

# Focus On Nursing



SEPTEMBER 2010

*a message from*

Mary Ann Wilcox,  
Chief Nursing Officer



## Pursuing Excellence

This summer, we introduced WakeMed's **Road to Excellence**, a system-wide improvement initiative that will enhance our operational and financial performance. We will focus on key areas such as care management, clinical documentation, physician integration, revenue cycle, labor, human resources and non-labor to align WakeMed with best practice hospitals and position ourselves for long-term success.

The **Road to Excellence** represents an important reminder to be the best we can be at everything we do, while tying excellence to every element of the patient care we provide. We've always set a high bar for nursing at WakeMed, so let's continue to set the bar even higher. Going forward, we will place an even stronger focus on achieving outstanding patient outcomes and adopting best practices that are based on strong evidence and research.

As we continue to travel the **Road to Excellence** as a system, it's hard not to mention Magnet designation, the highest and most prestigious honor a health care organization can receive for nursing excellence and outstanding patient care (American Nurses Credentialing Center). For years, we have been putting into place high nursing standards, standards that have contributed to the many honors and accolades that have been bestowed upon WakeMed. The work we do along the **Road to Excellence** will continue to develop a strong foundation for Magnet designation. Achieving this internationally recognized distinction would be an affirmation that we have created an outstanding work environment not only for our nurses but for all employees, which directly translates to the care we provide to our patients. Patients are attracted to Magnet facilities because they know they will receive the highest quality and the safest care.

During the next few months, I hope that all nurses will continue to think about the connection between WakeMed's journey on the **Road to Excellence** and our quest for Magnet designation. Magnet represents another important journey for nurses, one that asks us to develop and deliver excellence within our practice for the benefit of the patients who not only depend on us, but who expect excellence from us.

Sincerely,

MARY ANN WILCOX, MS, RNC, CNA, BC  
Chief Nursing Officer

## Upcoming Open Nursing Forums

[ With WakeMed's Chief Nursing Officer ]

These forums present an opportunity for all staff nurses to talk openly with WakeMed's chief nursing officer, **Mary Ann Wilcox**, RNC, about nursing at WakeMed and beyond – ask questions, receive updates and discuss topics

relevant to you and your nursing colleagues. Forums have already been held on the Raleigh Campus and at North Healthplex, Cary Hospital, Apex Healthplex, the Fuquay-Varina Outpatient & Skilled Nursing Facility (SNF) and the Zebulon/Wendell Outpatient & SNF.



Staff from the Fuquay-Varina Outpatient & SNF enjoyed time with CNO Mary Ann Wilcox during her Open Forum there this August.

Thanks to those who have already participated! The Open Nursing Forums are limited to 20 participants per session. Contact Jill Whade, RN, at ext. 05181 to sign up in advance. The remaining forums will take place on the Raleigh Campus in Conference Dining:

- > **Friday, October 8** – 11:30 am
- > **Wednesday, October 27** – Noon
- > **Thursday, November 4** – 7:30 am
- > **Tuesday, November 16** – 11:30 am

## NURSING LEADERSHIP FOCUSES ON THE FUTURE

This July, WakeMed nurse managers and directors from across the system spent time re-connecting with each other while discussing current topics in nursing and opportunities to enhance the patient care we provide at WakeMed. On July 15, the nursing leaders took part in the third annual Nursing Leadership Retreat at N.C. State University's McKimmon Center.

"The camaraderie was wonderful," said **Nelda Bostick**, RN, manager, (Women's Pavilion & Birthplace - Raleigh). "We had the opportunity to network, be reminded of the many commonalities we really do have and identify resources we can share."

Led by Carol Boston-Fleischhauer, JD, MS, BSN, of The Advisory Board Company, a provider of performance improvement services to health care organizations, the retreat began with an overview and discussion of national health care reform. Boston-Fleischhauer then presented *Unlocking Clinical Excellence* to give insights on creating a culture of quality by embedding quality standards and refining unit practice. She discussed instilling a quality mission, matching skills to patient needs, improving peer accountability, surfacing potential risks within your unit and fostering interdisciplinary problem solving. The nursing leaders then broke up into workgroups for discussion on how to enhance WakeMed's culture of quality by making improvements within their own units and throughout the system. They focused on improving peer accountability, including methods nurses can use to help each other improve their practice; communicating in a non-offensive way; and helping nurses feel more comfortable about admitting and

discussing mistakes so they and others can avoid making the same mistakes in the future.

"It was an extremely beneficial day," said **Teresa Harvey**, RN, manager (2 East Medicine). "We left the retreat with plans for improvement that can realistically be implemented within the next year."

As a follow-up to the leadership retreat, nursing leaders were invited to a beach-themed gathering held in the Andrews Center on July 27. Here, they discussed many of the themes presented at the retreat and shared additional ideas. Some wore beach attire or summer hats, while everyone enjoyed hot dogs and team-building activities.



Pictured at the follow-up gathering wearing their beach attire are **Nelda Bostick**, RN, (Women's Pavilion & Birthplace - Raleigh); **Barbara Burt**, RN, (6B Orthopaedics & Oncology); **Dianna Knight**, RN, (CICU & Chest Pain Unit); **Gail Sturtevant**, RN, executive director of Nursing at Cary Hospital; and **Desiree Hunter**, RN, (5B NIC).



Nursing units with greater than 80 percent participation in the 2010 Nurse Engagement Survey received a congratulatory goodie basket from Nursing Administration.



Pictured receiving the goodie baskets for their units are (top photo) Surgical Services - Operating Room team members **Julie Weathers**, RN; **Julie Pierce**, RN; **Mary Pennington**, RN; and **Gloria Otero**, RN; and (bottom photo) CV Testing team members **Sylvetta Bryant-Washington**, RN, and **Ceira Gowers**, RN, interim manager.

OH GOODIE!

## NURSE *to* NURSE Evidence-Based Practice

[ Janice Neff, RN, Nursing Administration Specialist ]

### Task Force Identifies Professional Development Opportunities for Nurses at WakeMed

Feedback gathered from this February's Nurse Engagement Survey indicated that many of you felt improvements could be made in the following areas as it relates to nursing at WakeMed:

1. Experiencing professional growth.
2. Hospital administration respecting the contributions of nursing.

As a result, nursing leadership pulled together a 13-member task force made up of staff nurses to discuss these issues and identify solutions. Calling themselves *Nurses for Nurses*, the task force first examined the professional growth opportunities available to nurses at WakeMed. They created a Learning Link presentation that will help nurses realize the wide range of opportunities available to them, including:

- > Courses, certifications and scholarships available through the Nursing Education department.
- > Nursing conferences regularly hosted by WakeMed.
- > Training opportunities.
- > Review courses.
- > WakeMed's Professional Recognition Program for Nurses (PRPN).
- > How to make a difference by getting involved in a WakeMed committee.
- > How to work with and learn from advance practice nurses at WakeMed.
- > The Just Culture at WakeMed that encourages all nurses to feel comfortable reporting their errors so we can all learn from them and grow both personally and professionally.
- > How to get involved with the North Carolina Board of Nursing.
- > How to take advantage of WakeMed's on-site formal education programs offered by Pfeiffer University (MHA and dual MBA/MHA program) and Winston-Salem State University (RN to BSN program).



Thank you to our task force members! (Front row) **Jane Creel, RN, (3A CVIC); Betsy Farmer, RN, (6C Surgery & Trauma); Eleanor Valentine, RN, (Heart Center Observation Area); Judy Ferrell, RN, (CTICU); and Christine Zaineddin, RN, (Neuro Care Unit - Cary Hospital).** (Back row) **Laurie Redford, RN, (Emergency Department - Cary Hospital); Sara Griffith, RN, (3E CVIC); Tisha Phillips, RN, (3B CVSIC); Mary Jo Outlaw, RN, (CV Testing); Tracey Fillingame, RN, (CVICU); Shelley Smith, RN, (NICU); Helen Voss, RN, (Rehab Nursing Staff); and Kellie Babson, RN, (STICU).**

The task force's Learning Link presentation will be available soon. Stay tuned for more details, as we challenge you to find at least one new way that you can grow professionally with us this year! Stay tuned for future updates on the work being done by the *Nurses for Nurses* task force, especially as it relates to a separate Learning Link presentation covering recognition for the contributions of nursing.

For most of the services we use in our daily lives, whether they are for our children, homes, cars or our own health, we want to know that the people behind those services are experts in their fields, giving us the best guidance possible. The same should apply to the care we give our patients; which is why evidence-based practice is crucial to professional nursing care.

Evidence-based practice is a problem-solving approach to the delivery of health care that integrates best evidence from studies and patient care data with clinician expertise and patient preferences and values.<sup>†</sup> Without it, patients do not receive the highest quality of care, outcomes are negatively compromised and health care costs rise. Research also shows that nurses who use evidence-based practice feel more independent about their work as well as increased job satisfaction.\*

#### Start an Evidence-Based Practice Journal Club

To further explore the link between research and evidence-based practice, start a Journal Club on your unit by gathering several coworkers and meeting monthly to discuss a peer-reviewed article from a nursing journal. Analyze the study and ask questions while talking about how the research applies to your practice. Contact Dr. Betty Woodard at [bwoodard@wakemed.org](mailto:bwoodard@wakemed.org) or Janice Neff, RN, at [jneff@wakemed.org](mailto:jneff@wakemed.org) for help getting started!

Where would we be today if we refused to abide by the Centers for Disease Control and Prevention's guidelines on hand washing? This is a perfect example of evidence-based practice at work. Evidence has also shown us that hourly rounds reduce pressure ulcers and increase patient satisfaction, and changing an IV every five days rather than every day prevents vein inflammation (phlebitis).\*

Today, many new nurse graduates lean on evidence-based practice in their first years of nursing. "Evidence-based practice is a great tool for nurses, new and experienced. As a recent graduate, I use it to answer the question 'why' when caring for my patients," said nurse fellow **Tina Wilson, RN, (Women's Pavilion & Birthplace - Raleigh).** "Through research, evidence-based practice gives us a reliable way of determining the best possible methods to care for patients and improve outcomes without trial and error."



**Christy Solomon, RN, (2 West CVIC - Cary Hospital)** listens to her patient's heartbeat. By consistently asking questions about the care we are giving our patients (i.e. Why am I performing this intervention on my patient?), nurses will get closer to implementing evidence-based practice in their daily work.

**Erica Morgan, RN, (3B CVIC),** nurse fellow, agreed, adding, "Because health care is always changing, evidence-based practice helps us stay up-to-date with the most current procedures, technologies and techniques."

As we continue to adopt evidence-based practice at WakeMed, we must work together, and support and encourage one another so that using best practice becomes our standard. In fact, the Institute of Medicine has declared that 90 percent of all health care decisions in the United States should be based on evidence by 2020.\* That is a tall order, but to provide the best care possible for our patients, it is a goal we must accomplish.

#### New Online Reference & Helpful Experts

To bring evidence-based procedures to our bedside nurses, we are excited to introduce a new online reference for nursing interventions, procedures and skills from Lippincott Williams & Wilkins. Staff can visit <http://procedures.lww.com> for advice on almost 1,000 evidence-based nursing procedures and skills, including detailed instructions, color visuals and video. Updated quarterly, this online reference will replace the nursing textbooks currently available on all floors. In addition, several experts here at WakeMed want to help you learn more about implementing evidence-based practice, including **Betty Woodard, RN, PhD,** director of Nursing Research & Evidence-Based Practice; **Tina Dennis, RN, MSN, CCRN, CNRN, APRN;** **Jennifer Elliott, RN, BSN, PCCN;** **Lisa Soltis, RN, MSN, CCRN-CSC, CNS;** and **Rhonda Vincent, RN, BSN, CCRN.** Please reach out to these nurses at any time for additional insights. Finally, we are planning to roll out an evidence-based practice model specific to WakeMed very soon. Stay tuned for more information, and please contact me in the meantime with any questions.

<sup>†</sup>Source: *American Journal of Nursing*, November 2009, Melnyk, et al., page 49

\*Source: *American Journal of Nursing*, November 2009, Melnyk, et al.

#### STAFF NURSE COUNCIL

WakeMed's Staff Nurse Council (SNC) will host the second annual poster session highlighting the best of nursing practice at WakeMed on Thursday, December 16, at Cary Hospital. This event is an opportunity for all WakeMed nursing departments to showcase innovations in nursing care or quality improvement projects. Nursing Education is offering up to four contact hours to those who present. Nurses are encouraged to work in teams, using their managers, supervisors, unit SNC representatives and Nursing Education staff as resources.

This year, all posters must show a connection with Swanson's Theory of Caring, WakeMed's newly adopted nursing theory. Posters should accomplish one of two goals:

1. Provide education on the Theory of Caring; or
2. Highlight something your unit is already doing in its daily practice that correlates with the theory.

We are also excited to report that Kristen Swanson, RN, PhD, FAAN, dean of The University of North Carolina at Chapel Hill's School of Nursing and author of the Theory of Caring, will be a special guest during the December poster session.

The application deadline is Monday, November 1. Applications are quick and easy to complete and have been e-mailed to all nurses. Applications are also available on the Nursing Administration page of the WakeMedWeb. Nursing Education is donating poster board to all nurses who present. Stop by their office in the Medical Office Building (Raleigh Campus) at any time to pick one up. Questions? Contact Jill Whade, RN, (Nursing Administration) at ext. 05181 or speak with your unit's SNC representative.



SECOND ANNUAL  
Call for Posters  
APPLICATIONS DUE  
NOVEMBER 1