Patients are the reason we are here.
“For the seventh straight year, nurses enjoy top public accolades in Gallup’s annual Honesty and Ethics of Professions survey. Eighty-four percent of Americans call their honesty and ethical standards either ‘high’ or ‘very high’.”

GALLUP POLL

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Across the country, the role of the nurse is quickly evolving and garnering renewed respect for how nurses consistently provide ethical, expert care. At WakeMed our accomplishments and initiatives are evidenced by the way nursing improves patient outcomes. The changes – in philosophy and in practice – that the nursing team has implemented during the past year have been so far reaching that our nursing leadership felt the time was right to produce WakeMed’s first Nursing Annual Report.

This annual report highlights many (but certainly not all) of our successes during the past year and gives us a glimpse of where nursing is headed. We have proved that nurse-driven strategies and protocols can have a profound effect on infection rates and, most importantly, patient outcomes. Through shared governance, bedside nurses are learning that their voice is being heard and respected as an extension of our patients’ needs and care.

Improving processes, pursuing nursing specialty certification to enhance professional practice, and implementing evidence-based protocols are some of the activities that require our continual attention. And, as always, nursing is attuned to continually improving the environment in which our patients receive safe care. That is why in the coming year we plan to focus on improving the work environment for nurses and those who support our work.

In closing, I want to say how pleased I am with our new Nursing Philosophy, Vision and Values and hope you agree that they accurately define who we are, why we are here and how we will succeed as professionals. Please familiarize yourself with our philosophy, vision and values. Think about them, talk about them with your colleagues and patients, and determine what they mean to you as a WakeMed nurse.

We are on an exciting and challenging journey, and I am delighted that we are all headed in the same, patient-focused direction.

Thank you for all you do to represent the best of nursing – the WakeMed nurse!
Our Nursing Philosophy

Nursing is a profession committed to excellence.

> Nurses at WakeMed hold themselves accountable to the ANA Standards of Nursing Practice, the Code of Ethics for Nurses, the North Carolina Nurse Practice Act, and the standards established by our respective specialty organizations.

> Nursing practice at WakeMed is evidence-based. Refinement of our practice is accomplished through research, quality improvement initiatives, and best-practice benchmarking.

> Nurses at WakeMed practice holistically with compassion, integrity and respect in all our relationships. We embrace the diverse cultural, economic, educational, and spiritual needs of all we serve.

> Nurses at WakeMed recognize the necessity of lifelong learning and promote a nurturing environment for all staff to grow. We seek opportunities to mentor one another and take seriously our role in educating other health care professionals.

> Nurses at WakeMed create an environment that promotes a healthy, satisfying balance of professional accomplishment and personal fulfillment.

To set a new standard of excellence in the art and science of nursing care and caring.

Our Nursing Values

C Compassion
A Advocacy
R Relationships
E Excellence
S Safety

Patients are the reason we are here.
National health care reform. Patient safety and quality goals. Workforce development. Technology. Transparency. Evidence-based practice. Today, change is the only constant in health care. Probably most affected by this change are you, the members of our nursing team.

You are on the front lines every day. You change your practice to accommodate new regulations and incorporate new patient safety measures. We rely on you to direct the care prescribed by our physicians, and our patients count on you to deliver that care with confidence and compassion. Yours is quite the balancing act, to say the least, and you manage it with true expertise.

On behalf of all the members of the WakeMed administration and medical staffs, thank you for your time, your talent and your commitment to high quality care. You are an exceptional team.

William K. Atkinson, PhD, MPH
President & CEO, WakeMed Health & Hospitals
Remember 2008. It’s the year we began the journey to establish Shared Governance as the new organizational structure for WakeMed Nursing. Shared Governance empowers clinical nurses. As the primary patient caregivers, we become the voice of the patient and advocate for their needs. In turn, this gives us a stronger voice to advocate for our own needs – the right tools and environment to do our jobs and better serve our patients. Shared Governance also emphasizes interdepartmental and inter-facility networking to break down silos and encourage shared knowledge on ways we can do things better. Doing things better and more efficiently may make our jobs easier. Wouldn’t that be great?

It takes three to five years of focused work to develop a Shared Governance structure. Last year we began to lay our foundation. We created the Staff Nurse Council, which consists of 130 nurses, representing all the nursing departments and services throughout the entire WakeMed system. We defined the WakeMed Nursing Philosophy, Vision and Values. We formed our Bylaws Steering Committee and organized our Advisory Board. And, thanks to the generosity of the WakeMed Foundation, we had the opportunity to engage the expertise of Shared Governance experts to guide us in our launch.

It is my pleasure and privilege to serve as the first chair of the Staff Nurse Council. In 2009, we will continue to solidify our councils and their objectives, and we will begin to benchmark our work so that we can measure our progress as we grow.

I encourage you to learn all you can about Shared Governance and to get involved in our efforts. It certainly is an interesting and exciting time to be a WakeMed nurse.
Recognizing Our Achievements

SETTING THE STANDARDS FOR CRITICAL CARE IN THE UNITED STATES

Congratulations to the nurses who care for patients in the WakeMed Surgical Intensive Care Unit (SICU), the Cardiac Care Unit (CCU) and the Cardiothoracic Surgical Unit (CTSU) on the Raleigh Campus. These highly skilled, dedicated women and men earned Beacon Awards for Critical Care Excellence from the American Association of Critical-Care Nurses (AACN).

This national recognition represents an extraordinary commitment to high-quality critical care standards, successful best-practice implementation and dedication to the exceptional care of patients and their families. The Beacon Award has only been given to 138 of the 6,000 critical care units in the United States. There are only eight in North Carolina and we claim three of them.

PROFESSIONAL EXCELLENCE AND NURSING SUPPORT EXCELLENCE AWARDS

We cherish compliments from our nursing colleagues. After all, those we work with daily are the people who best understand what it takes to be a nurse and how to best support us in our practice. Some of our nurses and support employees deserve special thank-yous for going above and beyond the call of duty as mentors, helping hands, clinical experts and guiding spirits. Introduced in 2008, the WakeMed Professional Nursing Excellence and Nursing Support Excellence Awards help us single out our nursing and support colleagues who go the extra mile for their coworkers and patients. WakeMed’s award winners were announced during Nurses Week at a special ceremony held in their honor.
HOW YOU IMPACT THE ENTIRE WAKE MED HEALTH SYSTEM

Patients are the reason we are here. This statement is true for every employee. But, no other employee is more engaged in meeting the immediate needs of patients than WakeMed nurses.

How well we meet patients’ needs directly impacts the reputation - local, state and national - of WakeMed Health & Hospitals and the health status of our entire region. That is quite a responsibility! To ensure we continue to fulfill our responsibility to our patients, WakeMed and the community, our nursing leadership looks at our practices and sets quality goals that help us improve the way we deliver care and ultimately patient outcomes.

OUR QUALITY GOALS

> Prevent pressure ulcers
> Reduce MRSA
> Prevent catheter-acquired UTIs
> Prevent central line infections
> Improve the management of pain
> Use technology to improve safety

Thank you for your steadfast commitment to clinical quality excellence. That commitment continues to result in improved experiences for our patients. In addition, thank you for your efforts to track our goal progress. Those efforts help us see the “big nursing quality picture,” not to mention our overall progress as a health system.

The Road to Quality Excellence...

...is a long one. In fact, it is eternal. “How can we do it even better?” is a question we constantly ask ourselves and our colleagues. It’s very challenging, but we continue to prove the valuable role that nurses play in quality improvement.
The Road to Quality Excellence

WINNING THE BATTLE AGAINST INFECTION


Dramatic Decline in MRSA
At WakeMed Raleigh Campus and Cary Hospital, vigilance to best-practice protocols and active surveillance culturing translate into declining methicillin-resistant Staphylococcus aureus (MRSA) rates. Cary Hospital MRSA rates have decreased by 24 percent, and Raleigh Campus rates have declined by 58 percent since nurses adopted new practices to beat MRSA in 2007.

VAP-free: Three Years and Counting
The Medical Intensive Care Unit (MICU) team’s implementation of and commitment to its ventilator-associated pneumonia (VAP) protocol continues to benefit patients. Nationally, VAPs occur in up to 25 percent of mechanically ventilated ICU patients, but not in WakeMed’s MICU. The MICU staff attributes the protocol’s success to the MICU’s highly motivated and empowered interdisciplinary team.
The Road to Quality Excellence: Results

The Road to Quality Excellence: Results

Beating Bloodstream Infections

Congratulations to the Raleigh Campus Surgical Intensive Care Unit (SICU) and the Infection Prevention & Control team for their work to decrease hospital-acquired bloodstream infections. Replacing soap-and-water baths with chlorhexidine gluconate cloths resulted in an 87 percent decrease in central line-associated bloodstream infections. At Cary Hospital, it has been three years since a 2 West Intensive Care Unit (ICU) patient experienced a central line-associated bloodstream infection. The ICU team credits much of their success to their central line bloodstream infection bundle and the MPDC-inspired sterile equipment and supply kit.

Pressure Ulcer Prevention

WakeMed Nurses are committed to preventing pressure ulcers, and it shows. The Wound Ostomy Continence Nursing team at Raleigh Campus and Cary Hospital has tracked skin breakdown prevalence and incidence since 1998 as part of a large, national study. With this in mind, we can compare the efficacy of our efforts against ourselves as well as against national benchmarks.
Opportunities in Education

SPECIALTY CERTIFICATION: A STRATEGIC FOCUS WITH A PERSONAL PAYOFF
Continuing education, participating in nursing research and achieving certification in our specialties are strategic priorities for WakeMed Nursing. They sharpen our expertise and further our pursuit of nursing practice excellence. WakeMed Nursing grows stronger with each nurse who achieves specialty certification or participates in advanced educational opportunities.

More importantly, WakeMed nurses – individually – grow through specialty certification. In an age when stringent state and federal health care regulations make many of us anxious about our ability to follow the “letter of the law,” specialty certification can help build our confidence in our practice. “My Medical-Surgical Certification conveys my commitment to my profession and to providing excellent patient care,” says Stacy Holbrook, RN-BC, Observation Unit II.

The number of WakeMed nurses who obtain certification in their specialty continues to grow each year.

CONTINUING EDUCATION BECOMES MORE CONVENIENT
The idea of meeting continuing education requirements let alone pursuing advanced degrees can be overwhelming. WakeMed Nursing Education continues to make low-cost and no-cost educational opportunities available to our nurses. Nurses can participate in convenient, on-campus or online learning activities.

Nursing Education Statistics

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<th>FY 2008</th>
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<tbody>
<tr>
<td>Hours of education provided by Nursing Education</td>
<td>75,290</td>
</tr>
<tr>
<td>Total program participants</td>
<td>15,672</td>
</tr>
<tr>
<td>Number of new courses processed for nursing contact hours</td>
<td>72</td>
</tr>
<tr>
<td>Number of individual courses offered by Nursing Education</td>
<td>176</td>
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</tbody>
</table>

Number of RNs Who Obtained First-time Certification

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<tr>
<th></th>
<th>Fiscal Year 2008</th>
<th>FY 2009 to Date</th>
</tr>
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<tbody>
<tr>
<td>First-time Certification</td>
<td>60</td>
<td>91</td>
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</table>
NURSE FELLOWSHIP PROGRAM

The WakeMed Nurse Fellowship Program is a one-year, comprehensive, clinical education experience for new nurse graduates. All new graduates who join the WakeMed Nursing team at all WakeMed facilities are hired as nurse fellows and participate in clinical and educational activities that facilitate professional development and personal growth. Our focus is to create a supportive environment for those who have accepted the challenge to pursue a nursing career. Nurse fellows practice in collaboration with specially trained preceptors who mentor and guide them.

Nationally, 40 percent to 70 percent of new nurse graduates leave the hospital at which they began their careers within their first year of service. Thanks to our staff and our Nurse Fellowship Program, approximately 90 percent of newly registered nurses stay with WakeMed after 12 months.

RN TO BSN PROGRAM

More and more WakeMed nurses are taking advantage of the Winston-Salem State University (WSSU) RN to BSN program offered at WakeMed Raleigh Campus. The program is affordable, and it is a great convenience for many WakeMed RNs, who want to further their formal nursing education. Tuition reimbursement covers the majority of the costs associated with the program.
WakeMed nurses continue to play a greater role in pioneering new and better ways to deliver care. Research is key to nursing practice improvement, and it strengthens our voice for our patients. Through research, we can validate our quality improvement efforts, track our progress and share our successes and challenges with our clinical colleagues at WakeMed and throughout the nation. We can also uncover inconsistencies in protocol application or potentially unsafe practices and advocate to change them using the data we collect to prove our case.

**SHARING OUR KNOWLEDGE**

We do exceptional work at WakeMed. Nurses throughout the nation can benefit from what we do. With Betty Woodard, RN, PhD, our new director of Nursing Research and Evidence Based Practice on board, we have a strong mentor who can help us develop research projects, publish our findings and present them to local, state and national audiences.
PUBLICATIONS

> SBAR for Maternal Transports, *Nursing for Women’s Health*, 12(6), Betty Woodard, RN, PhD (Nursing Research and Evidence Based Practice)
> Listening to Baby, *Nursing Spectrum*, Jan./Feb. 2009, Linda Kessler, RN, BSN, ICN; Shelly Alston, RN (ICN); (quoted and featured in the article)

PRESENTATIONS

> Delivery Room Use of Bubble CPAP in the ELBW Infant Greater Than or Equal to 25 Weeks Gestation, Vermont Oxford Network, Portland, OR, Susan Gutierrez, RNC, BSN (ICN)
> Working Together to Improve the Capture of Potential and Actual Medication Errors, Vermont Oxford Network, Philadelphia, PA, Susan Gutierrez, RNC, BSN (ICN)
> Improving Quality Outcomes Through Nurse to Nurse Collaboration, North Carolina Organization of Nurse Leaders Annual Meeting, Raleigh, NC, Felecia Williams, RN, CCRN, MSN (CCU); Gail Sturtevant, RN, MSN, NEA-BC (Heart Center Operations)
> In Pursuit of the Triple Crown: Noticing Nurse Externs, Nourishing Nurse Scholars and Nurturing Nurse Fellows, National Nursing Staff Development Organization Conference, Minneapolis, MN, Harriet Stephenson, RN-BC, BA, MSN (Nursing Education); Elaine Marinello, RN-BC, MSN (Nursing Education); and Christie Ellis, RN-BS, MSN – The topic was also presented at the Quest for Excellence Conference, Columbus OH, and the Southeastern Nursing Staff Education Symposium, Greensboro, NC
> PN Breast Cancer Program: Tools to Help Deliver Optimum Outcomes, ONS Annual Institute of Learning (Menopausal and Breast Cancer), Seattle, WA and the annual conference in Philadelphia, PA, Miriam Rogers, RN, EdD, AOCN, CNS (Acute Care/APN, Oncology)
> Nausea and Vomiting in the Oncology Setting: New Perspectives in Management, Multinational Association of Supportive Care in Cancer annual conference, Houston, TX, Miriam Rogers, RN, EdD, AOCN, CNS (Acute Care/APN, Oncology)
> Rapid Design of Clinical Documentation, Innovations ’08 Siemens Customer Education Symposium, Las Vegas, NV, Tammy Hamrick RN, and Kelly Johnson, RN (Information Services)
> Optimizing and Maintaining a Training Environment, Innovations ’08 Siemens Customer Education Symposium, Las Vegas, NV, Cindy Hartzheim, RN, and Art Harris (Information Services)
> Recruitment and Retention, Association of Peri-operative Registered Nurses World Congress, Seoul, Korea, Sharon McNamara, RN, MS, CNOR (Surgical Services)
> Technology and Teamwork: WOW We’re Trendy, AORN Tarheels East Fall Workshop, Chapel Hill, NC, and Society of Gastroenterology Nurses Spring Workshop, Raleigh, NC, Sharon McNamara, RN, MS, CNOR (Surgical Services)
> Panel speaker at the IMS National Sales Meeting, Nashville, TN, Sharon McNamara, RN, MS, CNOR (Surgical Services)
> ST Yesterday to RN Today. How Hard Can It Be?, Association of Peri-operative Registered Nurses AORN 55th Annual Congress, Anaheim, CA, Sharon McNamara, RN, MS, CNOR (Surgical Services)
> Evidence-based Practice: You Can Do It on Your Unit, University of North Carolina CE Program, Chapel Hill, NC, Paula Bird, RN, MSN (Nursing - Cary Hospital) and Lou Ann McLamb, RN, BSN (MICU)
> Eliminating Ventilator-assisted Pneumonia, Institute for Healthcare Improvement, Orlando, FL, Chris Smith, RN, BSN (MICU) and Lou Ann McLamb, RN, BSN (MICU); VHA Leadership Conference, Philadelphia, PA, Nicole Weaver, RN, BSN (MICU)
> Nursing Retention During an Economic Downturn, University of NC, Chapel Hill, NC, Mary Ann Wilcox, MS, RNC, CNA, BC (Nursing Administration)
A SPECIAL GIFT FROM DR. HELTON

When William Charles Helton, MD, left Minnesota for Raleigh to become one of the area’s first heart surgeons, he thought of it as a temporary assignment. Lucky for us, it wasn’t. He decided to stay in Raleigh and build the WakeMed heart program with the support of the most dedicated and enthusiastic nurses he’d ever known. Out of gratitude to the often unsung professionals who helped make his career a success, he donated $1 million to the WakeMed Foundation to establish an endowment for nursing education, and has committed an additional $500,000 challenge grant to encourage others to contribute and build the endowment to $2 million. The endowment will provide scholarships for nursing students as well as nurses pursuing continuing education opportunities. The scholarships will be open to students or RNs who agree to practice in Wake County. “Nurses are the personality of a hospital, and WakeMed is fortunate to have great nurses,” says Dr. Helton. We are fortunate to have you, too, Dr. Helton. Thank you for your generous gift.

VOLUNTEER SERVICES MAKES MAGNET HAPPEN

We have begun the journey to achieve Magnet status. Thanks in large part to Volunteer Services, we are off to a great start. In 2008, The Volunteers at WakeMed Raleigh Campus and The Volunteers at WakeMed Cary Hospital provided necessary funds so that staff nurses could attend the American Nurses Credentialing Center National Magnet Conference. Surrounded by the people who represent the best in nursing practices, leadership and research, it was an exceptional experience for all.

THE WAKEMED FOUNDATION: SHARING OUR COMMITMENT TO SHARED GOVERNANCE

We thank the WakeMed Foundation for its support of our shared governance endeavors. A generous grant from the Foundation made it possible for us to bring two shared governance experts – Jessica Walker, RN, CGRN, and Dr. Vicki George – to WakeMed. Both brought their unique perspectives to us. Walker spoke to 160 staff nurses and Staff Nurse Council representatives about how taking that important step to commit to shared governance benefits nurses and patients. Dr. George, who led the first hospital system in the United States to Magnet designation, shared her perspectives on how to build the right foundation for shared governance to succeed.