



ABMS

Altra Behavior Modification System



We utilize behavioral science to drive hand hygiene compliance.

Unique tools based on 6 key principles to INSPIRE hand hygiene compliance: **Benevolence, Accountability, Responsibility, Variation, Emotion, & Direction.**

6 KEY TENETS



Benevolence

The disposition to do good



Variation

A change in form, substance, or position of something



Responsibility

Others' expectations and/or requirements



Emotion

Strong feelings towards something



Accountability

Willingness to accept responsibility and comply



Direction

Instructional and guided statements to prompt action.

