

PROFESSIONAL Paradigms

Enhancing Professionalism and Nursing Excellence

Volume 17, Number 1 — Spring 2013

"Two Proud!" First in Region to Achieve Magnet® Redesignation



THE WESTERN PENNSYLVANIA HOSPITAL



THE WESTERN PENNSYLVANIA HOSPITAL NURSING DIVISION

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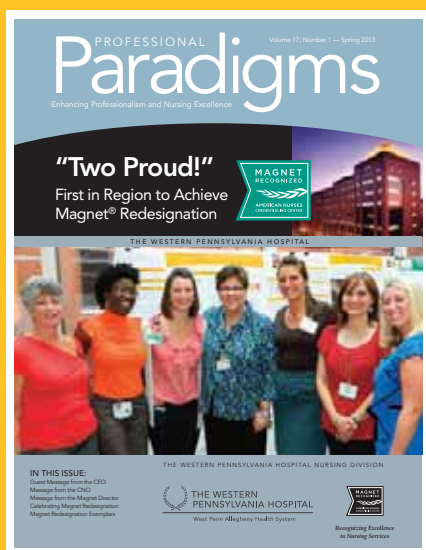


THE WESTERN
PENNSYLVANIA HOSPITAL

West Penn Allegheny Health System



*Recognizing Excellence
in Nursing Services*



Pictured on August 8, 2012, are West Penn Hospital's Magnet Recognition Program® appraiser escorts (left to right) Mary Shane, RN; Bliss Letang, BSN, RN; Heidi Freund, BSN, RNC-OB; Jacqueline Collavo, MA, BSN, RN, NE-BC, director, Nursing Operations and Magnet Recognition Program®, Samantha Tagliaferri, BSN, RN; MaryBeth Weber, BSN, RN; and Amanda Watson, BSN, RN.



Professional Paradigms is a publication of The Western Pennsylvania Hospital Nursing Division. Questions regarding *Professional Paradigms* can be directed to:

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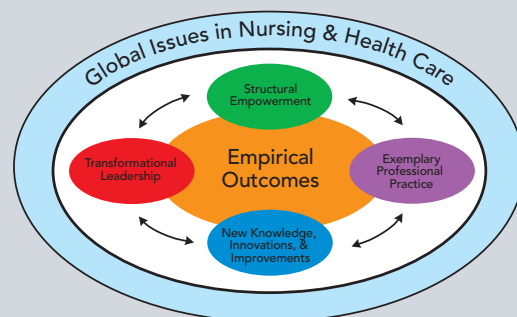
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Know your Magnet components!

Articles in this issue are coded to show their relationship to components of the Magnet® model:

- TL Transformational Leadership
- SE Structural Empowerment
- EP Exemplary Professional Practice
- NK New Knowledge, Innovations, and Improvements
- EO Empirical Outcomes





Messages

Guest Message from the CEO

*By Duke Rupert, President and Chief Executive Officer,
The Western Pennsylvania Hospital*

Following is the text of Mr. Rupert's address to West Penn Hospital nurses at the Celebration of Excellence in Nursing event held May 7, 2013.

I am very pleased to have this opportunity tonight to recognize nursing excellence at West Penn Hospital.

Since I first attended this celebration just one year ago, we've scored an amazing array of successes for our hospital. We've met very challenging goals for our hospital's renewal and renovation, and all of you nurses are a vital part of these accomplishments.

Now, I'm going to show the slides of our renovated or upgraded facilities, and talk about these achievements.

In February of this year, we all celebrated with ED Manager **Janie Miller** and her staff the one-year anniversary of reopening our completely renovated Emergency Department. When the ED reopened a year ago, our goal was to see an average of 39 patients a day in the ED. Our volumes have been consistently higher – about 59 patients a day, from the first day right up to today – and we expect that number to go even higher when our Cardiovascular Institute opens next week.

Our challenge with higher volumes is to maintain excellent patient service. This slide of the ED waiting room was taken before it opened and shows empty chairs. You may think that with the high ED volumes a picture taken today would show full chairs – but you'd be wrong, because the 'throughput' project the ED doctors and nurses implemented last fall moves patients through our ED so efficiently. Patients see a doctor within 5 minutes after entering the ED, and our goal is that patients are in a bed upstairs within 30 minutes after a decision to admit is made.

In fact, I can tell you that our new system CEO John Paul has presented West Penn's ED throughput success both internally



Message from the Chief Nursing Officer

*By Paula Lacher, MSN, RN, NEA-BC, Vice President and
Chief Nursing Officer, The Western Pennsylvania Hospital*

The following address was given at the May 7, 2013, Celebration of Nursing Excellence at The Western Pennsylvania Hospital.

As a result of the incredible successes for West Penn Hospital over this past year, and in particular our achievement of Magnet® re-designation, we can truly celebrate nursing excellence at West Penn as a demonstrable and documented fact. And as a result of the April 29, 2013, announcement of West Penn Allegheny Health System's affiliation with Highmark, we are looking forward to a bright future as we watch the promises of this affiliation unfold.

First, and foremost I want to talk about our Nursing Division's amazing recent accomplishments. Without question, the most stellar of our achievements in 2012 was Magnet redesignation, announced on Sept. 14, 2012 - the first hospital in the region to achieve this internationally recognized distinction for quality patient care and outcomes. Fitting right in with our achievement is this year's theme for National Nurses Week - "Quality and Innovation."

Throughout our Magnet redesignation process - and as our constant goal - West Penn nurses demonstrate over and over that we are totally dedicated and committed to quality. And we have also demonstrated in our Magnet documentation that West Penn nurses are innovative. No matter what the challenge, West Penn nurses will find a way to continue to provide quality care in the constantly changing environment of our hospital, our health system, and healthcare nationwide.

West Penn achieved two additional quality evaluations last fall: In October, we had an outstanding triennial survey by The Joint Commission, and in November, we had an exceptional report from the Pennsylvania Department of Health biennial relicensure survey team. It's hard to imagine any other institution garnering such a "trifecta" of quality kudos in one three-month period! I thank Duke for recognizing the Nursing Division for our role in these tremendous hospital achievements.

and outside our system as a model for high-quality and efficient care. As our ED volumes increase further with the CVI open, we will just need to work harder to maintain this achievement.

On the same day as the renovated ED opened, our renovated Surgical Patient Care Unit E9 and upgraded Medical Patient Care Unit on E8 also opened. As with the ED, Nursing has done an exceptional job with reopening these units and caring for increasing numbers of patients as more physicians return or join the West Penn Hospital Medical Staff. Again, with the CVI opening, we expect you will be seeing even more patients admitted to these units.

Last year, as a result of a one million dollar gift from The Western Pennsylvania Hospital Foundation to support Women's and Infants' programs, we completely renovated our Obstetrics Triage Center and we began renovation of our 15 labor and delivery suites. Completion of the last 5 LDRs and C-section rooms is expected by mid summer.

And as we begin to care for more cardiovascular patients, we expect more patients to need intensive care. Our completely renovated E7 intensive care unit, which opened a year ago March, is absolutely beautiful – the open design and especially the wide sliding glass doors that replaced the heavy wooden doors are a tremendous improvement. The difference between this new unit and the old one, where the movie starring Tom Cruise was filmed, really speaks to the great benefits of our renovated facility.

Right now, one side of the E7 ICU - 8 beds – is our Cardiovascular Intensive Care Unit and the other 10-bed side is the Medical-Surgical ICU. This is only until we complete construction – which we expect to be soon - of our dedicated Cardiac Care and Cardiothoracic Intensive Care units on the fourth floor.

Another unit that was just approved to open by the Department of Health last Friday, May 3, 2013, is our seventh floor stepdown/ progressive care unit. With the approval of this 16-bed unit, West Penn Hospital now has 308 licensed beds and is a full-service hospital with specialty units and dedicated staff to meet every type of patient care need.

To celebrate passing the Department of Health's licensure visit with flying colors, we held a Cardiovascular Institute ribbon-cutting ceremony earlier today, and all employees are invited to tour the cardiovascular institute, including its two cardiac catheterization labs and Electrophysiology Lab, this Friday. These units open for patient care on Monday, May 13.

As remarkable as these achievements have been, what should command even more attention is West Penn's quality accomplishments. First was the hospital's Magnet re-designation announcement in September – the first hospital in the region to achieve this outstanding recognition for excellence. This is a nursing-led achievement that has involved and recognizes everyone at this hospital.

And now, I want to spend some time celebrating some of our specific quality accomplishments.

First, let's remind ourselves of the wonderful comments our Magnet appraisers made after their site visit. They cited exemplars in Transformational Leadership, Structural Empowerment, and Exemplary Professional Practice at West Penn Hospital.

In addition, moments after we received the Magnet Recognition Program® director's call on September 14, I received an email from our lead Magnet appraiser Patricia Quigley, PhD, who is a nationally known nurse leader, teacher and nurse scientist. Here is what the email said:

*Dear Paula and Jackie,
I understand that you received a wonderful call from ANCC's Magnet® Program today!!! Please accept my sincere and heartfelt congratulations on behalf of your organization, community, and the nursing profession. Please extend my congratulations to your staff. I am so happy for you all!*

I am shaped and inspired by being with you and hope that you will go forward telling your story of passion, commitment, and resilience. You are a model for others. May the arms of this great profession embrace you this day and all days to come.

Sincerely, Pat

What a tremendous honor! I still get goosebumps when I read her words of praise and accomplishment!

Second, with Dr. Quigley's urging, Nursing Operations and Magnet Recognition Program Director **Jacqueline Collavo** and I prepared an abstract describing how West Penn nurses overcame tremendous obstacles to achieve redesignation during such tumultuous times for our organization. We titled our presentation "The Transformative Power of Magnet: Achievement of Magnet Redesignation during Cataclysmic Organizational Restructuring." And it is with great pride that I can announce that it has been accepted as a podium presentation at the 2013 National Magnet Conference in Orlando!

We hope that by sharing our story with thousands of nurses and nurse leaders from across the nation, we will inspire and empower them to continue their Magnet journey and achieve their goals, no matter what change is occurring in their organization.

Third, let us celebrate together our achievement for this past year in patient satisfaction. This year's annual goal for patient satisfaction was a score of 86.1 - and as of May 1st, we have achieved a score of 86.3!

Our next achievement was The Joint Commission survey in October. The surveyors awarded West Penn an outstanding score and a full three-year reaccreditation.

And then in November, the Pennsylvania Department of Health made their biennial visit. We received relicensure with another glowing report about patient safety and quality care at West Penn.

In addition, last year West Penn received the full Highmark Quality Blue incentive payment. We provide quality care because it's the right thing to do, but it is nice to have this significant benefit in recognition of our efforts.

As significant as these quality accomplishments are, even more important is the time frame they occurred in – September, October and November 2012 – when the breach occurred in our agreement with Highmark. During this period of great uncertainty and change, surveyors arrived and construction workers walked off-site – but excellence in patient care continued without pause. To accomplish all that we did during that time frame speaks volumes about the people here. It's because of you that we achieved these successes.

Additional quality accomplishments in this past year include reaccreditation of our Obstetrics and Gynecology Residency Training Program for the maximum 5-year period, with zero recommendations, an unprecedented achievement; reaccreditation of our cell transplantation program by the Foundation for Accreditation of Cellular Therapy (FACT); and West Penn Burn Center's sixth verification - the only center in the region approved for both adult and pediatric burn care.

I applaud all West Penn nurses and physicians for earning these great recognitions while you continued to provide outstanding patient care in these turbulent times. As nurses you certainly know that these accolades don't come by magic but by hard work. It's what you do every day that makes a difference. It takes teamwork and dedication – by nurses, physicians, administrators and all staff. These recognitions are for the way you take care of patients – and the word to describe that is “exceptional.”

I spend a lot of time traveling around West Penn Hospital, and when our system CEO John Paul rounded with me he expressed my belief about West Penn – our future depends on continuing our excellent past. You've set the bar for excellence. You're exceeding goals for outstanding patient care outcomes. You've earned all of the accolades we've received from all of those surveyors. I'm very proud to be here with you to celebrate these achievements – and I'm really glad to work with you.

Congratulations and thank you!

This may seem like a small difference - but it is highly significant - because of the way patient satisfaction is scored, it is extremely difficult to maintain and even more difficult to improve against ourselves. This significance becomes clear when you compare this score with our 2006 score of 82.1 at the time of our first Magnet designation. Congratulations to all of us for this remarkable success - a direct result of nursing excellence and commitment to improvement!

Now, I want us to look forward to our bright future and how we are going to help make it a reality! Starting with our Magnet status, we must remember that Magnet excellence is a continuous process - a journey - and that this journey never ends. While we are extremely proud of our achievements, being a Magnet organization and a Magnet nurse carries significant professional responsibilities. Magnet organizations are charged with being innovative and sharing those innovations and best practices with other nurses and organizations. For this to occur, we have to be mentors to others, and each and every nurse must have a sense of responsibility and accountability to contribute to their professional environment, thus fostering excellence in patient care and professional relationships.

But even beyond our responsibility to mentor and share with others is the need to take our place in a nationwide move toward excellence - and this will involve immense change. As healthcare across the nation undergoes unprecedented change, the ANCC program is also changing. I had a 'sneak preview' of the new Magnet manual, and we will have new standards to meet - and exceed - for our next, 2016, Magnet redesignation.

One notable change is that all Magnet hospitals will need to meet new defined Magnet standards. One new standard is a direct result of the Institute of Medicine Report, “The Future of Nursing: Leading Change, Advancing Health.”

I want to talk about the Institute of Medicine or “IOM” recommendations for change in the nursing profession in the United States. As noted in the IOM report, the U.S. nursing profession is more than 3 million members strong - the largest segment of the nation's health care workforce. Because nurses work on the front lines of patient care, we can play a vital role in helping to realize the objectives of the 2010 Affordable Care Act - the legislation that is leading the broadest health care overhaul since the 1965 creation of the Medicare and Medicaid programs.

But as reported - and as we know from our nursing experience - there are barriers to nurses leading change. In 2008, the IOM partnered with the Robert Wood Johnson Foundation in a two-year initiative to identify and make recommendations for overcoming barriers to nurse leadership in health care reform. The IOM appointed a committee, the Committee on the RWJF (Robert Wood Johnson Foundation) Initiative on the Future of Nursing, and charged it with making

recommendations for an action-oriented blueprint for the future of nursing. Here are the four key recommendations:

- Nurses should practice to the full extent of their education and training.
- Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.
- Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States.
- Effective workforce planning and policy making require better data collection and an improved information infrastructure.

What tremendous recognition these recommendations give to the key role nurses play in health care. They are basically saying that nurses and Nursing must play a fundamental role in transforming the U.S. health care system. What an honor this is - and what a responsibility.

Of course, the power to improve the current regulatory, business, and organizational conditions does not rest with nurses. Government, businesses, health care organizations, professional associations, and the insurance industry also have vital roles to play. We must all work together to transform the health care system into one that provides seamless, affordable, quality care that is accessible to all - and leads to improved patient and health outcomes.

So - what do the IOM recommendations and new Magnet Manual mean for nurses at West Penn? What they mean is that once we receive the new Magnet Manual, to be released this summer, as a **team** we will read and discuss each and every standard. And then, we will develop a nursing strategic plan - one that incorporates the expectations set forth in the IOM Report on The Future of Nursing.

This strategic plan will include details that will speak to our ability to meet the overarching goal of the IOM report - the goal that nurses will engage in life-long learning. Specifically, by the year 2020, hospitals are expected to increase the percentage of nurses with a baccalaureate degree in nursing to 80%. In addition, the goal calls for the number of nurses with doctoral degrees to double by 2020 - which is essential to increase the number of nurse faculty and researchers. There is also a mandate to increase diversity in nursing as well.

The year 2020 will be upon us before we know it. It is only 6.5 years away. We at West Penn must work diligently over the next few years to increase the professional development and education credentials of our nursing staff.

We as nurses also have a tremendous role in the health care of our community and in the healthcare reform initiatives that the nation has undertaken. We have many challenges ahead of us. It is an exciting time to be a nurse and we must demonstrate a desire to be a part of shaping the future of health care delivery in our country.

We embark on a firm foundation at West Penn to enable us to meet these challenges. We have a strong shared decision-making structure and a professional practice model that affords every nurse the opportunity to be an active partner and have a true voice in developing quality patient care standards, leading performance improvement activities, and making decisions that provide a positive professional working environment and to advance the health care with in our community.

Each and every nurse must be confident in his/her practice, take leadership roles as they present, and be passionate about helping others. I strongly believe every nurse is a leader and that each individual makes a difference in the lives of their patients and colleagues. Our Senior Team and our nurse leaders are accessible and transformational. Our core approach is defined by our patient focus.

So, as we stay the course of nursing excellence, I know you will continue to pursue clinical recognition, specialty certification, clinical ladder opportunities, advanced professional education, and that you will demonstrate additional leadership talents that will continue to set us apart as a nationally recognized Magnet facility.

Remember, the Magnet Recognition Program® for excellence in nursing services is the highest level of recognition by the ANCC available to facilities that provide excellent nursing care. Although its focus is on nurses, their practice, and outcomes, the Magnet designation recognizes that patient care requires the efforts of **one team** and it recognizes the contributions and accomplishments by the **entire** team.

I know I certainly don't say it enough, so today, on behalf of myself and the entire West Penn Family - Thank you! Thank you for choosing the most selfless profession, and thank you for practicing it with diligence, resilience, and compassion.

I hope you know how much all of you are appreciated! Your role in this hospital is an important one - and I could not be more proud to be a part of the team. I congratulate and thank all of you for your tremendous contributions to nursing excellence and for your personal and professional achievements during this past year.

It is a supreme honor to work with you. Please know that you inspire me - you keep me focused. I ask in return that you please stay focused on the bright future I know will be coming for all of us here at West Penn Hospital and for the newly created Allegheny Health Network. Remember, "Somewhere over the rainbow.... dreams really do come true!" Congratulations and Thank you.

Paula Lacher, RN, can be reached at 412.578.5133 or placher@wpahs.org.

Message from the Magnet Recognition Program Director

By **Jacqueline A. Collavo, MA, BSN, RN, NE-BC**, Director, Nursing Operations and Magnet Recognition Program



In this issue of *Professional Paradigms* we are proud to unveil a new feature: Symbols "TL", "EP", "SE", and "NK" to indicate which of the four domains of Magnet nursing practice an article relates to: Transformational Leadership (TL), Exemplary Professional Practice (EP), Structural Empowerment (SE), and New Knowledge and Innovation (NK). The fifth symbol "EO" applies to Exemplary Outcomes in individual components of each domain. These five symbols indicate more clearly how each article contributes to these domains of professional nursing practice at West Penn.

At the final step in our redesignation process, the site visit August 6 to 8, 2012, by our three assigned Magnet appraisers, our six staff nurse Magnet escorts were with the appraisers every hour making sure that each appraiser got to the correct location at the correct time to meet with the scheduled people, in comfort and with all questions answered. The escorts, who carried out this enormous responsibility with aplomb and an ever-ready smile, are pictured on the cover of this issue. *Professional Paradigms* asked them "What did it mean for you to be a Magnet escort?" Here are their answers:

"Being a Magnet escort allowed me the opportunity to see the entire process of achieving Magnet redesignation. I was only seeing what my unit was doing to prepare, but being an escort allowed me to see what the whole hospital had to do to prepare for the Magnet site visit. I felt involved with the whole process and was able to see first-hand how important Magnet is for the entire hospital and how hard so many people work to achieve Magnet status." – **Amanda Watson, RN, T7**

"I am so proud that West Penn earned Magnet redesignation. Being a Magnet escort allowed me to observe how each nursing unit developed and implemented plans to improve patient care. I was amazed at the passion each unit exhibited as they presented their unit projects. Magnet recognition communicates to nurses that their commitment to excellence is noticed and greatly appreciated. I am honored to work with such amazing nurses!" – **MaryBeth Weber, RN, NICU**

"After attending a Magnet conference and seeing what a huge deal it is, I was honored to be asked to be a Magnet escort for our site survey. Having achieved Magnet status before, I knew that WPH had the potential to achieve redesignation. With all of the hardships that our hospital had suffered in the past 2 years, we stayed strong and persevered. We truly lived every aspect of the Magnet model and worked toward empirical outcomes; therefore, we were even more

worthy of redesignation. Attending a Magnet conference really made me understand what Magnet meant and made me realize that WPH is undoubtedly a center of excellence. Being a Magnet escort, I was able to travel to other departments in the hospital and see what amazing things they've done toward leadership, empowerment, professional practice and exceptional improvement to their units. I've learned to appreciate what amazing nurses we have and I feel privileged to be a part of the WPH team!" – **Heidi Freund, BSN, RNC-OB**, Labor and Delivery

"When I was asked to be a Magnet escort, I was honored but nervous. I feared saying the wrong thing and getting the reviewers lost. But with the help of my fellow escorts, all went well! I found the experience to be one of my best in my 37 years in nursing at West Penn. As we went unit to unit not only did I get to see many of the wonderful nurses that I have worked with, but I got to see each unit's quality and safety projects, performance outcomes, and education activities and how they all have impacted their patients and the community. I have never been as proud to be part of this very special group of nurses at West Penn Hospital. I had no doubts that we would be redesignated! Meeting the appraisers was a great experience. These very smart women have much knowledge to share with us. They worked tirelessly during their days at West Penn and I have a new appreciation for the job of the Magnet reviewer. As Magnet escorts we had a lot of time to spend with Duke Rupert, Paula Lacher and Jackie Collavo. All of these people are so supportive and proud of their nursing staff. They also work tirelessly to make West Penn Hospital what it is." – **Mary Shane, RN, CAPA, CN III**, Ambulatory Surgery Center

"Throughout the site visit, it was truly inspiring to see how much everyone cares for their patients, the community, and WPH itself. The Magnet process is intricate – it involves all disciplines taking care of every patient at WPH. WPH employees are truly dedicated to providing excellent care! To me, Magnet redesignation means a new beginning – for all employees and our community." – **Samantha Tagliaferri, RN**, Medical Short Stay Center

This issue recognizes all nurses for our Magnet achievement and individual nurses for their professional development achievements. Congratulations!

Jacqueline Collavo, RN, can be reached at 412.578.5205 or jcollavo1@wpahs.org.

Celebrating West Penn Hospital's Magnet® Redesignation

On Sept. 14, 2012, the ANCC's Commission on Magnet® telephoned The Western Pennsylvania Hospital's Vice President and Chief Nursing Officer **Paula Lacher, MSN, RN, NEA-BC**, to announce their decision to award West Penn Magnet® redesignation. Almost as soon as the cheers that greeted the announcement had faded, emails, phone calls, letters, and cards of congratulation began to pour in to WPH from nurses and leaders across the region and around the country (see pages 10-19).

Concurrently, Nursing Operations and Magnet Recognition Program® Director **Jacqueline Collavo, MA, BSN, RN, NE-BC**, and WPAHS External Affairs department members began preparing external announcements and internal celebrations.

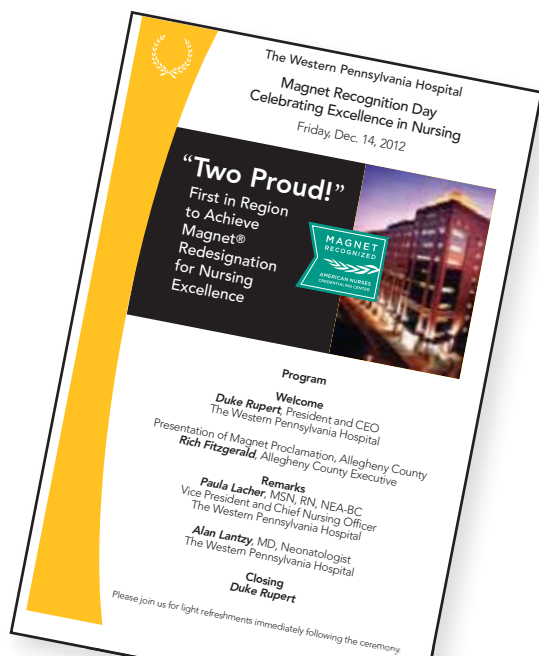
External announcements (page 9) included a press release sent to all media outlets and posted to the WPAHS website, along with a newly designed "Two Proud" banner. The WPH Nursing and WPH School of Nursing websites were updated with the redesignation status and the new ANCC Magnet logo. In addition, the banner ran as an ad in the *Bloomfield Bulletin*, to announce our achievement to our community.

Internal celebrations included a reception in the Wintergarden after the Sept. 14, 2012, announcement (photos to the right) and features in the WPAHS and WPH sections of *October News and Notes*.

September 14, 2012, photos

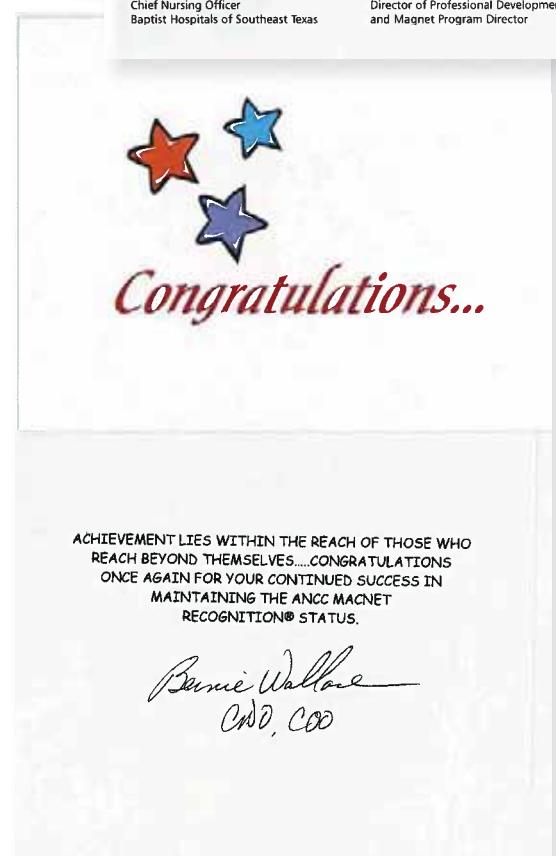
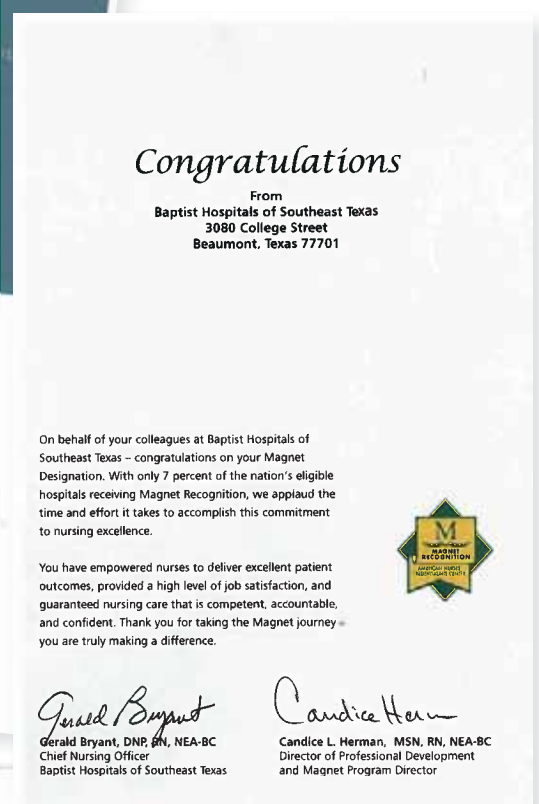
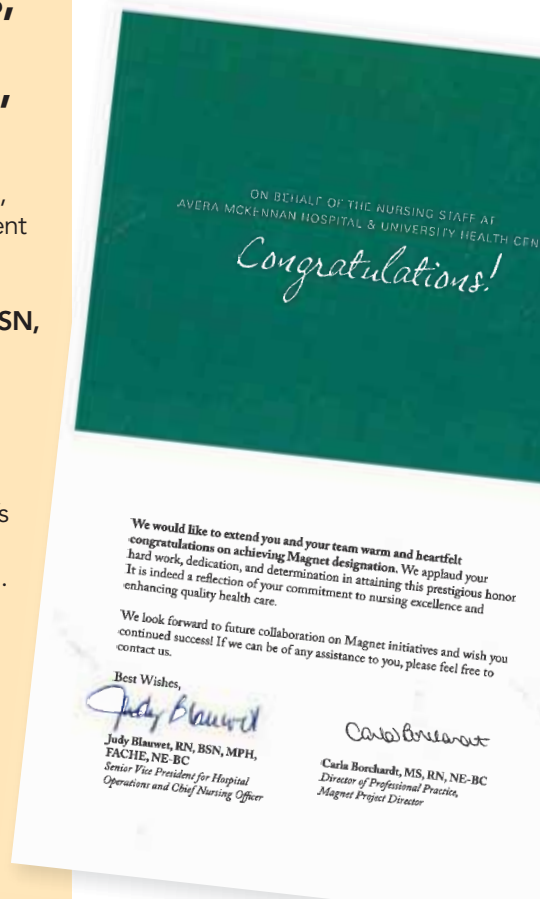


September — October 2012 Magnet Announcements



"Congratulations, West Penn Hospital Nurses!"

On this and the following pages, West Penn Hospital Vice President and Chief Nursing Officer **Paula Lacher, MSN, RN, NEA-BC**, and **Jacqueline Collavo, MA, BSN, RN, NE-BC**, Director, Nursing Operations and Magnet Recognition Program, share dozens of the congratulatory messages they received from across the nation for West Penn's achievement of Magnet® redesignation on Sept. 14, 2012.





Congratulations

September 20, 2012

Dear Colleagues,
On behalf of your colleagues in the nursing community of Bassett Medical Center, Cooperstown, New York, we send congratulations to you and your nursing staff on the achievement of your Magnet re-designation from the American Nurses Credentialing Center.

We know how much time and effort it takes to accomplish this re-designation and how great this achievement feels. This prestigious award re-affirms your membership in an elite and high-performing group of organizations that focus on the care of patients and strive to improve the professional environment for nurses.

We join you in your pride and celebration.

*Cornelia Jastrzembski, R.N. Network CNO
Cheryl Smith, PhD, RN, Director of Nursing
Maurice Murphy, MS RN NE-BC, Director
Professional Nursing Practice - M.D.*

CONGRATULATIONS!

From

Central Baptist Hospital
1740 Nicholasville Road
Lexington, Kentucky

On behalf of the administration and staff at **Central Baptist Hospital**, congratulations on achieving Magnet Recognition® for Nursing Excellence.

As a fellow Magnet-recognized hospital, we know how much time, hard work and dedication has been given in earning this honor from the American Nurses Credentialing Center. We're sure you're proud of your team and their efforts!

We wish you the very best on your continuing journey of nursing and patient care excellence.

Karen S. Hill, RN, DNP, NEA-BC,
Vice President/Nurse Executive



On behalf of the nurses at Children's National Medical Center, congratulations to you and your nursing staff on achieving Magnet Designation®. This recognition demonstrates that your nurses deliver high quality, evidence-based, and innovative patient care and outcomes. Celebrate your well-deserved success.

Congratulations!

How wonderful!
Linda Talley RN



CONGRATULATIONS ON YOUR MAGNET REDESIGNATION

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Our Journey of Excellence in Nursing

Dear colleagues,

It is my pleasure to present the 2012 Nursing Annual Report for Cook Children's. In this year's multimedia report, found on the attached drive, you'll see stories of inspiration, compassion and success from our nursing staff members. We will share exciting updates in nursing research and scholarship and honor our many achievements. Please join me in celebrating the nurses of Cook Children's, as we continue our journey as a leader in pediatric nursing.

Sincerely,

Paula J. Webb

Paula J. Webb, DNP, RN, NEA-BC
Vice President, Nursing
Chief Nursing Officer
Cook Children's Medical Center

CookChildren's

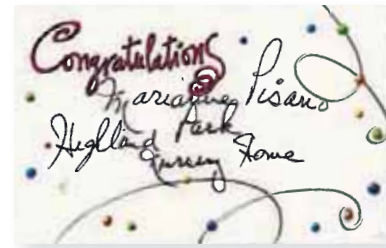




On behalf of El Camino Hospital, we would like to congratulate you and your staff on achieving Magnet designation for Nursing Excellence. This is a testament of your commitment to sustaining an organization focused on quality patient outcomes and professional growth. Best wishes on your continuing Magnet journey.

Diana Russell
Diana Russell, MS, RN, NEA-BC
Chief Clinical Operations/
Chief Nursing Officer
El Camino Hospital

Chris Tarver
Christine Tarver, MS, RN, CNS
Director Medical Surgical Services/
Magnet Program Coordinator
El Camino Hospital



Way to go!
Koen-82
Congrats!
Ch. Feltner

Congrats!
Shelley-ICU
Congrats!
Angie Phares

Congrats!
Andrews, AJ

[Signature]



Excellent News!
Magnet recognition is a reflection of your hospital's deep commitment to the highest level of nursing care. As a hospital that has made the journey to Magnet designation, we know what it takes to get there – and we celebrate your success!



On behalf of everyone at Highland Hospital, please accept our congratulations on this wonderful achievement.

Tommy Hinton, RN, MSN, NEA-BC
Chief Nursing Officer

Jamie Philpott, RN, MSHA
Magnet Program Director

HIGHLAND HOSPITAL

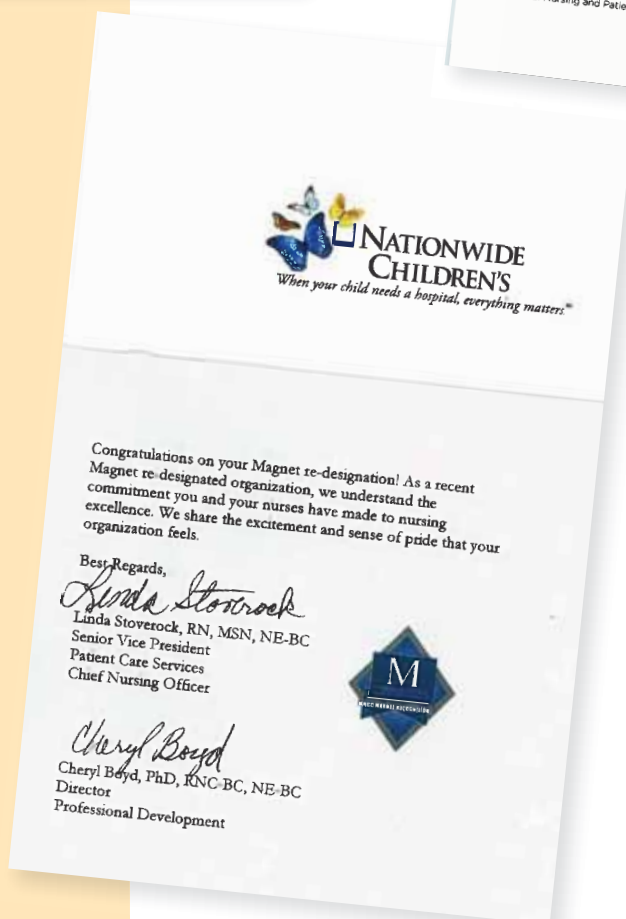
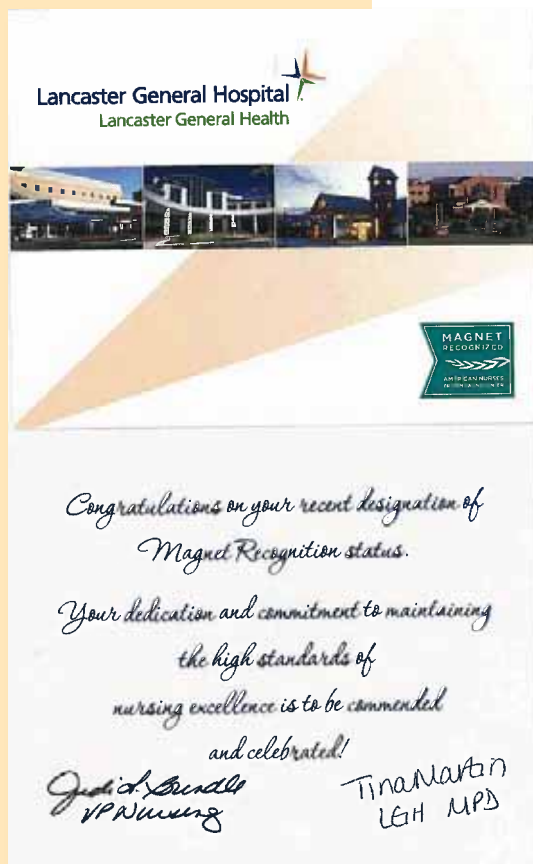
Medicine of the Highest Order



Congratulations



Well done!
Norma & Lee W.





September 20, 2012

Dear Paula,

On behalf of the Magnet nurses and the entire team at Mercy Medical Center—Dubuque, we would like to congratulate you on your recent re-designation as a Magnet hospital.

Achieving the highest international recognition for nursing excellence requires pervasive and passionate leadership, and an intentional and enthusiastic approach. You should be proud of your efforts and accomplishments and the impact you have had on nursing practice and patient care.

We applaud you and wish you continued success!

Sincerely,

Kay L. Takes

Kay L. Takes, MA, RN, NEA-BC
Vice President of Patient Care Services & Chief Nursing Officer



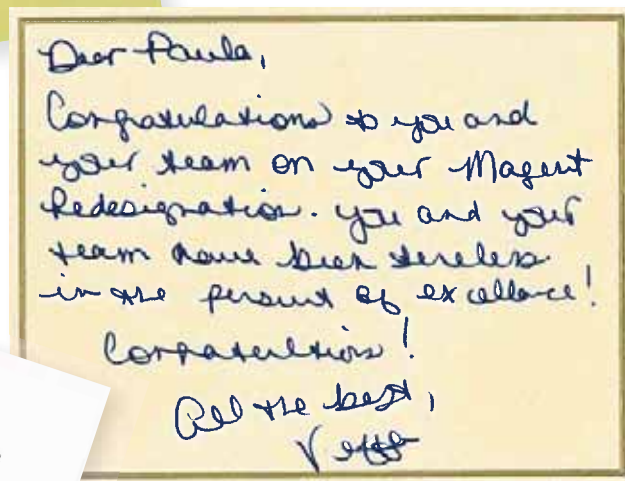
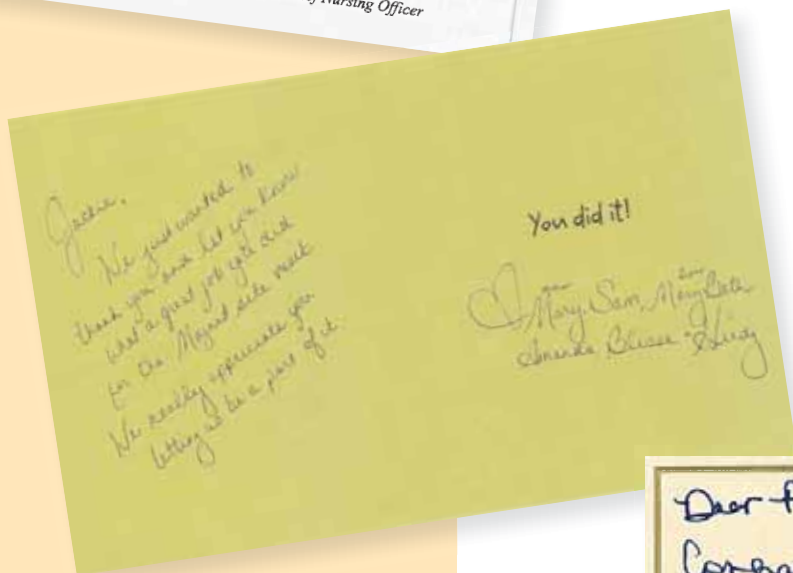
On behalf of the staff of Montgomery Regional Hospital, congratulations to you and your nursing staff on receiving your Magnet redesignation. This prestigious recognition demonstrates the commitment to nursing excellence and the pride your nurses have in quality patient care and the nursing profession. Celebrate and enjoy this honor!

Lorena Cole, COO

Lorena Cole

Ellen Linkenhoker, RN, PhD

Ellen Linkenhoker



OHSU NURSING



Innovation. Compassion. Excellence.

Paula -

On behalf of the Patient Care Services Division of Oregon Health & Science University, congratulations on achieving Magnet designation. We understand the passion, dedication, and commitment for nursing excellence needed to obtain this prestigious recognition. Congratulations to you and your team! *enjoy your celebration!*

Sincerely,

Jennifer L. Jacoby

Jennifer L. Jacoby, RN, MSN, NEA-BC
Vice President/Chief Nursing Officer
OHSU Healthcare

Deborah Eldredge

Deborah Eldredge, RN, PhD
Director Nursing Quality/Research/Magnet
OHSU Healthcare



You Did It!

From one dedicated health system to another.

PinnacleHealth congratulates you for achieving Magnet status and proving your nursing excellence in our profession!

We understand the time, energy and effort that went into earning Magnet recognition. Our role makes a difference in someone's life each and every day. While receiving this recognition is an honor, it is the patient who truly benefits!

Sheri Matter

Sheri Matter, MBA, MS, BSN, NEA-BC
VP Nursing Operations and CNO

Sarah Harne-Britner

Sarah Harne-Britner, MSN, RN, CNS-BC
Director of Nursing Practice and Research, MPD



On behalf of Southern Ohio Medical Center in Portsmouth, Ohio, we would like to congratulate you and your staff on achieving Magnet re-designation from the American Nurses Credentialing Center!

We acknowledge the hard work and determination that goes into achieving this prestigious award. It is a wonderful tribute to an organization's commitment to excellent patient care and positive practice environments for nurses.

Claudia Burchett

Claudia Burchett, RN, BSN, MBA, FACHE, NEA-BC
Vice President of Patient Services & Chief Nursing Officer

Karen Thompson

Karen Thompson RN, MS, CNS
Magnet Coordinator
Director of Home Care Services

Valerie DeCamp

Valerie DeCamp, RN, BSN, MHA, NE-BC
Magnet Coordinator
Director of Nursing, Inpatient Services



On behalf of Fox Chase Cancer Center, we would like to congratulate you and your team on your recent Magnet Recognition achievement! We appreciate the organizational commitment and focus that are necessary to earn this prestigious designation.

We recognize and applaud the important contributions Magnet designated organizations make in creating and sustaining a culture of high quality safe patient care as they support environments that promote professional nursing and inquiry.

We look forward to collaborating with you on the Magnet journey. Enjoy your success!

Anne Jadwin
Anne Jadwin, RN, MSN, AOCN, NE-BC
Vice President of Nursing Services/Chief Nursing Officer



On behalf of the administration and staff of Schneck Medical Center, congratulations on achieving Magnet Redesignation for Nursing Excellence.

As a fellow Magnet-designated hospital, we recognize the hard work and dedication required to earn this prestigious honor. We join you in celebrating this accomplishment and thank you for helping to further the profession of nursing.

We wish you the very best on your continued journey of nursing and patient care excellence.

Vicki Johnson
Vicki Johnson, MSN, RN, NE-BC, CSSBB
Vice President of Nursing Services
Chief Nursing Officer

Rebecca Floyd
Rebecca Floyd, BSN, RN
Magnet Program Coordinator

PSNA
Pennsylvania State Nurses Association
2578 Interstate Drive
Suite 101
Harrisburg, PA 17110
717-657-1222 | 1-888-707-7762 Fax 717-657-3796
Email panurses@panurses.org www.panurses.org

September 19, 2012

Paula Lacher, MSN, RN, NE-BC
Vice President and Chief Nursing Officer
The Western Pennsylvania Hospital
4800 Friendship Avenue
Pittsburgh, PA 15224

Dear Ms. Lacher:

On behalf of the PA State Nurses Association, I would like to congratulate the nursing services of The Western Pennsylvania Hospital on your re-designation as a Magnet hospital from the American Nurses Credentialing Center.

Continued designation as a Magnet hospital recognizes The Western Pennsylvania Hospital's continued commitment to excellence in nursing practice. The Pennsylvania State Nurses Association applauds your continued success.

Again, congratulations!

Sincerely,

Betsy M. Snook
Betsy M. Snook, M.Ed, BSN, RN
Chief Executive Officer

BMS/kr

PROVIDENCE
St. Vincent
Medical Center

On behalf of the Clinical Nurses and Nursing Leadership Team here at Providence St. Vincent Medical Center in Portland, OR we want to extend warm congratulations to you and your Nursing Team as a Magnet Facility.

This is truly a reflection of your commitment to excellence and to your patients and their families. May you take a moment to embrace and celebrate such a prestigious award. You should be extremely proud of the environment you all have helped to create for your professional nurses.

Sincerely,

Martie Moore
Martie Moore-RN, BSN, MAOM, CPHQ
Chief Nursing Officer

Congratulations!



Congratulations on your designation as a Magnet® facility.

We understand the hard work it takes to earn this honor.

We also know that it could not have been achieved without the dedication and perseverance of nursing leadership and a nursing staff who take pride in their profession. As Magnet hospitals, we celebrate with you and wish you continued success.

Cathy Tolbert

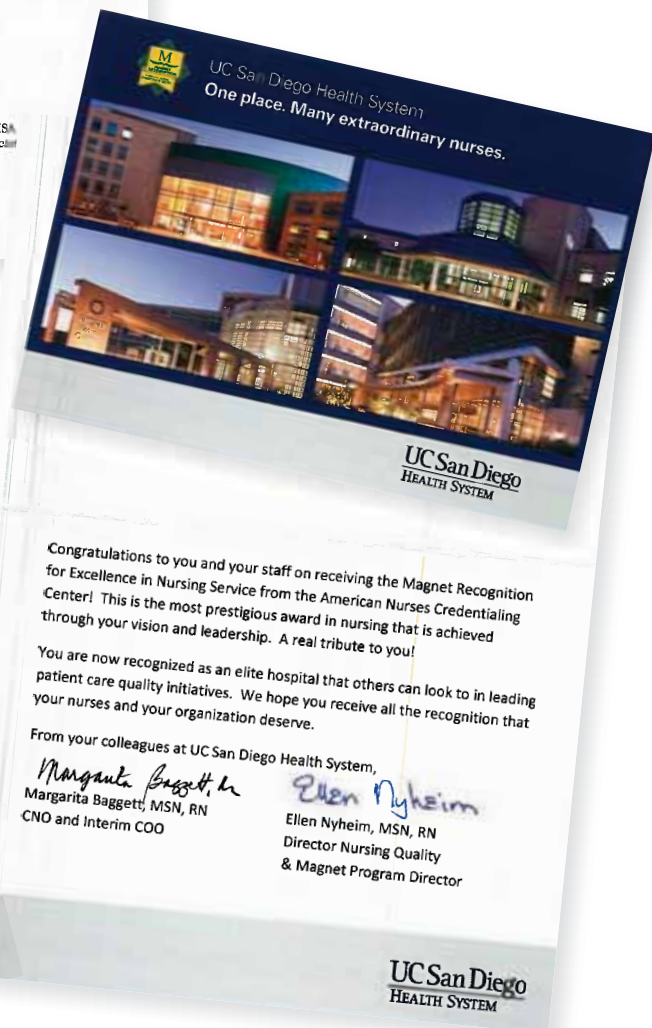
Cathy Tolbert, RN, MSN, NE-BC, FACHE
Senior Vice President of Nursing and Clinical Services
Chief Nurse Executive

Nancy

Nancy Siefert, RN, MHA
Magnet Program Director



Congratulations
on your Magnet designation/redesignation!
The JGH Nursing Team





On behalf of St. Luke's Hospital in Cedar Rapids, Iowa, we would like to congratulate you and your staff on your Magnet designation!

As a recent Magnet designated organization, we understand the extraordinary commitment to nursing and dedication to patient care excellence that this accomplishment takes. We share the excitement and sense of pride that your organization feels and are proud to share this distinction with you!

Regards,

Mary Ann Osborn
Mary Ann Osborn, RN, MA
Vice President, Chief Clinical Officer

Mary Hagen
Mary Hagen RN, MSN
Administrative Director, Organizational Effectiveness
Magnet Program Director



On behalf of the administration and staff of St. Vincent Hospital Indianapolis, we would like to extend our congratulations to you on receiving Magnet® Redesignation from the American Nurses Credentialing Center.

As a fellow Magnet designated hospital, we recognize the hard work and dedication required to earn this prestigious honor. We applaud you and are honored to stand with you in the circle of excellence. Well done!

Enjoy your continued success ~ it is well deserved.

Darcy Burthay
Darcy Burthay, MSN, RN, NEA-BC
Chief Nursing Officer/
Chief Operating Officer

Sallie Latty
Sallie Latty, MA, BSN, RN
Magnet Program Coordinator

Pat Craig
Pat Craig, MSN, RN, MBA, FACHE, NEA-BC
Magnet Program Coordinator



Southwestern Vermont
Medical Center

SOUTHWESTERN VERMONT HEALTH CARE



Dear The Western Pennsylvania Hospital,

On behalf of your colleagues in the nursing community of Southwestern Vermont Medical Center, Bennington, Vermont, we send congratulations to you and your nursing staff on the achievement of your second Magnet Re-Designation from the American Nurses Credentialing Center.

We know how much time and effort it takes to accomplish this and how great this achievement feels. This prestigious award affirms your membership in an elite and high-performance group of organizations that focus on the care of patients and strive to improve the professional environment for nurses.

We join your in your pride and celebration.

Sincerely,

Carol Conroy
Carol Conroy, RN, MSN, MBA, CNOR
Chief Nursing Officer
Vice President of Operations

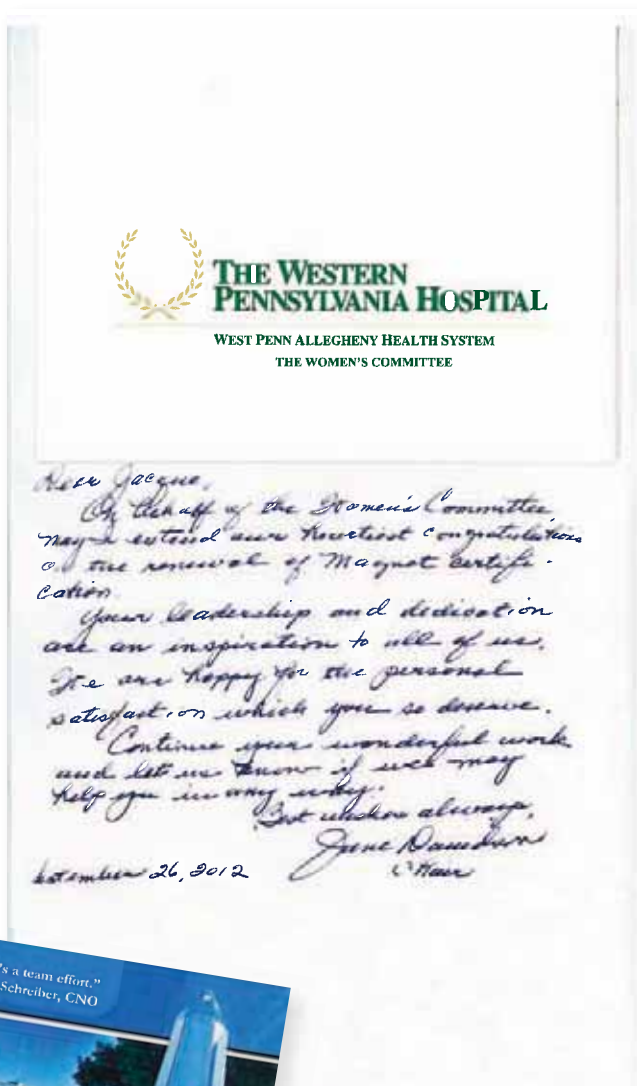
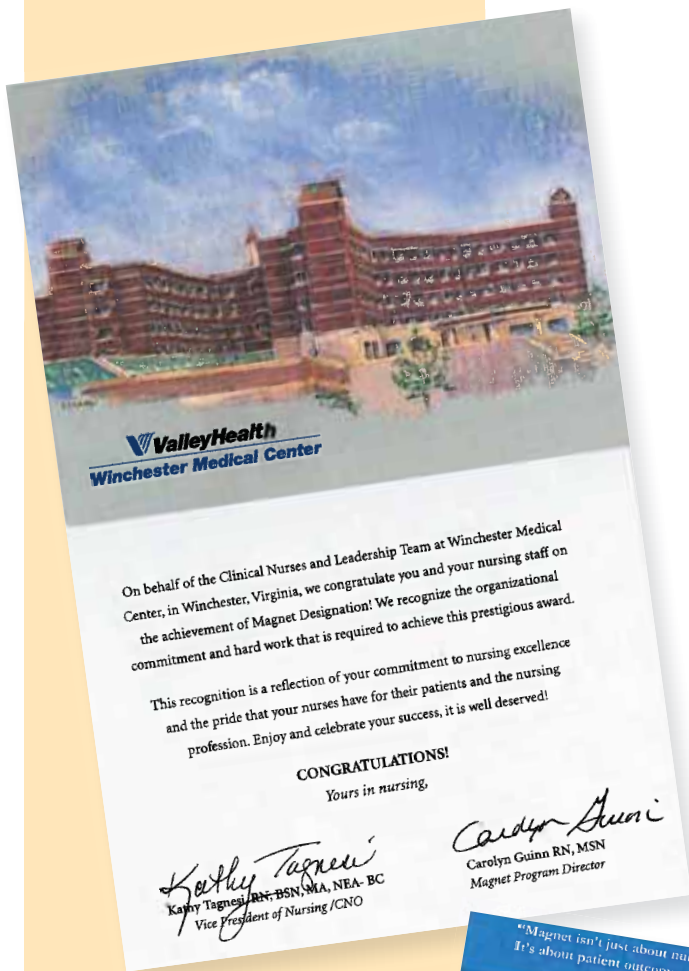
Jean Cody
Jean Cody, MS, RN
Magnet Program Director
Clinical Nurse Specialist

T-7 Nurses,

GREAT
things come to those
who really go for it.

CONGRATS!

Have, Linda Appleton
We just wanted to congratulate all of you on your second designation of magnet certification. Great things come to those who really go for it. You did it! You did it! You did it!



December 14, 2012, Proclamation Ceremony and Celebration

All of West Penn Hospital and our community celebrated our achievement of Magnet Redesignation at a ceremony and reception on Dec. 14, 2012. The ceremony, held in the Conference Center, featured the presentation of a proclamation from Allegheny County Executive Rich Fitzgerald, recognizing the value of West Penn's achievement to our countywide community. It was followed by a gala reception in the Wintergarden, hosted by the WPH Nursing Division.



On Dec. 14, 2012, Allegheny County Executive Rich Fitzgerald (right) presented Paula Lacher, MSN, RN, NEA-BC, vice president and chief nursing officer (second from right); Jacqueline Collavo, MA, BSN, RN, NE-BC, director, Nursing Operations and Magnet Recognition Program®; and Duke Rupert, West Penn Hospital's president and CEO, with his Proclamation recognizing The Western Pennsylvania Hospital for being the first in the region to achieve Magnet redesignation for nursing excellence from the American Nurses Credentialing Center.

The following text, sent to the *Bloomfield Bulletin* at their request, describes the Dec. 14, 2012, proclamation event:

Bloomfield's Rich Fitzgerald presents West Penn Hospital with Magnet® Proclamation

On Dec. 14, 2012, Allegheny County Executive Rich Fitzgerald presented his Proclamation recognizing The Western Pennsylvania Hospital for its redesignation as a Magnet® hospital for nursing excellence.

Mr. Fitzgerald made his presentation in the West Penn Hospital Conference Center, speaking to a packed auditorium of hospital employees, physicians, leadership, students and volunteers. He reminisced about growing up in Bloomfield, including playing football in Friendship Park, across the street from West Penn, and getting stitches in the hospital's emergency department.

He recognized West Penn as the first hospital in the region to earn Magnet designation by the American Nurses Credentialing Center in 2006 and the first to achieve redesignation, retaining its place among the select group of 395 out of nearly 6,000 U.S. healthcare organizations that have earned this international honor.

Receiving Magnet recognition is a lengthy and rigorous process involving an application, written documentation of patient care and outcomes, and an on-site visit, he noted. In order to receive redesignation, the hospital had to provide documented evidence of how Magnet concepts, performance, and quality were sustained and improved over the period since it received its initial recognition.

"West Penn Hospital plays a major role in the community and we are thankful for its dedication to provide the best care possible to our residents and its outstanding dedication to its nursing staff," Mr. Fitzgerald said.

In welcoming all to the hospital's celebration, President and Chief Executive Officer Duke Rupert noted, "Since I joined West Penn a little more than a year ago, I've seen the benefits of the Magnet culture first-hand. My charge was to reopen the Emergency Department and restore the range of inpatient services present before the downsizing. I could not have done this without critical input from nursing.

"During their August 6 to 8 visit to West Penn, our three assigned Magnet appraisers reviewed every aspect of nursing services. This included seeking input from physicians, executive leadership, former patients, and anyone from the hospital or the community who wanted to comment about West Penn's quest for Magnet redesignation. The appraisers heard only the highest praise for patient care at West Penn."

In accepting Mr. Fitzgerald's Proclamation on behalf of West Penn, Vice President and Chief Nursing Officer Paula Lacher, MSN, RN, NEA-BC, shared several exemplars or "best practices" in nursing that the Magnet appraisers had included in their report. She then noted, "Maintaining Magnet excellence and recognition is an ongoing process – Magnet facilities are called upon to continually raise the bar on safety and quality outcomes and professional nursing achievements."

In closing, Ms. Lacher noted that collaboration with all disciplines is integral to the Magnet culture and achieving patient safety and quality outcome goals. She then introduced West Penn Hospital Neonatologist Alan Lantzy, MD, who spoke on behalf of the hospital's medical staff.

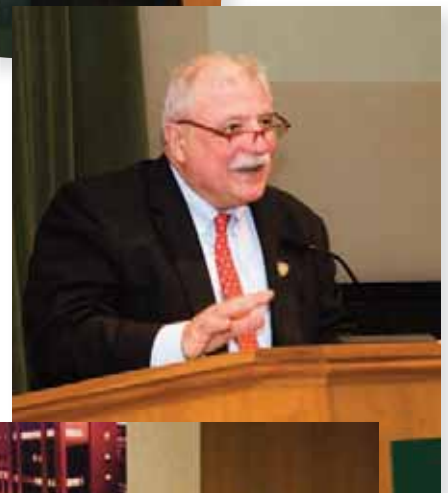
Dr. Lantzy reflected on his 30-plus years of caring for sick children at West Penn and what the hospital's achievement of Magnet designation in 2006 and redesignation in 2012 has meant to him. "It's true that Magnet designation is reserved for nursing excellence, he said, "but in fact it is the spirit of collaboration, teamwork and excellence across the board that makes such a designation possible ... and one that reflects on the hospital as a whole."

As a permanent recognition, the 2006 Magnet designation display in the cafeteria was replaced with the following new "Two Proud" Magnet designation display:



Gala Magnet Celebration Reception

The Western Pennsylvania Hospital Nursing Division's gala reception after the Magnet Celebration ceremony on Dec. 14, 2012, was attended by dozens of West Penn Hospital supporters, including hospital employees, physicians, students, volunteers, former patients and family members, community leaders, and other well-wishers. These pages include a sampling of photos of the event.







Magnet Redesignation Exemplars

In his Sept. 14, 2012, telephone call announcing that the ANCC (American Nurses Credentialing Center) Commission on Magnet® had awarded The Western Pennsylvania Hospital Magnet redesignation status, Craig Luzinski, MSN, RN, NEA-BC, FACHE, director, Magnet Recognition Program®, noted, "The appraisers' report lauds West Penn Hospital for demonstrating numerous 'best practices' in Magnet components." He then read exemplars or "best practices" the appraisers detailed in their report to the ANCC Commission on Magnet®. Following are excerpts:

Transformational Leadership (TL) – Component TL5, Describe and demonstrate how nurse leaders guide the transition during periods of planned or unplanned change – *"It was apparent that the CNO is viewed as a champion for patient care and nursing... Throughout the 'Urban Consolidation,' the CNO moved from an interim nurse executive position to permanent CNO in April 2011, with full support and confidence of the WPH President/CEO, Medical Staff, and Nursing Staff. As CNO, she committed to a nursing service that is productive, united, and forward-thinking and never doubted her hospital's resilience and leadership to healthcare in western Pennsylvania. To the joy of the community and healthcare organization, the closure process was reversed, and the CNO's passion and optimism for the vital role of this hospital to the community was affirmed. The CNO rebuilt her executive leadership team hired graduate-prepared nurse managers, and affirmed her commitment to lead nursing and healthcare services into a bright future. Throughout this time of unplanned change, the CNO was their beacon of light, supporting the service and provision of patient care. Performance improvement and quality processes and the shared governance model were continued as leadership was visible and available to staff. And, the CNO is guiding a 'new nursing vision', based on the IOM Future of Nursing recommendations. The executive and nursing leadership and staff fully articulated the ongoing vigilance, support, and leadership of the CNO during the turbulent times experienced over the past few years. All members of the community, patients, families, and community agencies expressed their high regard for the CNO's leadership and vision for their hospital and applauded the lifesaving, compassionate, family-focused nursing care. All nursing staff across settings of care and services hold the CNO in high regard and credit her leadership to assuring excellence, quality, safety, and advancement of nursing services during times of uncertainty to times of hope."*

Structural Empowerment (SE) – Component SE5, Describe and demonstrate the structure(s) and process(es) used by nursing to develop and provide continuing education programs for nurses at all levels and settings.

The STAR Center is accredited by the Society for Simulation in Healthcare (SSH) for 3 years. It is one of only (10) centers across the world to receive this honor. The accreditation is a testament to STAR's success combining innovative curriculum and state-of-the-art technology to create hands-on scenarios that mimic the challenges of real clinical and residential environments. The STAR Center offers (85) total courses ... created and initiated by West Penn Hospital nurses of which (41) are taught by nurses from West Penn Hospital. A complete list of these courses was submitted as evidence."

Commented Mr. Luzinski, "Your educators' ideas for using the STAR simulation center are incredible."

Exemplary Professional Practice (EP) – Component EP26, Describe and demonstrate how nurses use resources to meet the unique and individual needs of patients and families – *"Within WPH, a select group of special burn nurses practice within an interdisciplinary team to sustain and advance a state-of-the-science, full-services burn treatment center ... These nurses have led and championed a care delivery system that exemplifies excellence in care delivery across the life span and care continuum. RNs lead and coordinate all aspects of inpatient and outpatient care. The RNs proudly reported (27) months without an incidence of ventilator-associated pneumonia. [The October 2010 recognition for the fifth time with 'verification honors' by the American Burn Association/American College of Surgeons] is a true mark of distinction for a burn center and an indication that the center provides high-quality care to burn patients from time of injury through rehabilitation. The pride and compassion of the RNs in this special area was palpable. The nurses are vital to integration of innovations in burn treatment, management and rehabilitation. They are involved in research and national and international education, while always remaining focused on their roles of prevention and providing care for those they serve: children, adults, seniors."*

Mr. Luzinski also noted: "At every meeting, the appraisers remarked on the pride and compassion of nurses from each clinical area, and on West Penn nurses' achievements in research and in education, including international recognitions. West Penn Hospital is one of only 23 Magnet organizations in Pennsylvania. Patients in your area are very lucky to have you as a provider – you've done an awesome job."

Magnet® Site Visit Exemplars

At West Penn Hospital's Magnet redesignation site visit August 6 to 8, 2012, nurses from four patient care areas presented exemplars of their practice. Two of the presentations had been presented as invited posters at national conferences. The text and images of these presentations are reproduced below.

Pediatrics Unit

"Neonatal Abstinence Syndrome: Can a baby cuddler program affect the length of hospital stay?" presented by **Mary Lynn Donaldson, RN**, and **Raelynn Dukovich, RN**

Background/Purpose

Neonatal abstinence syndrome (NAS) is a term for a group of problems a baby experiences when withdrawing from exposure to narcotics. Illicit substances that cause drug dependence and addiction in the mother also cause the fetus to become addicted. The symptoms of NAS are as follows:

- Tremors (trembling)
- Irritability (excessive crying)
- Sleep problems
- High-pitched crying
- Tight muscle tone
- Hyperactive reflexes
- Seizures
- Yawning, stuffy nose, and sneezing
- Poor feeding and sucking
- Vomiting
- Diarrhea
- Dehydration
- Sweating
- Fever or unstable temperature

Regarding treatment, up to 30% of infants may be managed without medication. Nurses conduct the Finnegan score every 2 hours to analyze the infant's symptoms and determine if pharmacologic intervention is necessary and or effective. Finnegan scoring should be started at birth and continued throughout the infant's hospitalization. All infants with NAS receive supportive care, which includes:

- Dimly lit, quiet environment to decrease sensory stimulation
- Frequent feedings
- Swaddling, rocking, swinging
- Soft music
- Pacifier for excessive sucking
- Early introduction to cereal (for extra calories and to firm-up stools)

Oncology Units

"Scrub the Hub" presented by **Rose Dziobak, RN, CRNI**, CN III, IV Team; **Samantha Tagliaferri, BSN, RN**, CN II, MSSC; and **Amanda Watson, RN**, CN II, T7 BMT/Heme/Onc

Background/Purpose

West Penn Hospital has a history of 'firsts' in cell transplantation excellence:

- 1967, site of the first bone marrow transplant performed in the area
- 1990, Richard Shaddock, MD, moves his practice from Montefiore Hospital to West Penn Hospital, establishing the Cellular Transplant Program
- 1992, Medical Short Stay Center joined the program acting as a benchmark in the program's history. Unlike other facilities whose stem cell transplant patients remained hospitalized for the 90 days from transplantation through recovery, West Penn Hospital established an excellent program for outpatient therapy during the recovery period post transplantation
- 2009, West Penn's Cellular Transplant Program received FACT accreditation
- 2012 West Penn's Cellular Transplant Program received FACT reaccreditation with zero deficiencies noted in the program

Avoiding central line- associated blood stream infections (CLABs) is particularly crucial in bone marrow transplant (BMT) patients due to the high mortality associated with infection in this patient population. As nurses, our role is to promote patient quality and safety and to minimize patient risk. We are empowered to improve patient outcomes by utilizing best practice.

In the first quarter of fiscal year (FY) 2009, the Bone Marrow Transplant/Hematology/Oncology Unit recorded 6 CLABs, which was a 400% increase over our FY2008 CLAB rate of 0.84 CLABS/1000 patient days.

Therefore, West Penn Hospital oncology nurses conducted a quality / performance improvement project to minimize CLABs in our high-risk, immunocompromised, critically ill

- Positioning to reduce spitting or vomiting
- Soft sheets or sheepskin to prevent or minimize excoriation
- Frequent diaper changes for loose and frequent stools

Our literature search revealed a study of more than 100 neonates with moderate to severe NAS who had methadone- or heroin-dependent mothers. Each infant was randomly allocated to one of 3 treatments: supportive therapy only, morphine plus supportive therapy, or phenobarbital plus supportive therapy. Supportive therapy, such as cuddling and frequent feeding, considerably reduced the length of stay (LOS) in neonatal special care units and general hospitalization compared with giving the baby medication (<http://www.medialobserver.com.au/search>).

We wanted to see if a particular supportive care measure called “baby cuddling” could reduce the length of stay (LOS) for NAS babies at West Penn Hospital. A baby cuddler is a trained and experienced baby holder who makes a lifelong difference in the baby’s future by filling in the gaps when parents are not able to be present.

Methods/Approach

We provided a complete orientation to baby cuddlers, including education on handwashing and HIPAA regulations. Our goal was to have cuddlers hold/rock/comfort these infants suffering from drug withdrawal on a daily basis.

West Penn Hospital nurses initiated the program in October of 2009. A policy was developed and a letter was prepared for the parents of the NAS babies that outlined the “Cuddler Program.”

A welcome letter was developed for the staff/volunteers who would become baby cuddlers.



patient population. The goal was to ensure that the CLAB rate remains consistently below the NDNQI national mean CLAB rate benchmark for “Magnet Hospitals” and “All Hospitals.”

Methods/Approach

All 6 CLABS cases on the unit were reviewed and analyzed. No trends were found related to pathogen, physician or line site. Accurate and proper line care became the multidisciplinary focus.

Observation of line care revealed three central line-care issues that may have led to increased CLABS:

- Staff failing to wipe the central line port (hub) consistently.
- Staff not allowing chlorhexidine to dry on skin.
- Central line dressings repeatedly found not adhering to skin.

Nurses took immediate action to remedy these factors. A multidisciplinary nurse-led team was formed and met to discuss current trends, issues, and best practices related to central line care. As a result of the nursing information presented, the nurse managers, clinical coordinators, and nursing staff initiated the “Scrub the Hub” campaign, including:

- Dressings are inspected by the IV Team 24 hours after insertion.
- Dressings are changed every 7 days by the IV Team.
- If the integrity of the dressing is compromised at any time, the unit RN will change the dressing.
- The patient must wear a mask or have head turned to opposite side whenever a dressing is changed.
- Dressings are changed using sterile technique, as follows:
 - Cleanse site with chlorhexidine and alcohol swab beginning at insertion site using a back-and-forth motion for 1 minute.
 - Allow to dry 15 seconds or until dry.
 - Turn swab stick over and repeat.
 - Apply BioPatch to insertion site.
 - Use sutureless securement device whenever possible.
 - Disinfect all ports using alcohol and allow to air dry.

The Education and Development Department developed an online module that all staff members were required to complete. A competency checklist was also developed and the IV Team observed all staff members completing a central line dressing change. Nursing leadership has made an ongoing commitment by providing funding for this competency to be reviewed on an annual basis for each RN.

Results/Outcomes

The implementation of best practice on the inpatient (T7) and outpatient (MSSC) units caring for oncology patients at WPH in October 2008 resulted in a dramatic, sustained reduction in CLABs. The inpatient BMT Unit was CLAB-free from November 2008 to June 2011...33 months! This is significantly below the NDNQI mean for “All Hospitals” and “Magnet Hospitals.”

Results/Outcomes

We conducted a retrospective study of LOS for infants with NAS admitted to the Pediatric Department. We compared LOS for a 6-month period before and a 6-month period after initiation of the Baby Cuddler Program in October 2009:

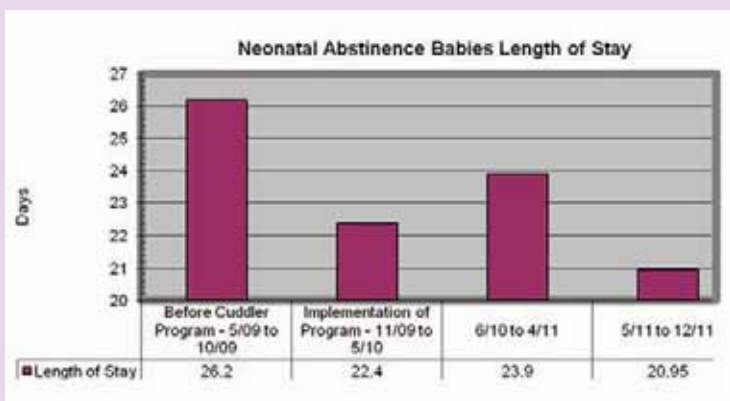
- BEFORE the Baby Cuddler Program was initiated, for the 6 months from May 2009 to October 2009, the average LOS for NAS babies was 26.2 days.
- WHILE the Baby Cuddler Program was being implemented in the 6 months from November 2009 to May 2010, the average LOS for NAS babies 22.4 days.
- LOS with the Baby Cuddler Program was 3.8 days less.

During follow-up (June 2010 – April 2011), 75 infants were cared for with an average LOS of 23.9 days — a sustained decrease in LOS of 2.3 days compared to before the program. The Pediatric Unit cared for a total of 83 NAS patients between May 2011 and December 31, 2011. The average LOS for this group was 20.95 days: 5.25 days LESS than the LOS for the group before the cuddler program was started.

During the next study period (January 2012 – June 2012) the unit cared for 57 NAS patients with an average LOS of 18.49 days — an additional decrease in LOS of 2.46 days from May to Dec 2011 with the ongoing use of cuddlers.

Summary

The following graph summarizes outcomes (length of stay, LOS) for babies with NAS before and after institution of the Baby Cuddler Program in October 2009.



Baby cuddlers contributed 5124 hours of cuddling during this time. A poster describing this project was presented at the Women's Health, Obstetric and Neonatal Nurses (AWHONN) national conference and the abstract was accepted as a poster presentation for Innovation in Practice and was displayed at the National AWHONN conference in Washington, D.C. June 23-27, 2012, and at the Southwestern Pennsylvania Organization of Nurse Leaders (SWPONL) Annual Educational Conference held August 30-31, 2012, in Harrisburg, Pa. This project was also reported in the article "Baby Cuddlers Make a Difference" by **Monica Kraynek, MS, RNC-LRN, RN-BC**, education and development specialist; **Mona Patterson, BSN, RN, CN III**; and **Christina Westbrook, MSN, MBA, RN**, manager, Pediatrics, in the Sept. 2012 issue of the *Journal of Obstetric, Gynecologic, and Neonatal Nursing* (JOGNN 2012;41[Suppl 1]:S45).

After almost 3 years without a CLAB, in July 2011 a CLAB occurred and there were a total of 5 CLABs between July 2011 and January 2012.



Staff reviewed and analyzed each case immediately. The following possible contributing factors were identified:

- Breach in protocol due to patient refusal to have the dressing changed by the IV Team and staff nurses, even after discussion with the physician and Infection Control team
- Change at the Health System level to use system-wide of a new, neutral-pressure cap; this change was followed by a system-wide increase in CLABs

Significance of Results

Successful quality initiatives always start with evaluating current practice and end with implementing solid evidence-based practice.

Peer accountability, continued vigilance, and commitment to "Scrub the Hub" and to monitor central lines are the key to successful outcomes for oncology patients at West Penn Hospital.

Despite a period of CLAB reoccurrence, West Penn Hospital oncology and IV Team nurses remain committed to these best practices and as of August 2012, the BMT Unit patients had been CLAB-free (zero CLABS) for more than 6 months (195 days).

National Magnet Conference

West Penn Hospital's Magnet® redesignation was celebrated at the ANCC National Magnet Conference® held at the Los Angeles Convention Center Oct. 10-12, 2012, where more than 7,000 nurses from top hospitals celebrated Magnet Recognition and share evidence-based practices. West Penn's delegation of six nurses was made possible by the Magnet Education Fund. Nurses who attended the entire conference could qualify for 27.5 continuing education units.

Please read the following comments from two of the nurses who attended.

Mary Shane, RN, CAPA, CN III,
Ambulatory Surgery Center

"Going to L.A. for the Magnet Conference was quite an honor, and I was doubly proud because my daughter **Sam Miller, RN**, then Supervisor of E9, was also asked to represent WPH at the conference. The ANCC puts on quite a show! We were entertained by celebrities; saw great song and dance numbers; and were entertained by corporate sponsors, all of

them celebrating nursing. The educational presentations and keynote speakers were inspiring. It was also fun travelling to a city I had never visited before, although I have decided that we have it pretty nice here in Pittsburgh. In L.A., traffic lasts until 8:30 p.m. and it takes more than an hour to commute across the city. After attending the conference, I really understood how impressive it is to be one of only 395 hospitals designated "Magnet". Most of the other Magnet hospitals are much larger than West Penn and have many more resources, so it is pretty impressive that we have maintained our Magnet status throughout our challenges. Every one of us at West Penn is so very proud to be Magnet."

Monica Kraynek, MS, RNC-LRN, RN-BC,
Education/Development

"After being very involved in the writing of our document for Magnet redesignation, it was a wonderful opportunity for me to attend the 2012 Magnet Conference. I had heard about the tremendous energy and camaraderie of these national conferences, but I was still amazed to experience this. Another point that struck me numerous times during the conference was the degree to which WPH truly exemplifies the Magnet ideals. As I attended sessions, whether they presented innovations, teamwork or evidence-based practice, they all seemed to have components of what we already have in place at West Penn! As an example, a large California hospital presented the program in their NICU where teams were formed to enhance communication, involve staff in shared governance, and communicate evidence-based practice. Their entire presentation modeled exactly what is currently being done in our NICU, with the utilization of teams, huddles, and rounds. It has often been said that how we practice at WPH is "just what we do" and I agree, it is our culture, and it is indeed why we are a Magnet facility!"



Five of the nurses who represented West Penn Hospital at the ANCC National Magnet Conference® Oct. 10-12, 2012 (left to right): Samantha Miller, RN, E9; Sandra Porco, BSN, RN, IBCLC, LCCE, Childbirth Education/ Lactation Services; Jacqueline Collavo, MA, BSN, RN, NE-BC, director, Nursing Operations and Magnet Recognition Program®; Mary Shane, RN, CAPA, CN III, Ambulatory Surgery Center; and Monica Kraynek, MS, RNC-LRN, RN-BC, Education and Development Specialist. Not pictured: Paula Lacher, MSN, RN, NEA-BC, vice president and CNO.

National Nurses Week 2013 at West Penn

Professional Development Council

The Nursing Division's Professional Development Council, led by chairs **Mary Ann Raible, BSN, RN**, and **Robyn Best, BSN, RN, OCN**, sponsored a series of educational, community service, and recognition opportunities at West Penn during National Nurses Week 2013.



Robyn Best (left) and Mary Ann Raible

Educational Events

Educational events included the Nursing Council Fair, Skin Health Awareness and Schools Fair, Fall Reduction Fair, American Nurses Association webinar "Innovation in Nursing Practice: Are you leading the charge?" and the following presentations:

- **Nancy Crouthamel, MSN, RN, CMAC**, "Humor As a Stress-Reliever"
- **Judy Zedreck, MSN, RN, NEA-BC**, interim CEO, AGH, Capstone Project
- **Robin Hlasnick, BSN, RNC-OB, CN III**, "Social Networking and Nursing"
- **Julia Warner, BSN, RN, CWOCN**, "Skin Health and Nursing Excellence"
- **Laurie Murray, DSN, RN**, "Evidence-Based Resources from AHQR for Staff and Patients"
- **Shelly McGonigal, DNP, RN**, "Inchworm Change"
- **Carol Haus, PhD, RN, CNE**, "Evidence-Based Practice: So, what's your question?"
- **Jacqueline Collavo, MA, BSN, RN, NE-BC**, "IOM: The Future of Nursing Education"
- **Susan Simms, PhD(c), MSN, RN, CRRN**, and **Fall Reduction Team**, Fall Grand Rounds
- **Kathy Clouse, MSN, RN-BC**, "Dynamic Conversations"

Friday, May 10, featured a Nursing Excellence breakfast sponsored by the WPH Foundation and visits by Ms. Lacher and Ms. Collavo to spread Magnet cheer to the WPAON staff in Cranberry. On Saturday, May 11, Ms. Lacher, Ms. Collavo, and Ms. Raible rounded and took treats to all nursing units.

Community Service Project

West Penn Hospital nurses, physicians and others were encouraged to visit the cafeteria May 6 to 10, between 11 a.m. and 2 p.m., to receive their Magnet® pin and to drop off nonperishable food items for the Bloomfield Community Food Pantry. For each item, the donor received a ticket that could be placed in any of 13 festive gift basket raffles. Thank you to all who donated gift baskets for the raffle or items for the Food Pantry. Hundreds of items and \$500 in cash were collected and delivered to the Food Pantry by the Professional Development Council and were very much appreciated.

May 2013 Celebration of Nursing Excellence

West Penn Hospital's annual Celebration of Nursing Excellence event was held May 7, 2013, in the Wintergarden and Conference Center. **Robyn Best, BSN, RN, OCN**, served as mistress of ceremonies. Addresses were presented by Duke Rupert, president and CEO; **Paula Lacher, MSN, RN, NEA-BC**, vice president and CNO; and Ms. Best.



The ceremony concluded with presentation of a music DVD developed by Ms. Collavo and Ms. Raible that showcases West Penn Hospital nurses and celebrated their professional achievements. Attendees also enjoyed a gala hors d'oeuvres and dessert reception.

Mary Ann Raible, BSN, RN, and Ms. Best presented recognitions to 19 nurses for their professional development achievements since May 2012:

- **Kari Smith, BSN, RN, OCN**, Medical Short Stay Center, and **Lisa Sarnowski, RN, CEN**, Emergency Department, achieved Clinical Nurse III status, and **Robyn Best, BSN, RN, OCN**, West Penn Allegheny Oncology Network, and **Linda Leonard, BSN, RN**, West Penn Burn Center, were appointed to the Academy of Excellence.
- Ten nurses became certified in their nursing specialty: **Annette Andrews, OCN** (oncology); **Tyson Berneburg, CCRN** (critical care); **Cheryl Cappurccini, RNC-LRN** (low-risk neonatal); **Ruth Dimont, CCRN**; **Mildred Estochin, CMSRN** (medical-surgical); **Elizabeth Francis, OCN**; **Teresa Haag, CRRN** (rehabilitation); **Neil Palmquist, CRNI** (infusion); **Lynne Vivino, CRNP** (nurse practitioner) and **Mary Beth Weber, RNC-NIC** (neonatal intensive care).
- Five nurses were recognized for recertification this past year in their nursing specialty: **Dina Boyd, CPN** (pediatrics); **Jacqueline Collavo, NE-BC** (nurse executive); **Monica Kraynek, RNC-LRN, RN-BC** (low-risk neonatal and nursing professional development); **Linda Leonard, CCRN** (critical care); and **Janie Miller, CNML** (nursing leadership).

May 7 Address by the Professional Development Council Chair

"Good evening. I am Robyn Best, chair of the Professional Development Council. When asked if I would like to speak tonight, I immediately jumped at the chance. Two of my favorite things are talking and nursing, so why not take the chance to talk about nursing?

People who aren't nurses don't realize what it is to be a nurse. It is more than a job, more than a career, more than a profession. It is a role that helps to define who we are. Nurses are unique in that our profession encompasses many professions. If I encounter teenagers who are unsure what they want to be when they grow up, I recommend nursing. As nurses, we are the sons and daughters of patients who have no one else, we are counselors lending a listening ear or a shoulder to cry on. We are teachers, waiters, mediators, advocates, marriage counselors, inventors, explorers, referees, teammates, mentors, researchers and psychiatrists. We are law enforcers, life coaches, innovators, and the glue that holds things together. If you don't believe me that nurses are air traffic controllers, try attending a bed meeting here at West Penn. We are sounding boards, nutritionists, social workers, fighters and peacekeepers. We are politicians, entertainers, actors, activists, and superheroes. We are a profession of extremes. We are caring and compassionate with patients one minute and ruthless with insurance companies the next.

We celebrate with families as we help bring babies into this world and we offer dignity and hold hands as our patients leave it. We are mostly angel but a little bit devil. We see people at their best and worst. We monitor our patients' I&Os and tell them to eat right as we grab a candy bar for lunch and put off a bathroom stop to do just a few more things. We tell patients to take care of themselves but don't follow this advice ourselves. We have stories to make you laugh and

ones that make you cry. We celebrate people's moments of triumph and get down in the trenches with them when they are most broken. We are not passive bystanders; we are actively engaged in improving our patients' lives. We give 100% and then figure out how to give more.

We empathize with patients over the mildest injuries and then tell our families that they don't even know what sick is. I have to confess that I once sent my son to baseball practice with a broken finger, after taping it to the one beside it. When I told this to a friend who is also a nurse, she replied, "That's nothing. I made my son push mow the grass even though he complained of ankle pain, because I had told him not to skateboard and he did anyway. We realized 2 days later that his ankle was broken." We go without food, drink, sleep or a bathroom for days and still smile, but take my pen and you unleash a monster.

My grandfather was hospitalized for a serious cardiac event several years ago. In response to something my aunt, one of our family's several nurses, said, my mother, who is not a nurse said to me, "Why does she always have to be right?" I told her that it's in our DNA. Nurses don't get the privilege of being wrong without someone getting hurt. It is who we are, like it or not, just like we are husbands and wives, mothers and fathers, sons and daughters. It defines us whether we are at the bedside or in the boardroom. I have never been quite sure if nurses are born nurses or if the profession shapes us; I guess it is a little of both. Either way, it is who we are and I have never been more proud of that fact than I am as I stand before you tonight to celebrate nursing.

I have been a nurse with the health system for 12 years, mostly in the outpatient oncology setting. Being an outpatient nurse presents challenges to feeling like a part of the nursing profession at West Penn, but we have been welcomed with open arms. We began our involvement in the Nursing Division councils and the pride we feel as a part of this facility is overwhelming.

I am excited to be addressing you tonight as part of the first hospital in the Pittsburgh region to gain Magnet redesignation. As many of you may already know, less than 7% of all hospitals in the United States have achieved ANCC Magnet Recognition status. Magnet status is a credential of organizational recognition of nursing excellence. I am excited to be a part of the future of nursing here at West Penn. I thank all of you for your past and continued contributions to nursing at West Penn Hospital, and I thank you all for coming tonight."



Congratulations!

May 7, 2013



Celebration of Nursing Excellence



Congratulations!

Celebration of Nursing Excellence

May 7, 2013



West Penn Hospital Nursing Evidence-Based Practice (EBP) Fellowships

By **Kathy A. Clouse, MSN, RN-BC**, Director, Nursing and Clinical Education

Recently, the Nursing Research and Evidence-Based Practice Council initiated the Nursing Evidence-Based Practice (EBP) Fellowship program as an alternate to the Nursing Research Internship program. Both initiatives are supported financially by the Lois Hahn Endowment Fund at The Western Pennsylvania Hospital Foundation. This Fund allows West Penn Hospital registered nurses who meet established criteria to be paid for time worked on their fellowship or internship research project.

There are currently three nurses in the Nursing EBP Fellowship program. The nurses and their evidence-based practice (EBP) project questions are as follows:

- **Dustin Schumacher, BSN, RN**, Burn Unit – “Will the implementation of a Foley care protocol developed to target burn patients decrease the number of catheter-associated urinary tract infections (CAUTIs) seen on the Burn Unit?”

- **Michele Miller, RN**, Ambulatory Surgery Center – “If preoperative patients go into surgery in a normothermic state, will they maintain normothermia throughout the perioperative period?”
- **Mary Lynn Donaldson, RN**, Pediatrics Unit – “Does performing circumcision during the first week on infants over 35 weeks’ gestation reduce the incidence of bleeding?”

The projected time to complete each EBP project is 4 months.

To obtain an application for the Nursing Research Internship or the Nursing EBP Fellowship program, please contact Kathy Clouse at 412.578.5410 or kclouse@wpahs.org.

Departments

Students Garner SNAP Award

A five-student team from The Western Pennsylvania Hospital School of Nursing won the Sixth Annual Student Nurse Challenge held at Penn State University – New Kensington on April 5, 2013, garnering the school a beautiful etched crystal statue and a \$500 monetary award.

The event was co-sponsored by the Student Nurse Association of Pennsylvania (SNAP) chapters of Citizens School of Nursing and Indiana University of Pennsylvania (IUP). For the competition, a College Bowl or Jeopardy-like game, teams of RN diploma/BSN degree student nurses competed to be the first to give correct answers to NCLEX-RN—style questions. West Penn’s team bested teams from Carlow University, IUP and LaRoche College BSN programs and four diploma programs: Citizens School of Nursing, Ohio Valley General Hospital School of Nursing, UPMC Shadyside School of Nursing, and St. Margaret School of Nursing.

School Director **Carol Haus, PhD, RN, CNE**, notes that the school strongly supports participation in SNAP to prepare



Winning 2013 NCLEX Challenge team, all Class of 2013, with their faculty advisor, left to right (seated) Nicole Barczak and Amanda Walk; (standing) Lianna Damratoski, Emily Boyd, Lauren Miller-Dilts, MSN, RN, holding award, and Joe Vahaly.

students to be active in their professional nursing organizations. The school will use the \$500 monetary award to help defray costs for students to attend future state SNAP conventions. Thanks to Faculty Advisor **Lauren Miller-Dilts, MSN, RN**, for facilitating the students’ outstanding participation in this event.

KEY ... Knowledge, Excellence, and You

Please email entries for the next "KEY" to **Kari Smith, BSN, RN, OCN**, Medical Short Stay Center, at ksmith10@wpahs.org.

SE3 Academic Degrees

The following nurses earned academic degrees in 2012:

Tyson Berneberg, RN, E7 ICU, received his BSN from the University of Pittsburgh

Lisa Bowling, BSN, RN, NP-C, nurse coordinator, BMT Hem-Onc Clinic, received her MSN from the Clarion-Edinboro universities program

Fallon DeGrange, RN, CN II, T7-BMT, received her BSN from Waynesburg University

Denise Ferrari, RN, CN II, T9, received her BSN from Clarion University

Mary Kern, RN, WPAON AGH office, received her BSN from Waynesburg University

Cindy Mueller, RNC-NIC, supervisor, NICU, received her BSN from Waynesburg University

Tracy Sanderson, BSN, RNC-NIC, CN III, NICU, received her MSN from Carlow University

Cody Spangler, RN, manager, WPAON Kittanning office, received his BSN from the University of Phoenix

Pamela Stegman, RN, Supervisor, T9, received her MSN from California University

Amanda Watson, RN, CN II, T7 BMT Unit, received her BSN from Waynesburg University

SE15 Awards and Honors

2012 Cameos of Caring® Awards Program

Nominees:

- **Susan Anderson, RN**, Rehabilitation Unit
- **Carolyn Bolton, BSN, RN, IBCLC**, Neonatal Intensive Care Unit
- **Jeanne Clancey, MSN, RN, CNRN**, West Penn Allegheny Oncology Network
- **Stacy Claypool, BSN, RN**, T9 Stepdown Unit
- **Marylynn Donaldson, RN**, Pediatrics Unit
- **Leslie Geier, MA, BS, RN**, T7 Hematology/Oncology/Bone Marrow Transplant Unit
- **Karen Havrilla, BSN, RN**, Registry
- **Toni Johnson, BSN, RN**, Operating Room
- **David Lau, BSN, RN**, Emergency Department
- **Jennifer Marafka, BSN, RN**, E6 Mother-Baby
- **Brandi Mason, BSN, RN**, Medical Short Stay Center
- **Linda Matich, AD, RN**, E7 Intensive Care Unit
- **Monica Reda, BSN, RN**, Radiology
- **Kimberly Richards, RN**, Ambulatory Surgery Center
- **Lindsey Zupsic, BSN, RN**, Burn Unit

Winners (represented West Penn Hospital at the University of Pittsburgh School of Nursing's Cameos of Caring® Gala, held Nov. 4, 2012, at the David L. Lawrence Convention Center in downtown Pittsburgh):

- **Leslie Geisler Geier, MA, BS, RN**, CN II, T7 Hematology/Oncology/Bone Marrow Transplant Unit, was selected as the winner of the hospital's Cameos of Caring Award.
- **Jane A. Miller, MS, BSN, RN, CNML**, manager, Emergency Department, was selected as West Penn Hospital's nominee for a Cameos of Caring® Advanced Practice (Manager Focus) Award
- **M. Colleen Sullivan, MSN, CRNP**, WPAON/ WPHOS Butler office, was selected as West Penn Hospital's nominee for a Cameos of Caring® Advanced Practice (Clinical Focus) Award

Other Awards and Honors

- **Nicole Barczak**, WPH School of Nursing Class of 2013, was awarded a scholarship by the Pennsylvania Association of PeriAnesthesia Nurses (PAPAN) to attend their PRIDE XXI conference held Oct. 13 and 14, 2012, in Monroeville. Ms. Barczak was selected on the basis of her academic achievements and commitment to professionalism as a student nurse.
- **Jacqueline Collavo, MA, BSN, RN, NE-BC**, was the featured "Alumni Profile" in Point Park University School of Communication's *News Communication* published online August 31, 2012. "Jacqueline Collavo, M.A. in journalism and mass communication" includes a workplace photo and interview of this West Penn Hospital director of Nursing Operations and Magnet Recognition Program®. "I chose the M.A. program to complement my existing knowledge," she says. "The Magnet Recognition process is very rigorous, requiring multiple volumes of documentation. Knowing I would be writing the Magnet document again in 2010 to seek Magnet redesignation, I wanted to learn all I could about writing, editing, publishing, and communication research, and my M.A. degree has helped me significantly."
- **Holly James, BSN, RN, CCRN**, West Penn Hospital's Director of Cardiac Services, was recognized at the Excellence in Cardiovascular Medicine Reception held Nov. 8, 2012, as WPH's nominee for the 2013 Mary Ann Scully Excellence in Nursing Award. The reception at the Renaissance Hotel in downtown Pittsburgh honored "Pittsburgh's finest heart and stroke doctors and nurses"; of the seven nurses nominated for this year's Scully award, Ms. James was the only nominee from WPAHS.

Publications, Presentations, and Other Professional Activities

Please email entries for the next issue with "KEY" in the subject line to **Kari Smith, BSN, RN, OCN**, Medical Short Stay Center, at ksmith10@wpahs.org.

Publications

The following nurses were published in a professional journal in 2012:

- The article "Western Pennsylvania Hospital: Celebrating nursing, our favorite time of year" by **Jacqueline Collavo, MA, BSN, RN, NE-BC**, director, Nursing Operations and Magnet Recognition® Program, and **Mary Ann Raible BSN, RN**, chair, Professional Development Committee, and manager, E7 Intensive Care Unit, was published in the August 2012 issue (2012;2(4):9-10) of the newsletter "Spiraling Upward," sponsored by the Spiraling Upward for Nurse Retention & Quality Care project of the Division of Nursing, Bureau of Health Professions, HRSA (Health Resources and Services Administration), Department of Health and Human Services (Grant No. D66HP03170, Donna Havens, PhD, RN, FAAN, University of North Carolina at Chapel Hill, principal investigator).
- The Pediatric Unit's successful baby cuddlers project was described in an article in the September 2012 *Journal of Obstetric, Gynecologic, and Neonatal Nursing* (JOGNN 2012;41[Suppl 1]:S45) titled "Baby Cuddlers Make a Difference" by **Monica C. Kraynek, MS, RNC-LRN, RN-BC**, Education and Development Specialist; **Mona Patterson, RN, BSN, CN III**; and **Christina Westbrook, MSN, MBA, RN**, Manager, Pediatrics.
- **Paula Lacher, MSN, RN, NEA-BC**, Vice President and CNO, co-authored an article with Duke Rupert, WPH's President and CEO, that was published in the January 2013 issue (2013;2(5):10) of the newsletter "Spiraling Upward" titled "Western Pennsylvania Hospital 'Two' Proud! 2012 Magnet Redesignation a Success!"

Presentations

WPH nurses gave the following professional presentations in 2012:

- **Andrea Babbie, MSN, RN-BC**, Education and Development Specialist, was recertified by the ANCC in Nursing Professional Development and in July 2012 presented her poster "Education Newsletter - A Valuable Tool for Staff Education" at the Annual Convention of the National Nursing Staff Development Organization in Boston.

- **Kathy Clouse, MSN, RN-BC**, Director, Nursing and Clinical Education, partnered with AGH's Mary Wehling, MSN, RN, to give the presentation "Staying Strong Despite Muscle Weakness" at the Myasthenia Gravis Association (MGA) of Western Pennsylvania Educational Seminar and 57th Annual Meeting held Nov. 10, 2012, in AGH's Magovern Conference Center.
- **Monica Kraynek, MS, RNC-LRN, RN-BC**, Education and Development Specialist, presented her poster at the June 2012 national AWHONN Conference in Washington, DC: "See One, Do One, Teach One – A Different Way to Teach Vaginal Exams/Cervical Assessment".
- **Lauren Miller-Dilts, MSN, RN**, and **Stephanie Robinson, MSN, RN**, faculty, The Western Pennsylvania Hospital School of Nursing, presented the poster "2nd-Year Diploma Program Nursing Students and Simulation: Is there a difference in nursing student communication and assessment skills with use of a high-fidelity mannequin vs. a 'standardized patient' (live actor)?" at the 5th Annual UPMC Schools of Nursing Best Practice in Nursing Education Conference held March 22, 2013, at UPMC Mercy in downtown Pittsburgh. Co-authors of the poster are **Carol Haus, PhD, RN, CNE**, director of the WPH School of Nursing, and the STAR Center.
- **Janis Sikora, MSN, RN**, Instructor, School of Nursing, and the STAR Center's **Dona Marie Wilfong, DNP, RN**, Director of Education, and Laura Daniel, PhD, psychometrician, presented the poster "Advancing nursing education through innovation, collaboration and technology" at Mercy Hospital on March 3, 2012.
- **Ms. Sikora** was the lead author with Jane Dansevich, MSN, MS, Manager, Education and Performance Improvement, WPAHS Home Health Agency, and the STAR Center's Drs. Wilfong and Daniels of the abstract "The Effects of a Head-to-Toe Physical Assessment Simulation Course on First-Term Nursing Students' and on Home Health Nurses' Comfort Levels" that was presented on Jan. 29, 2013, at the International Medical Simulation in Healthcare (IMSH) conference in Orlando, Fla.
- **Dawn Wentley, MSN, NP-C, OCN**, Nurse Practitioner, West Penn Cancer Institute, presented "Overview of Lymphoid Malignancy" at the Blood Cancer: Aiming for a Higher Mark Conference held Oct. 19, 2012, at the Fairmont Pittsburgh Hotel.

- **Christina Westbrook, MSN, MBA, RN**, manager, Pediatrics Unit, presented the poster she authored with **Monica Kraynek, MS, RNC-LRN, RN-BC**, WPH education and development specialist, at the 33rd Annual Educational Conference of the Southwest Pennsylvania Organization of Nurse Leaders (SWPONL), held August 30-31, 2012, at the Nemaquin Woodlands Resort and Spa in Farmington, Pa.
- **Donamarie N-Wilfong, DNP, RN**, Director of Education, and Laura Daniel, PhD, of the STAR Center located at West Penn Hospital presented "A Course Response to Medical Communication Errors: Handoff Communication: Don't Drop the Ball" at the Association of Standardized Patient Educators Conference held June 3-6, 2012, in San Diego, and they presented "The Expansion of the Simulation, Teaching, and Academic Research (STAR) Center at West Penn Allegheny Health System" at the International Nursing Association for Clinical Nursing Simulation and Learning Conference held on June 20, 2012, in San Antonio.
- **Dr. Wilfong** also co-authored the abstract by the STAR Center's psychometrician Laura Daniel, PhD, "A Course Response to Medical Communication Errors Hand-off Communication: Don't Drop the Ball!" that was presented on Jan. 29, 2013, at the International Medical Simulation in Healthcare (IMSH) conference in Orlando, Fla.
- **WPAON** (West Penn Allegheny Oncology Network)/**WPHOS** (West Penn Hospital Outpatient Services) nurses presented two posters at the 37th Annual Congress of the Oncology Nursing Society, held in New Orleans, May 3-7, 2012. **Marjorie Leslie, DNP, CRNP, AOCNP**, Director, Clinical Services, was first author of the poster "Development and implementation of an acuity model for a combined oncology office and infusion center" and **Robyn Best, BSN, RN, OCN**, clinical coordinator, was first author of the poster "Applying evidence-based practice to hypersensitivity and anaphylactic reactions in the outpatient oncology infusion center." Poster co-authors were Clinical Coordinators **Noreen Doyle, MSN, RN, OCN**; **Sandra Rupert, MSN, RN, OCN**; **Colleen Setzenfand, MSN, RN, OCN**; and **Amanda Visnick, BSN, RN, OCN**.

Greater Pittsburgh 24th Annual Nursing Research Conference

This conference, which "focuses on research that is relevant to clinical practice, administration, and education" and offers nurses opportunities "to learn the mechanics of the research process through interactions with experienced nurse researchers," was held Oct. 12, 2012, at the Convocation Center, California University of Pennsylvania, California, Pa. WPH contributed as follows:

- **Marylynn Donaldson, RN**, and **Judy Irwin, RN**, Pediatrics Unit, presented the poster "Neonatal Abstinence Syndrome and the Use of a Baby Cuddler."
- **Susan Simms, MSN, RN, CRRN**, manager, Rehabilitation Unit, and a PhD student, presented her research "Psychometric Testing of the PTES in Older Adults with Heart Failure" in the research utilization in practice session.
- WPH and the WPH School of Nursing helped sponsor this annual event and attendance by three additional WPH staff nurses.

Other Professional Activities

- **Robyn Best, BSN, RN, OCN**, Clinical Coordinator, WPAON, was on the Project Team (5 nurses across the country) that wrote and published the Oncology Nursing Society Leadership Competencies.
- **Sandra Porco, BSN, RN, IBCLC, LCCE**, Childbirth Education and Lactation Services, in July 2012 made application and was awarded a mini-grant from the Pa. Department of Health for breastfeeding promotion. The \$5000 award was used to provide breastfeeding education to the Obstetrics, NICU, and Pediatric staff by means of a seminar held Dec. 3, 2012, with a keynote speech by Diane Spatz, PhD, RN-BC, from the University of Pennsylvania titled "Translating Science to Practice: Human Milk and Breastfeeding in Vulnerable Infants". There were 92 attendees who were each awarded 3.75 CEs. In addition, a breastfeeding education competency was developed via Healthstream for the Obstetrics and Pediatric staff, each of whom will be awarded 1.8 CE hours upon completion of this education.

Congratulations!

Abstracts Accepted for 2013 National Magnet® Conference

In January 2013, West Penn Hospital nurses submitted eight abstracts for consideration of presentation at this year's National Magnet Conference, and the following were accepted:

- TL** Podium presentation: **Paula Lacher, MSN, RN, NEA-BC**, Vice President and CNO, and **Jacqueline Collavo, MA, BSN, RN, NE-BC**, Director, Nursing Operations and Magnet Recognition Program®, "The Transformative Power of a Magnet Culture: Achievement of Magnet Redesignation during Cataclysmic Organizational Restructuring"
- EP** Poster presentation: **Christina Westbrook, MSN, MBA, RN**, Manager, Pediatrics Unit, and **Monica Kraynek, MS, RNC-LRN, RN-BC**, Education and Development Specialist, "Baby Cuddler Program"

Congratulations and good luck to these nurses selected to present at the National Magnet Conference to be held Oct. 2 to 4, 2013, at the Orlando Convention Center in Orlando, Fla.

Jacqueline Collavo, MA, BSN, RN, NE-BC, director, Nursing Operations and Magnet Recognition Program®, was invited and selected by the ANCC's Magnet Recognition Program® to serve as a reviewer for the 2013 National Magnet Nurse of the Year® awards program. Reviewers were selected based on their "expertise, passion, and diverse perspectives" and must each objectively score 10 to 15 essays nominating clinical nurses for outstanding contributions to one of the Magnet components (TL, SE, EP, NK, and EO).

Nursing News & Legislative Update: Nurses, become a frontline voice!

By **Janis Sikora, MSN, RN**, Instructor, School of Nursing

Today's health system stands on the brink of great change and nurses need to take an active role and be part of the change. The policies enacted can and do have a direct impact on the health care that nurses deliver and on the care of all patients.

It is important that nurses are represented in the formation of healthcare policy and that our values within the profession, as well as nursing knowledge and expertise, are shared with politicians. Nursing's active involvement in the molding of public policy through political commitment is a necessity; it is not enough to wait and see where legislation takes our profession and how changes in public policy will affect patients.

There are 3 million nurses in the United States and every year more nurses join the workforce. We outnumber all other health professionals. This is the perfect time in history for nurses to become actively involved to ensure the health and wellbeing of today's and tomorrow's populations. The sheer number of nurses and the public's positive perception of the work we do are a huge driving force for being politically powerful.

Here are some ways you can influence legislators and promote policy:

- Research your issue – Read and educate yourself on the topic you are interested in so that you are well versed on the issue and are able to answer any questions.
- Become informed – Join a professional organization. This increases your networking power and these organizations often have information you may be seeking.

- Know your representatives at the local, state, and national levels – Meet with them:
 - Make an appointment and be on time. Be prepared - perhaps write a brief (one-page) summary of the issues of interest and have a proposed solution.
 - Be honest – If you do not have an answer, say that you don't but that you will seek clarification and respond back to them as quickly as possible.
 - Always leave a business card.
 - Send a brief thank-you note after your meeting.
- Write articles for nursing journals to inform other nurses about the issues.
- Work on a campaign – Make phone calls. Consider a donation to your candidate.
- Begin a letter-writing campaign – Get others to write letters.
- Join a legislative committee.
- Vote – That is your voice.

Get to know the issues and participate in the solutions; don't let the politicians direct the day-to-day duties of the nurse. We know what our patient's needs are and nursing professionals - 3 million strong - need to advocate for ourselves as well as our profession.



"MAGNETMOMENT"

R E C O G N I T I O N S

2 0 1 2

"Magnet Moment" is a monthly program of The Western Pennsylvania Hospital Nursing Division to share with everyone at West Penn the recognitions our nurses have received from patients, clients, or others outside the hospital. Each recognition reflects the support and dedication of everyone at West Penn for providing the highest level of care and service, in the Hospital and in the community.

Magnet Moments for various units from the past 2 years are reproduced on this and the following pages.

MAGNET M O M E N T

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Members of the West Penn Hospital Ambulatory Surgery Center care team (left to right, seated: Vicki McKnight, RN, CNII; Bonnie Frederick, SSA; Michelle Miller, RN, CMOB; CNII; standing: Eric Crawford, CS; Carol Yingling, RN, CAPA, CNII, Clinical Coordinator; Hope Shaw, CRNA; and Elaine Sikorski, RN, CAPA, CNII).

This month's Magnet Moment recognizes West Penn Hospital's Ambulatory Surgery Center for the "awesome" care everyone provided and their "helpful and kind" attitude, as described in these excerpts from patient notes of praise:

"I had surgery [recently] and want you to know that I had awesome care! Hope Shaw, CRNA; Liz Hight, BSN, RN; Bonnie Frederick, SSA; and Mary Shane, RN, CN II, were amazing! Liz was awesome in Recovery – she was so helpful and caring – went above and beyond! Mary was so nice and so caring – what a hard worker – she was so busy and never stopped smiling! Great job, all – thank you for the great care!"

"I want you to know that everyone I met at the Ambulatory Surgery Center could not have been more helpful and kind. Donald Keenan, MD, and my postop nurse Elaine Sikorski, RN, CAPA, were wonderful. My heartfelt thanks to you and your entire staff."

Congratulations and thank you to all at West Penn Hospital who provide excellent care to surgical patients with cheerfulness and skill.



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Members of the E9 Surgical Patient Care nursing staff

This month's Magnet Moment recognizes the staff of the **E9 Surgical Patient Care Unit** for exceptional patient care and service. The completely renovated unit officially opened on Feb. 14, 2012, and immediately received "rave reviews" from patients. Here are just a few of the many comments:

"Thank you to all the staff of E9 for your patience, support and care during my postop time with you in February and a special thanks to your managing nurse who continued that care and support during her follow-up phone call. You guys are great! Thanks!"

"Magnificent ... on a scale of 1 to 5, the care was a 10!"

"I was given the 'presidential treatment.' I want to say thanks to you all for your dedicated care and to all who helped speed up my recovery and made my homecoming a reality."

"This stay was 100% better than last time! Beautiful and cheerful colors."

"Wonderful! Excellent care ... Jill was so wonderful."

"Pleasantly surprised – unit is gorgeous! They gave me privacy! Call bell answered promptly!"

"Excellent care! So many to recognize ... Ashley, Hoyt, Cadin ..."

"Brian was wonderful!"


Congratulations and special thanks to the staff of all newly opened units at West Penn Hospital for ensuring our patients have outstanding experiences from 'day one'.



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Members of the E7 ICU team

The May 2012 Magnet Moment recognizes the **E7 Intensive Care Unit** for the compassionate care they provided to the family of a young patient who died of cancer.

In an email to staff, E7 ICU Manager Mary Ann Raible, BSN, RN, wrote, "The patient's grandmother wanted me to extend a warm and heartfelt thank you to the staff for the wonderful care her granddaughter received in the ICU. It was a difficult loss for them, but she commented over and over again about how caring the staff was, not just to her but to the entire family."

Social Services Manager Sue Mull, MSW, added, "All of nursing and the physicians involved in [the patient's] care in the ICU showed remarkable concern and compassion to the family during this difficult time. When patients are transferred to the ICU it is always a challenging and often heartbreaking situation, and although we can often not change the outcome, we can provide compassion and support which does make such a difference. The ICU staff has been wonderful in providing compassionate care in these sad situations."

Thank you to all at West Penn Hospital who show concern and compassion to families in difficult times.



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AMERICAN NURSES
CREDENTIALING CENTER

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Members of the T7 nursing staff

This month's Magnet Moment recognizes the nurses and staff of West Penn Hospital's **T7 Hematology/Oncology/ Bone Marrow Transplant Unit** for the comfort they provided to a cancer patient and spouse, as described in the following email to the unit's nurse manager, Josephine Turo, MSEd, BSN, RN-BC:

"I wanted to thank you and your staff for making my stay with my husband as easy as possible. You and your staff are a very caring group of individuals who

made me feel comfortable and were always trying to comfort me. You are all a special group of people - so many of you stood out in memory throughout the years of coming to West Penn. I can't say it enough, you are all very special people who do amazing jobs."

Congratulations and thank you to everyone at West Penn Hospital who goes the extra mile to care for and comfort our cancer patients and their families.



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Members of the EB Medical Patient Care Unit team

This **June 2012** Magnet Moment recognizes the staff of the **EB Medical Patient Care Unit** for the exceptional patient care and service they have provided since the upgraded unit opened on Feb. 13, 2012. Here are just a few of the many wonderful comments received during nurses' post-discharge follow-up phone calls:

"Everyone was great! WPH's Medical Unit should never have closed!"

"I got treated very well by EVERYONE!!!!"

"Wonderful care! One of the best hospital stays I ever had at WPH and I have had many!"

"Everyone was fantastic! I am going to write a letter and thank you so much for calling me!"

"The nursing assistants were GREAT!!"

"Marvelous!"

"Great! WPH is #1"

Congratulations and thank you to all at West Penn Hospital who go above and beyond to provide exceptional care, even after discharge.



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Nurse manager and members of West Penn Hospital's Labor and Delivery staff

The **September 2012** Magnet Moment recognizes Labor and Delivery nurses for the "extraordinary wonderful" care they provide, as described in the following email from a father to Nurse Manager Lora Hess, RN:

"I want to tell you that the care from your staff was extraordinary! Your nurses are wonderful... they tended to my wife's every need and want. When it was time for delivery, it was like a well-orchestrated production; everyone had their job to do. Someone attended to my wife's needs and a team was attending to my daughter. Being a nurse myself, I know how hard it is to attend to every need your patient has; your staff went beyond the call and showed their dedication to

their patients and the institution they represent. Your staff should be commended for their professionalism and their willingness to keep West Penn Hospital the top hospital in the area!"

I send a special thank you to Liz and Jessica (student)... my wife's primary caregivers. Thank you for your leadership and commitment to your staff to keep them the best at what they do!"

Congratulations and thank you to all West Penn Hospital nurses who provide extraordinary care to our patients.



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The Western Pennsylvania Hospital Lactation Center's board-certified lactation consultant (IBCLC) nurses (left to right) Robert Monseville, BSN, RN, IBCLC; Sandra Porco, BSN, RN, LCCE, IBCLC; Julie Brown, BSN, RN, IBCLC; and Lillian Roth, BSN, RN, LCCE, IBCLC, earned nursing bra manufacturer Bravado's November 2012 Partner of Distinction award for outstanding customer service.

The **December 2012** Magnet Moment recognizes Lactation Center nurses for their award-winning customer service. In addition to clinical services, the center's four international board-certified lactation consultant (IBCLC) nurses provide fitting and sales of nursing bras, supplies and equipment, both to West Penn Hospital patients and to breastfeeding mothers throughout the community.

Recently, a breastfeeding mother who had delivered at another hospital was so impressed with the Lactation Center's bra fitting service and ability to special-order the product she chose in a timely manner that she wrote letters

of praise to Bravado, the bra manufacturer - who in turn recognized the Lactation Center with their November 2012 Partner of Distinction award. This award recognizes Bravado retailers who are leaders with a strong commitment to their communities; who encourage and support breastfeeding initiation and duration; and who, as a team, demonstrate a deep commitment to support and offer personalized and expert services to nursing mothers in their communities.

Congratulations and thank you to all West Penn Hospital nurses who provide the highest quality care and service to families throughout our community.



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Representatives of West Penn Hospital's Dietary Services and Pediatrics Unit nursing staff pose in front of the Pediatrics Unit bulletin board that describes the "WOW" pediatric parent meals program the two departments developed to provide exemplary customer service for pediatric patient families (left to right: Sharon Cabanor, RD, LDN, manager, Dietary Services; Mary Lynn Donaldson, RN; Stephanie Anderson, dietary hostess; and Susan Kuzajewski, RN).

The January 2013 Magnet Moment recognizes Pediatrics and Dietary staff for their teamwork in developing and implementing the "WOW" (pediatric parent meals) program that improves customer service and avoids waste.

To encourage family involvement in their patients' care, Pediatrics Unit nurses had been offering a complimentary meal tray for one parent or other family member who would be on the unit when a meal was served. However, trays ordered for lunch or dinner often went uneaten, either because the family member was not on the unit when the tray arrived or had not been able to place an order for individual menu selections.

Since implementation Oct. 1, 2012, of the "WOW" pediatric parent meals program, nursing staff have proactively offered a \$5 voucher toward a meal in the

cafeteria to one parent or family member on the unit at lunchtime or dinner time. Nursing staff maintain a bulletin board describing the program and with the current cafeteria menu posted. Families have expressed gratitude for being able to take time off the unit to eat well and relax for a few minutes, and the hospital benefits by avoiding the waste and clutter of uneaten meal trays. The program is growing: in the month of October, 133 meals were provided for 28 different families/parents, and in November, 201 meals were provided for 38 different families!

Congratulations and thank you to all West Penn Hospital departments and staff who work together to provide exemplary customer service and maintain a clean patient care environment.

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West Penn Hospital's Pediatrics Chair Alan Lantry, MD, and Neonatal Intensive Care Unit nurses (left to right) Tammy Edmondston, RN, Helen Breitenstein, RN, and Carmen Stauffer, RN, represent numerous physicians and nurses recognized by a grateful couple for providing outstanding care to their premature newborn.

The March 2013 Magnet Moment recognizes the Neonatal Intensive Care Unit's physicians and nurses for their outstanding care of a couple's first baby, born very prematurely. As their letter stated:

"The fact that our baby was so early should have been very scary and traumatic for us, but the experience has been so unbelievably rewarding and humbling! We attribute this to your amazing staff of doctors and nurses... we have been impressed with each and every one. Those that have stood out to us have been Dr. Lantry and nurses Patty, Carmen, Amy, Sue, Margaret, Mark, Helen, MJ, Tricia and, last but not

least, Tammy. All of these nurses have taken excellent care of our son and have been outstanding. Tammy went above and beyond to be sure that we and even our families understood everything that is happening. We are so glad that we have met so many wonderful people who surprisingly turned what could have been a tragic situation into one of the most positively memorable experiences of our lives."

Congratulations and thank you to all West Penn Hospital nurses who provide such loving care and support for sick newborns and their parents and families.

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Members of West Penn Hospital's Emergency Department, which recently celebrated its first year of renewed service to the community.

The April 2013 Magnet Moment recognizes the Emergency Department for providing outstanding patient care and service, as demonstrated by this sampling of comments patients added to their Patient Satisfaction Survey cards:

"Outstanding service by entire staff - thanks a million!"

"Very Good - used WPH most of my life."

"Continue with fast, friendly service. It was outstanding!"

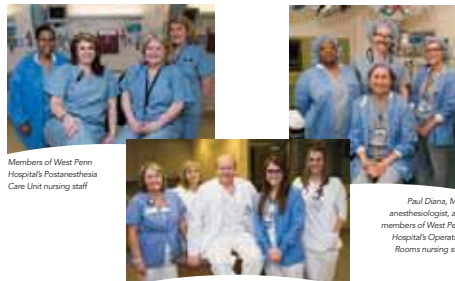
"Loretta, Tom, Rich, and Greg were excellent. Couldn't ask for better nurses. Dr. Byers was very thorough. Excellent bedside manner."

"Very good nurses and doctors!"

Congratulations and thank you to all West Penn Hospital nurses for achieving outstanding outcomes in patient care and service.

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Members of West Penn Hospital's Postanesthesia Care Unit nursing staff

Members of West Penn Hospital's E9 Surgical Patient Care Unit nursing staff

The May 2013 Magnet Moment recognizes everyone at West Penn Hospital and particularly surgical nurses for providing exceptional care and service to a recent patient. Please read these excerpts from the patient's letter to West Penn Hospital President and CEO Duke Rupert:

"My overnight stay was excellent. I highly praise the doctors and nurses at your hospital... everyone I came into contact with, from admission to discharge, was professional and friendly. My doctor, Mary Olson, MD, and anesthesiologist, Paul Dania, MD, were both very competent, friendly professionals. I was certain I was in good hands under their care."

"I was also most impressed by your nursing staff. I wish I could remember the names of the O.R. and recovery room nurses, because they were so kind and took very good care of me."

"I must sing the praises of the nurses I had on the Surgical Patient Care Unit, because they spent the most time with me and they all were wonderful. Brian, Hoyt and Karen kept me comfortable and met all my needs. Hoyt even took me for my first short walk to the nurses station at 4 a.m. when I couldn't sleep. I applaud their work! Thank you for running such a wonderful hospital."

Congratulations and thank you to all West Penn Hospital physicians, nurses and all staff who provide exceptional care to our surgical patients!

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“*Excellence*
is not a skill.
It is an attitude.”
–Ralph Marston

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