and burnout, systems need a fresh new approach to solving adverse events. Clients who use AEC can expect a 10-20% improvement in adverse event frequency on targeted exposures. Some clients have seen upwards of a 40% improvement in frequency and/or severity with this program.

The AEC Model at-a glance



Value proposition

Adverse Event Consulting helps you:

- Prevent harm
- Advance safety
- Contain costs

About our team

The Adverse Event Consulting Service is led by an accomplished team of healthcare professionals that have decades of experience helping clients address common and complex adverse events to improve balance sheet, employee morale and reputational standings in the communities they serve.

To learn more about Adverse Event Consulting contact:

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References

*<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8717065/#B21>

About WTW

At WTW (NASDAQ: WTW), we provide data-driven, insight-led solutions in the areas of people, risk and capital. Leveraging the global view and local expertise of our colleagues serving 140 countries and markets, we help you sharpen your strategy, enhance organizational resilience, motivate your workforce and maximize performance. Working shoulder to shoulder with you, we uncover opportunities for sustainable success — and provide perspective that moves you. Learn more at wtwco.com.

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