



**Editor in Chief**  
Kaveh Shojania (Canada)

**Deputy Editor in Chief**  
Mary Dixon-Woods (UK)

**Editor Emeritus**  
David P Stevens (USA)

**Publisher**  
Christiane Notarmarco

**Journal Manager**  
Craig Raybould

**Production Editor**  
Bryony Lovelock

**Editorial Assistant**  
Michaela Barton

**Guidelines for Authors and Reviewers**

Full instructions are available online at <http://qualitysafety.bmj.com/fora>. Articles must be submitted electronically <http://submit.qualitysafety.bmj.com>. Authors retain copyright but are required to grant *BMJ Quality & Safety* an exclusive licence to publish <http://qualitysafety.bmj.com/fora/licence.dtl>

**Impact factor: 1.683**

**Cover image:** [www.togetherdesign.co.uk](http://www.togetherdesign.co.uk)

**Disclaimer:** *BMJ Quality & Safety* is owned and published by BMJ Publishing Group, a wholly owned subsidiary of the British Medical Association, and Medtrust Innovations Ltd, a wholly owned subsidiary of the Health Foundation (Registered charity number 286967). The owners grant editorial freedom to the Editor of *BMJ Quality & Safety*.

*BMJ Quality & Safety* follows guidelines on editorial independence produced by the World Association of Medical Editors and the code on good publication practice of the Committee on Publication Ethics.

*BMJ Quality & Safety* is intended for medical professionals and is provided without warranty, express or implied. Statements in the journal are the responsibility of their authors and advertisers and not authors' institutions, the BMJ Publishing Group Ltd, the BMA, Medtrust Innovations Ltd or the Health Foundation unless specified or determined by law. Acceptance of advertising does not imply endorsement.

To the fullest extent permitted by law, the BMJ Publishing Group or Medtrust Innovations Ltd shall not be liable for any loss, injury or damage resulting from the use of *BMJ Quality & Safety* or any information in it whether based on contract, tort, or otherwise. Readers are advised to verify any information they choose to rely on.

**BMJ Quality & Safety** (formerly *Quality and Safety in Health Care*) was founded in 1992 to meet the growing need for a journal to reflect and report initiatives to improve quality of health care. It is an interdisciplinary journal with an international readership and contributions from all healthcare professions

## Associate Editors

Natalie Armstrong (UK)

Jim Battles (USA)

Chaim Bell (Canada)

Ken Catchpole (USA)

Dave Davis (USA)

Bryony Dean Franklin (UK)

Julie Johnson (Australia)

Uma Kotagal (USA)

Rebecca Lawton (UK)

Kathryn McPherson

(New Zealand)

Greg Ogrinc (USA)

Sumant Ranji (USA)

Gordon Schiff (USA)

Ann Tourangeau (Canada)

Douglas Wakefield (USA)

## Subscription Information

*BMJ Quality & Safety* is published monthly (subscribers receive all supplements)

### Institutional Rates 2012

**Print**  
£484; US\$944; €654

**Online**  
Site licences are priced on FTE basis and allow access by the whole institution. Print is available at deeply discounted rates for online subscribers; details available online at <http://group.bmj.com/group/subs-sales/subscriptions> or contact the Subscription Manager in the UK (see above right)

### Personal Rates 2012

**Print** (includes online access at no additional cost)  
£217; US\$424; €293

**Online Only**  
£104; US\$203; €141

ISSN 2044-5415 (print)  
ISSN 2044-5423 (online)

Personal print or online only and institutional print subscriptions may be purchased online at <http://group.bmj.com/group/subs-sales/subscriptions> (payment by Mastercard/Visa only)

Residents of some EC countries must pay VAT; for details, call us or visit <http://group.bmj.com/group/subs-sales/subscriptions/subs-vat>

**Copyright:** © 2012 BMJ Publishing Group Ltd and the Health Foundation. All rights reserved; no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior permission of *BMJ Quality & Safety*

*BMJ Quality & Safety* is published by BMJ Publishing Group Ltd, type-set by TNQ and printed in the UK on acid-free paper by Latimer Trend, Plymouth, UK.

*BMJ Quality & Safety* (ISSN 2044-5415) is published monthly by BMJ Publishing Group and distributed in the USA by Mercury International Ltd. Periodicals postage paid at Rahway, NJ. POSTMASTER: send address changes to *BMJ Quality & Safety*, Mercury International Ltd, 365 Blair Road, Avenel, NJ 07001, USA.

Medtrust Innovations Ltd and the Health Foundation, 90 Long Acre, London WC2E 9RA. 020 7257 8000 [info@health.org.uk](mailto:info@health.org.uk). [www.health.org.uk](http://www.health.org.uk)

## Contact Details

### Editorial Office

BMJ Publishing Group Ltd, BMA House  
Tavistock Square, London, WC1H 9JR, UK  
T: +44 (0)20 7383 6235  
F: +44 (0)20 7383 6668  
E: [qshc@bmjgroup.com](mailto:qshc@bmjgroup.com)

### Permissions

See <http://journals.bmj.com/misc/permissions.dtl>

### Supplement Enquiries

T: +44 (0)20 7383 6088  
F: +44 (0)20 7554 6795  
E: [journals@bmjgroup.com](mailto:journals@bmjgroup.com)

### Subscriptions (except USA)

Subscription Manager, BMJ Journals  
BMJ Publishing Group, PO Box 299  
London WC1H 9TD, UK  
T: +44 (0)20 7383 6270  
F: +44 (0)20 7383 6402  
E: [subscriptions@bmjgroup.com](mailto:subscriptions@bmjgroup.com)  
<http://group.bmj.com/group/subs-sales/subscriptions>

### US Subscriptions

PP&F  
PO Box 361,  
Birmingham, AL 35201-0361  
T: +1 800 348 6473 (toll free in the USA)  
F: +1 205 995 1588  
E: [bmj-clinicalevidence@ebSCO.com](mailto:bmj-clinicalevidence@ebSCO.com)

### Advertising

#### Display Advertising Sales

Nick Gray (Sales Manager)  
T: +44 (0)20 7383 6386  
F: +44 (0)20 7383 6556  
E: [ngray@bmjgroup.com](mailto:ngray@bmjgroup.com)  
<http://group.bmj.com/group/advertising>

#### Online Advertising Sales

Marc Clifford (Sales Manager)  
T: +44 (0) 20 7383 6161  
F: +44 (0) 20 7383 6556  
E: [mclifford@bmjgroup.com](mailto:mclifford@bmjgroup.com)  
<http://group.bmj.com/group/advertising>

#### Author Reprints

Reprints Administrator  
T: +44 (0)150 251 5161  
F: +44 (0)207 554 6185  
E: [admin.reprints@bmjgroup.com](mailto:admin.reprints@bmjgroup.com)

#### Commercial Reprints (except USA & Canada)

Nadia Gurney-Randall  
T: +44 (0)20 8445 5825  
M: +44 (0)7866 262344  
F: +44 (0)20 8445 5870  
E: [ngurneyrandall@bmjgroup.com](mailto:ngurneyrandall@bmjgroup.com)

#### Commercial Reprints (USA & Canada)

Marsha Fogler  
T: +1 800 482 1450 (toll free in the USA)  
T: +1 856 489 4446 (outside the USA)  
F: +1 856 489 4449  
E: [mfogler@medicalreprints.com](mailto:mfogler@medicalreprints.com)