HealthInsight to Assist Healthcare Providers Improve Quality and Safety of Care

Page 7

Nurse’s Day at the Legislature
Feb. 27, 2009
Page 13

Utah Nurses Influence National Health Care Policy: Welcoming the President of the American Nurses Association

Tracey T. Walpole, BSN, RN, CLNC
September 30, 2008

On Wednesday September 24, 2008, key nursing and healthcare leaders throughout the State of Utah gathered together to welcome Rebecca M. Patton, President of the American Nurses Association (ANA). This was truly an historic event in nursing and healthcare for our state. Not only was this the first time in Utah history that an ANA President has spoken directly to our Utah nurses, but this notable event occurred very near a national presidential election. As Ms. Patton is scheduled to meet directly with the next President of the United States, the timing of this event could not have been more critical. For instance, the newly elected president, be it McCain or Obama, will be making many important decisions relating to healthcare that will impact our entire nation over the next four years. Because of this, our Utah nurses through Ms. Patton may now be in a position to influence many of these decisions: healthcare financing, healthcare oversight committees, healthcare-related presidential cabinet positions, healthcare delivery, healthcare outcomes, healthcare policy, etc. Moreover, as a direct outcome from this event, Ms. Patton has now requested that key Utah nurses be selected and supported by ANA for various appointments within national healthcare committees and presidential cabinet advisory positions. Therefore, not only will Utah nurses have the ability to influence patient care throughout the State of Utah, but through this historic event they may also be given the opportunity to shape and influence national healthcare policy throughout the United States.

To give you an idea just how far reaching the influence of our Utah nurses has been, let me tell you a little bit about the nurses from the State of Utah who were present to welcome Ms. Patton during this historically important event. As the nurses can attest, present in the room that evening were nurses from all over the entire geographic areas of our state. There were nurses in attendance from areas as far north as Logan and Ogden to as far south as Cedar City and St. George, from as far current resident or
Thank you from the entire Utah Nurses Association Board for a wonderful 2008 Fall Conference. Indeed our organization is moving forward with our profession as our key focus. During these times of uncertainty, I have often asked those college students I encounter if they are preparing themselves in a career that will withstand the changing times both economically and globally. Inevitably they reply yes and then continue with prideful glee they are studying Business, Parks and Recreation, and Economics. I wish I could convince them that healthcare; specifically nursing is truly a profession that will withstand economic recession and a depression. As I looked out in the audience at our Conference only to see bright minds with bright futures in a profession of caring and compassion, I was pleased to see there were those that understood on a professional and personal level that a commitment to nursing will promise employment into the future.

The conference evaluations were full of positive comments regarding all of the speakers. The food and location were idea and the exhibitors were especially pleased with the eagerness and enthusiasm of the nurses. If you missed attending this year, we encourage you to attend next year and circle your calendar for the last week in September.
Utah Nurses Association announces the 2008 recipients of the UNA Lifetime Achievement Awards

Lifetime of Service Award
Tracy Walpole

Lifetime of Service Award
Donna Eliason

Lifetime of Leadership Award
Carol Jeffers

Congratulations to these fine nurses! UNA honors nurses with three distinctive awards based on extraordinary commitment to nursing leadership, service and education.

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east as Vernal, Price, Moab, and San Juan to as far west as Tooele. Furthermore, there were nurses who were also present from the central areas of our state such as Salt Lake County, Utah County, and even central Utah nurses whose practices extend from Provo to Cedar City, in both the north and south directions as well as east and west directions within the central areas of our state.

Of particular and special interest were the types of nurses present in the room that evening as well. For instance, there were nurses who have practiced < 10 years up to and including those who have practiced > 60 years in nursing. There were LPNs, ADNs, BSNs as well as graduate degree nurses including those who have achieved their MS/MSN as well as those nurses who have earned their PhD. Further present in the room that evening were nearly every member of the Utah Board of Nursing (BON). This to us was an honor as was the absentee welcome for Ms. Patton from our Utah House of Representative Member and Appropriations Vice-Chair, Nurse Rebecca Lockhart.

Among those representing nearly every College of Nursing throughout the State of Utah were several Deans of Nursing, Associate Deans of Nursing, Nursing Chairs, Department Chairs, Directors of Nursing, Professors of Nursing and all other nursing educational positions held throughout our state. Present were not only some of the finest nursing educational leaders throughout our state, but even throughout our entire nation, receiving some of the highest accreditations, awards, and honors offered in nursing, including as the Fellows of the American Academy of Nursing, the Carter Endowed Chair in Nursing, etc. Further, included among these nurses were representatives from all three Utah chapters of Sigma Theta Tau International Honor Society of Nursing, including Iota Iota, Gamma Rho, and Nu Nu as well as several other nurses who have served and practiced the profession of nursing throughout many international areas. Likewise, representing the nurses from nearly every healthcare facility and corporation throughout our state were some of the highest awarded magnet facilities within our nation. What a wonderful sight this was to behold. Moreover, these nurses were also a literal representation of nearly every type of facility within our state, including the metropolitan area facilities as well as those nurses from our outlying rural facilities, all of which are so vital to our Utah patients. Among these nurses were CEOs, CNOs, CCOs, Directors of Patient Care Services, Directors of Nursing, Nurse Administrators, Nurse Managers and...
nearly every type of nursing leadership position held in nursing throughout the State of Utah. From these facilities, we also had Nursing Leadership Excellence Award Nominees as well as notable Military nurses, including Chief Nursing Executive Officer, Lt. Col Arthur Durkin of the 75th Medical Group at Hill Air Force Base, and with the special absentee note of Capt. Gail Tushig, PhD, RN who graciously donated the meal for Ms. Patton after being called into active duty treating American soldiers overseas.

In addition to the nurses that belong to the Utah Nurses Association, also present were several other nursing associations including the American Academy of Nurse Practitioners, the Utah School Nurse Association who worked tirelessly over the last few years with the late Senator Ed Mayne to increase the number of school nurses throughout our state, the Association of Diabetic Educators of Utah who fight the national epidemic of diabetes wherein nearly no nurse in our nation can now extend patient care without also extending some form of diabetes education, the Utah Organization of Nurse Leaders, the Rocky Mountain Parish Nurse Ministries, the American Society for Pain Management Nursing, and the Association of Perioperative Registered Nurses who also share their specialty practice area directly with Ms. Patton.

Speaking of specialty practice, this too was very interesting as there was a very wide variety of nursing specialty practice areas represented. For instance in the room that evening were nurse practitioners, nurse specialists, operating room nurses, newborn intensive care nurses, pediatric intensive care nurses, adult critical/ intensive care nurses, coronary care nurses, neuroscience trauma nurses, burn trauma nurses, emergency trauma nurses, and flight nurses. Along side of these nurses were infection control nurses, wound and hyperbaric medicine nurses, pain management nurses, oncology nurses, and gastroenterology nurses. In addition to them were behavioral and psychiatric nurses as well as information technology and collaborative lead nurses who interface with various professional companies in an attempt to improve patient care. Next to them were magnet nurses, nurse educators, clinical educators, and diabetes educational nurses. Additionally represented were rehabilitation nurses, outpatient care nurses, occupational nurses, homecare nurses, hospice nurses, case managers, risk managers, public relation nurses, nurse lobbyists as well as legislative and legal nurses. Further present in the room that evening were nurse researchers, nurse authors, nurse editors, and even motivational speaking nurses and nursing entrepreneurs.

In addition to all of these nurses, there were also State of Utah and national spotlight nurses present during this historical event as well. For instance, there was the Face of Diabetes in Nursing, Ginny Burns, as well as the nurses from the Crandall Canyon Mine Disaster who handled not only the state spotlight but also the national spotlight so well that no other nurses in our state could have done a better job. Finally, also present during the event were nurses Stein and Michelle Rosqvist. Stein was the Utah nurse and the sole survivor the Life Flight helicopter crash that occurred in January of 2003. Shortly thereafter his wife, Michelle, who is herself a nurse, gave birth to their son in the same hospital where Stein was recuperating from his near fatal injuries. Following the birth, Stein and Michelle were able to share a hospital room during the postpartum stage of Michelle’s stay.

As we remember this truly historic nursing and healthcare event, my hope is that as nurses for the State of Utah we will always be positive participants in all areas that affect patient care. With this in mind, may we never forget how impactful we can be as nurses, not only to healthcare within the State of Utah, but especially to healthcare policy that extends throughout our entire nation. May this article further remind you that no nurse walks alone, not in any setting in which we practice. Moreover, when we make the most of our opportunities as nurses, we often discover that we truly can make a difference, not only on a statewide level, but also on a national level as well. If you think about it, one person can make a difference. In nursing, we see it all of the time.
During the 2008 legislative session, 435 bills were passed! We are now responsible for adhering to these new laws. Those bills that passed and have been enrolled, that may have an impact on nursing and health care, are listed below, along with their sponsors. To access the content of the bill, go to http://www.legis.utah.gov/BillInfo/passedbills.pasedbills.asp, and click on the bill number that is highlighted in blue on the web page. It will take you to a page with information on that bill. Simply scroll down to Bill Text, “Enrolled” and click on HTML or PDF for the bill format you desire.

With the huge number of bills that were proposed, resulting in 435 passed bills, it is easy to recognize the value of having both a lobbyist and citizen/constituent support. My limited experience on the Hill taught me two valuable lessons:

1. Legislators listen to who is present, plain and simple. If no one is there to espouse and support your opinion and beliefs, you lose out to those who are present.

2. Legislation has been brought forward on the basis of articulating a problem or a need. One person can and does make a difference.

It does make a difference. Legislators listen to who is present, plain and simple. If no one is there to espouse and support your opinion and beliefs, you lose out to those who are present. If no one is there to espouse and support your opinion and beliefs, you lose out to those who are present.

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On August 1, 2008 HealthInsight announced a new, three-year, $7.1 million dollar contract with the Centers for Medicare & Medicaid Services (CMS), the federal agency of the U.S. Department of Health and Human Services that runs Medicare, to improve the quality of health care for every person in Utah.

HealthInsight, the Medicare Quality Improvement Organization (QIO) for Utah, provides free expert resources to healthcare providers in hospitals, physician offices, and nursing homes to improve the care they provide to their patients so that it is safe, effective, patient-centered, timely, and equitable. The new work with Medicare will build upon the successes HealthInsight and Utah providers have achieved in recent years, and sets new joint goals.

“We look forward to continuing our partnership with CMS and Utah providers in our mission to improve health care quality,” said Marc Bennett, president and chief executive officer for HealthInsight. “We have made progress in many areas, such as heart and pneumonia care, as well as reducing bed sores and physical restraints in nursing homes. But there is still work to do. Opportunity exists to help providers’ further improvement through QIO expertise and intervention,” he said.

Over the next three years, HealthInsight will work collaboratively with providers in these key areas:

- Improving safety for hospital patients. HealthInsight will provide assistance to eligible Utah hospitals to improve care for heart failure and reduce surgical complications. Hospitals will also work to prevent methicillin-resistant Staphylococcus aureus (MRSA) infections and prevent and treat bed sores.
- Improving the quality of life for nursing home residents. With a new safety focus, nursing homes in Utah that are in the greatest need of assistance will have the opportunity to work with HealthInsight to reduce bed sores and the use of physical restraints.
- Helping doctors improve preventive care by using technology. HealthInsight will assist up to 30 primary care practices in using electronic medical records systems (EMR) to improve preventive care for breast and colorectal cancer, pneumonia and influenza.
- Ensuring patients receive safer prescription drugs. HealthInsight will work with physicians, pharmacists and prescription drug plans to reduce the use of drugs that are potentially harmful for seniors.
- Helping providers prevent and manage chronic kidney disease. HealthInsight will utilize existing collaborative efforts and develop new mechanisms to support a community effort in controlling chronic kidney disease.

For the first time, HealthInsight will be working with providers and stakeholders to detect the incidence and slow the progression of chronic kidney disease among Medicare beneficiaries. HealthInsight was one of 13 QIOs across the country selected for this endeavor.

“The government and consumers will continue to demand better quality from the health care system. The QIO program is dedicated to providing valuable expertise and assistance to help those who need it the most,” said Mr. Bennett.

HealthInsight, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services, supports hospitals, physician offices, nursing homes, home health agencies, and health insurance purchasers in achieving healthcare excellence through a wide range of services aimed at improving quality and providing safe, effective, and efficient care. For more information or links to Medicare data and other resources, visit www.healthinsight.org.
Attitudes of Care: Primary Children's Medical Center Honors Excellence in Nursing Leadership

Tracy T. Walpole, BSN, RN, CLNC
September 30, 2008

Recently I was given the honor to speak at Primary Children’s Medical Center (PCMC) during the 2008 Nursing Leadership Excellence Awards. This was a phenomenal event highlighted by dedicated nurses who truly understand what it means to accept “a commission to care.” Every year at PCMC, the nurses themselves nominate a few of their colleagues throughout the entire facility. During the nomination process, the nurses of PCMC are asked to describe the attitudes of care exemplified by these nurses that make them such wonderful leaders and examples to their peers. It is now my belief that an enriched understanding of these attributes will assist all nurses throughout the State of Utah in accepting our commission to care. As the attitudes and examples of care shown herein are probably the most important part of this article, in keeping with this, we would like to congratulate Cassy Weeks as the winner of 2008 Excellence in Nursing Leadership Award. Below you will find a list of the remaining 2008 nominees as well as their attitudes and attributes, as described by their own peers that have made them such phenomenal nurses.

Susan Adams: Quality Resource
Being director of the Quality/Risk management department can be extremely stressful, but she handles the position with grace and honesty. She is a gentle perfectionist, encouraging each of us to excel and to exceed our own expectations. We enjoy working with her and feel very fortunate to have such a multi-talented and caring individual in the leadership position in our department.

Amy Back: Rapid Treatment Unit (RTU)
Amy Back is the epitome of the Intermountain values. She not only projects these values in her personal and professional life, but encourages her staff to live them as well. She does this by example. She is very invested in the RTU and genuinely cares about the unit and how her staff and others perceive us. She is a cheerleader and is always eager to take on a new challenge, and her excellent mentoring is present during decision-making or with process changes to challenge staff to consider how patients and their families will be affected by those changes.

Cindy Clark: Newborn Intensive Care Unit
When we have our evaluations with her she puts us at ease because she is so kind and approachable. She always goes the extra mile to assist us with our needs. She always gives good feedback and is diplomatic with both positive and negative feedback. Cindy’s attributes benefit us as a whole. She is kind, gentle and thorough. Her attitude helps us feel respected and valued.

Sally Dawson: Outpatient Clinics
Sally is always asking the question “Is there something more we can do to provide excellent care to our patients?” She is always looking for ways to help our team improve and strive higher. Sally is always eager to take on a new challenge, and her excellent mentoring is present during decision-making or with process changes to challenge staff to consider how patients and their families will be affected by those changes.

Tracy Karp: Neonatal Nurse Practitioners
Through all of his activities, he always remains a gentleman and is very supportive to anyone interested in learning. He remains an excellent clinician and does not miss the opportunity to teach a new nurse no matter how busy his day might be. Even though Tracy is brilliant, he makes all those around him feel that no question is unimportant. He is particularly talented at making people feel comfortable around him.

Amy Passman: Emergency Department
Any one who knows Amy has no doubt heard her say, “Assume good intent.” I have been able to personally adopt this into my own interactions as Amy role modeled it many times to our staff. Amy truly is a Nursing advocate, role model and positive force for change. Amy has been a strong leader in our department and has provided a strong example of leadership to our charge nurse group.

Roni Stakely: Neuroscience Trauma Unit (NTU)
Over the last year, she has done many tremendous things on the NTU to make it a better place to work, retain staff and continue to improve the unit’s practice. Thanks to Roni, our unit is a great place to work. You always feel supported and heard and the environment is very positive.

Laura Wham: Central Staffing Resource Unit
She is easy to talk to and approach with ideas or problems. She is fair in her decisions and makes sure that you know the reasons for her decisions. Laura continually tries to improve the float pool not only for the nurses and others who work there, but for the entire hospital as well. You can tell she genuinely cares about you as a person when she talks to you by the way she listens and responds.

Kim Young: Central Staffing Resource Unit
Everyone that knows Kim loves [Kim]. She is such a positive, happy person and truly cares about each nurse on our unit. Kim is everyone’s friend and she’s so fun to be around! You can’t help but smile when she walks in the room. She has a special glow about her. I’m grateful to have such a great person, nurse and friend as my manager.

Cassy Weeks: Children’s Surgical Unit, Recipient 2008 Nurse Leadership Award
After the unplanned sudden leave of the CMU director, Cassy was asked to be the interim Director for CSU and CMU in order to manage the crisis. The moral on CMU was very low and people were leaving left and right. Cassy stabilized staff, coached management to help with their leadership skills, solved supply and equipment problems, helped to improve the education program, met with staff to find out what their needs were—all during a very difficult respiratory season. Cassy engages all members of the patient care team, including physicians, to address patient care needs and quality improvement. She is a role model in her ability to recruit all the vital members to a project’s team. Cassy is an amazing director and she has made a huge impact on all of us. She is a big part of the reason most of the staff on the unit stays at PCMC.

It is clear to see that these leaders along with the nurses they direct “accept their commission to care” and place “The Child First and Always.” We celebrate the attitudes and attributes of these nurses, the way in which they lead us, and thank them especially for the environments they have created that allow their nurses to nurture those for whom they care.

*The previous nursing quotes were gathered and compiled by Luisia Echeverria, Nurse Representative Council Chair, Newborn Intensive Care Unit, Primary Children’s Medical Center. In closing, I would like to thank Luisia personally in allowing us to read and review such wonderful attitudes and attributes of care.
The Judy Blaufuss Scholarship

The passion that Judy Blaufuss extends to nursing and patient care is absolutely amazing. Moreover, the legacy of this infectious enthusiasm has now caused Judy, even in her retirement, to become just as busy in promoting nursing education as she was during her former role as the Chief Nursing Officer for Primary Children’s Medical Center (PCMC).

Judy Blaufuss began her nursing career at the University of Utah in 1969. After securing her BSN, Judy further went on to earn a degree in psychology and later became a fellow for the National Lung Association. As a former United States Navy Nurse, Judy came to PCMC as a Nurse Executive as well as an Assistant Administrator for Patient Care Services. In addition to this, Judy also directed several Intensive Care Units, Emergency Departments, and Life Flight helicopter teams within the Intermountain Urban Central Regions. However, while working in these many roles, Judy further began to develop a keen awareness of the many struggles single parents often face when attempting to further their education, especially in nursing. Because of this, Judy began to tirelessly develop and secure as many educational scholarships as she could for all persons involved in patient care at PCMC. As a result, the legacy of this infectious enthusiasm has caused foundations to grant a $50,000.00 scholarship fund. Likewise, at her retirement, Primary Children’s Medical Center created the Judy Blaufuss Scholarship fund, which is open to all PCMC staff seeking to improve their education. As the impetus for this wonderful legacy, Judy now presents the Judy Blaufuss Scholarship to a chosen recipient every year during the PCMC Fall General Nurse Staff Meeting. Therefore, we thank you, Judy, for creating such a wonderful heritage in nursing and patient care within the State of Utah.
The nursing staff at Primary Children's Medical Center (PCMC) is pleased to announce that Chief Nurse Officer Katy Welkie is the recipient of the 2008 Excellence in Nursing Leadership Award. Katy received her BSN from the University of Utah as well as a MBA in Health Administration from Regis University. Katy's experience at PCMC has included the float pool, the Children's Medical Surgical Unit as well as the Pediatric Intensive Care Unit (PICU). In her role as a nurse administrator, Katy further served as the PICU Nursing Director, the Assistant Administrator of Patient Care Services, and now as the Chief Nursing Officer for Primary Children's Medical Center. Those who have had the privilege to know Katy often comment on how nice it is to work with someone who is so accomplished and yet who also remembers what it is like to work at the bedside. To further expound and encourage these nursing qualities, we have included a few comments and commendations from her colleagues that truly make Katy such an extraordinary nurse leader:

“With her incessant passion for outstanding patient care . . . Katy is the ideal CNO. She has a deep understanding and appreciation of nursing. She also understands the role that nursing plays within the broader patient care team and therefore provides effective leadership in integrating the efforts of everyone involved.”

Joe Mott, FACHE
Chief Executive Officer

“It was very clear to me that her talent was immense. Her leadership, organization, vision and passion for children permeated all aspects of her professional career. . . . Her outstanding characteristics include: experience, extraordinary professional judgment, vision of the future and passion for children, each of which characterizes her leadership and performance.”

Edward B. Clark, M.D.
Chief Executive Officer

“Katy is the ideal Chief Nursing officer in that she combines deep clinical knowledge and commitment with a very sophisticated and disciplined approach to management and leadership. She sees the whole picture, and does not compartmentalize.”

Joseph R. Horton
Senior Vice President, IHC

“Katy exemplifies nursing leadership in all aspects of her role. By focusing on the patient, Katy works collaboratively with administration, physicians and staff to assure that all of the efforts at Primary lead to the best outcomes and the best care for the children and families they serve. . . . Katy’s gentle and caring style supports her efforts to build strong teams and engage the bedside nurse. She connects with the staff and inspires them to always do better”

Judy L. Geiger RN BSN MBA
Nurse administrator
Primary Children’s Medical Center

“Frequently, Katy advocates for additional resources to make sure staff is able to provide the highest level of care possible. At other times, she challenges the way we do things to improve efficiency and change processes . . . [such as] advocating for and developing a nurse residency program at PCMC. In a short amount of time, she brought nursing together to develop and implement the nurse residency.”

Edward B. Clark, M.D.
Chief Executive Officer

“Katy Welkie is a strong advocate for nursing. She has a very comfortable relationship with all staff and works very hard to use their input in decisions that impact their practice. —Katy has the ability to make people feel they are important and that it is their responsibility to get involved. She clearly communicates the goals of the organization, and identifies which ones will be led by nursing. She then provides the guidance, direction and support to be successful.”

Ann Ziehm
Administrative Director of Acute Care Nursing
Primary Children’s Medical Center

As Utah nurses, we would like to congratulate Katy for her award and even more especially for the achievement of such outstanding professional development. Thank you, Katy, for your wonderful example to the nurses of our state.
Should I Stay Or Do I Go Now: Eight Ways To Increase Loyalty And Retention

by Susanne Gaddis, PhD, CSP
Elizabeth Cates, M.A.

With the current nursing shortage, nurses have a lot more choices of where they’re going to work and how long they’re going to stay. As baby boomers retire and younger generations of nurses enter the workforce, gone are the days where a nurse would start a career and then four decades later retire from the same position. With the rising demand for nurses in the coming years, it is crucial to create a welcoming and appreciative atmosphere.

Today, healthcare workers are on the move, and to encourage them to stay in one place, hospitals and nursing management are challenged to think of new and innovative ideas for creating loyalty and retention. In addition, each healthcare worker also has the responsibility of creating a healthy atmosphere in which to work, one where their co-workers will want to stay for the long haul.

As you are seeking to increase loyalty and retention, here are some things to keep both you and your colleagues motivated:

Listen. One of the quickest ways to increase loyalty and retention is to listen to your colleagues. People who feel heard are more likely to stay than those who believe their thoughts, ideas and feelings don’t matter. Listening also works to build self-esteem, self-confidence and self-efficacy, a person’s belief that he/she can achieve certain tasks.

The last thing someone wants to hear when they bring an idea forward is: “Oh, what do you know? You are new here. You haven’t had the experience that I’ve had. You haven’t walked in my shoes. I am in charge here!” While these statements may be true, they serve to create a sense of belonging. Acknowledge Ideas. Although every idea and suggestion cannot be acted upon, recognize the thought behind the idea, their unique contribution toward making him or her feel like an integral part of the team. Not only can you acknowledge the idea, you can also acknowledge the thought behind the idea, their unique perspective or skill set in formulating the request. All of these will help to create a sense of belonging.

Take for example, Sally, a new CNA, who during a routine vitals check discovered a patient had been receiving blood pressure medication for several days, even though the patient had no prior history of high blood pressure. After talking with the patient, Sally determined that the blood pressure cuff being used was too small, which caused the patient’s vital signs to be drastically altered. Immediately she took this information to management and adjustments were made that quite possibly saved the patient’s life.

Administration took notice of Sally’s quick problem-solving and analytical skills and rewarded her publically for being a diligent patient advocate. More importantly, her co-workers gave her both respect and praise for her ability to take command in an emergency situation.

Be A Motivator. Find out what motivates your colleagues. This will be different for each person. Some are motivated by praise, while others are motivated by power and prestige. Still others are energized through more intrinsic factors, such as a sense of pride, meaning and value. The days of cookie cutter, one-size-fits-all motivation is over. To actively engage your co-workers, you need to find what works for each person. Don’t treat your co-workers the way YOU want to be treated, treat them the way THEY want to be treated. How do you find out what motivates them? Ask them!

Be Aware Of Information Overload. Be careful that YOU are not the cause of your colleague’s demise by over-sharing. Sometimes you can cause undue stress by getting too in depth about challenging meetings, hospital politics, and your latest interactions with difficult people. This doesn’t mean you can’t share ANY of your personal life with your co-workers, but try to keep the negative to a minimum. After all, most people have enough on their plate without keeping up with your stressors.

A good rule of thumb is to try and keep conversations as positive and productive as possible. The latest research suggests that for every negative comment we make, we should say at least three positive statements. By keeping conversations focused on what you can do, what you are willing to do, and what you have done, you can decrease a colleague’s stress level.

Model The Behavior You Want. Be aware, from the time you arrive for your shift to the time you leave, you are visible to others. Your goal is to be as “positively visible” as possible. Become a model for the behavior you want to see in others. Remember that your colleagues often take their behavioral cues from you. If you greet them with a welcoming, “Good Morning,” they are likely to do the same. If you maintain a professional atmosphere, you’ll notice that they will follow suit. Yet if you call them out on their behavior without adjusting your own bad habits, they will see you as hypocritical and insincere.

Focus On Strengths Rather Than Weaknesses. There has been a trend for years to harp on weaknesses rather than develop strengths. If you look at most performance appraisal forms, you will first find an area for improvement. While continuous improvement is important, we now know that there are individuals who will excel at certain tasks. By working cooperatively with others, you can utilize the strengths of each individual.

For additional information, check out Now Discover Your Strengths by Marcus Buckingham and Donald Clifton, Ph.D. or take the Strengths Finder profile at: www.strengthsfinder.com

Remove Obstacles. Another great way to increase loyalty and retention is to work diligently to remove roadblocks so people can be as productive as possible. By immediately addressing issues involving personal safety, sexual harassment, workplace violence and discrimination, you will help create an environment where your colleagues feel comfortable coming to work.

Supportive Care. While you can’t completely change your environment, you can promote a sense of support and care among your fellow nurses to help them cope with the variety of difficult situations they face. By paying attention to your words and how you communicate, both verbally and nonverbally, you can create a healthy culture of communications.

By applying these simple strategies you can dramatically increase your odds of receiving the answer, “I’ll stay,” when others are deciding. “Should I stay or should I go now?”

Susanne Gaddis, Ph.D., CSP, professionally known as The Communications Doctor, is an internationally known interpersonal communications expert. She has a specialized expertise in healthcare communication and is one of 615 speakers worldwide to have earned the Certified Speaking Professionals designation. Susanne delivers workshops, seminars, and keynote presentations. For more information, or to book Dr. Gaddis for an upcoming conference or event, call 919-933-3237 or visit: www.CommunicationsDoctor.com.

Elizabeth Cates, M.A., is an Organization Development Specialist in Houston who has worked with a variety of companies in the greater Houston Metropolitan area in a number of industries, including healthcare, education, government, and transportation. Elizabeth specializes in communications coaching, competency development, training facilitation, and leadership/management development. For more information on programs or services please call 832-465-7196 or email at elizabeth.cates@att.net.
ANA Hosts Event at Republican National Convention

Silver Spring, MD—The American Nurses Association (ANA), in association with The Creative Coalition, the American Association of Nurse Anesthetists (AANA), American Physical Therapy Association (APTA), American Health Care Association (AHCA), National Center for Assisted Living (NCAL), and AARP, hosted a town hall meeting during the Republican National Convention to discuss vital health care issues.

This event entitled “From Hollywood to the Hill: Speak Out on Health Care—If I Had One Minute with the Next President” brought together professionals from the fields of health care, policy, media, and entertainment to share ideas and views on health system reform.

More than 300 people attended the event at the St. Paul Hard Rock Café. Members of the American Association of Nurse Anesthetists provided volunteer support. The ANA contingent had an opportunity to speak at length with the panelists about nurses’ role in health care reform at a post-event gathering.

ANA, along with the Creative Coalition and their event partners, is planning to host another town hall event during the presidential campaign. The event is tentatively scheduled to take place October 15th at Hofstra University in Hempstead, NY, although details are still being discussed.

ANA Advanced the Prevention of the Unethical Recruitment of Foreign-Educated Nurses

The American Nurses Association (ANA) along with representatives of unions, health care organizations, educational and licensure bodies, and recruiters joined forces today by publicly releasing the Code of Ethical Conduct for the Recruitment of Foreign Educated Nurses. The Code provides voluntary guidelines that aim to ensure the growing practice of recruiting foreign educated nurses to the United States is done in a responsible and transparent manner.

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Sexual Assault Nurse Examiners positions are available in Salt Lake City and needed throughout the State of Utah.

SPONSORED BY: Salt Lake Sexual Assault Nurse Examiners

This course meets all requirements established by the International Association of Forensic Nurses in didactic training as an Adolescent - Adult Sexual Assault Nurse Examiner. This material is required for those interested in sitting for national certification examination in Adolescent – Adult Sexual Assault Nurse Examiner. Clinical experience is also required before applying for the certification examination.

This training is open to any registered or advanced practice nurse with an interest in forensics and sexual assault. For further information contact: Dianne Fuller slsane@comcast.net 801-582-5573 or 801-910-3690

This course has also been approved for 2 graduate level credits from the University of Utah through the College of Nursing and Department of Continuing Education. There is an additional $40 fee for these credits.

REGISTRATION FORM

NAME _______________________________ Degree _______________________________
Address ________________________________________________________________
City _______________________________ Zip _______________ Phone __________________________
Cell _______________________________ Email _______________________________

Payment

__________ 40 hour course $300.
__________ U of U credit $40.
(separate check made out to U of U Dept of Continuing Ed)

Return form to:
Salt Lake SANE
2035 South 1300 East
Salt Lake City, UT 84105
801-582-5573

November, December 2008, January 2009
Mark Your Calendar

Nurse’s Day at the Legislature
Feb. 27, 2009

Held at the Utah State Capitol—
parking and shuttle available
Come and watch legislative sessions,
meet your representatives and have a
“no host” lunch at the cafeteria!

Watch for more details

Sponsored by the
Utah Nurses Association

No Registration Fees
**APPLICATION FOR MEMBERSHIP IN UNA/ANA**

**Today’s Date ___________________ First Name/Middle Name/Last Name  ___________________________________________**

Credentials ______________________________________________________________________________________________

Street or P.O. Box______________________________   City / State / Zip  ____________________________________________

Home Phone _____________  Work Phone ______________  Home Fax____________ Work Fax _________________________

Email___________________________    SS#___________________   RN License # & State  ____________________________

Basic School of Nursing & Year Graduated _____________________________________________________________________

Employer Name __________________________________________________________________________________________

Employer Address_________________________________  City / State / Zip _________________________________________

CIRCLE YOUR MEMBERSHIP CATEGORY

- M Full Membership—Employed full or part-time
- R Reduced Membership—Not employed: full-time post graduate student; or new graduate within six months after graduation from basic nursing education program. **FIRST MEMBERSHIP YEAR ONLY**
- S Special Membership—62 years of age or over and not employed, or totally disabled

PAYMENT PLAN (CHECK ONE BOX)

- ❑ ELECTRONIC DUES DEDUCTION FROM CHECKING ACCOUNT
  - M - $20.42 MONTH  R - $10.38 MONTH  S - $5.35 MONTH
  
  If you choose Electronic Funds Transfer:
  
  Please submit a check payable to UNA for the first month’s amount to initiate transfer. Thereafter, you will need to provide authorization to the American Nurses Association to complete your dues transfer each month. Dues will transfer on the 15th of each month. Please read the statement below and sign in the space provided.

  ANA is authorized to change the amount by giving the undersigned thirty (30) days written notice. You may cancel authorization upon receipt by ANA of written notification of termination twenty (20) days prior to the deduction date as designated above. A $5 service charge is included in figuring monthly payments. ANA will charge a $5 fee for any return- ed drafts. By signing this form I agree to these conditions.

  Signature Required  ________________________________________________________________________________________

- ❑ FULL ANNUAL PAYMENT
  - M - $241  R - $120.50  S - $60.25

PAYMENT METHOD

- ❑ CHECK ENCLOSED  ❑ VISA  ❑ MASTERCARD

Bank Card Number / Expiration Date___________________________ Cardholder Signature - required____________________

Please check committees or councils that you would like to have more information about:

**COMMITTEES**

- CONTINUING EDUCATION
- GOVERNMENT RELATIONS
- ECONOMIC AND GENERAL WELFARE (STAFF NURSES ONLY)
- MEMBERSHIP
- BY LAWS
- CONVENTION
- NOMINATING

**AFFILIATES**

- PSYCH/MENTAL HEALTH NURSES
- UTAH NURSE PRACTITIONERS

**Becoming a “Friend of UNF”**

- ❑ I would like to receive further information about the Utah Nurses Foundation; an organization dedicated to awarding scholarships and research awards to nurses in Utah since 1979.
- ❑ I have enclosed a donation in the amount of ____________ for the Utah Nurses Foundation with my membership application. (If you choose to pay membership dues by electronic funds transfer, you must send a separate check for your donation.)

For Office Use Only

Date Rec’d____________District___________Paid Thru____________Anniversary___________Data_______Packet_________

Please return this completed application with your payment to UNA, 4505 S. Wasatch Blvd. #135, Salt Lake City, UT 84124

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**Utah Only Member Application**

Date_____________________

Name ___________________________________________        Employer  __________________________________________

Credentials _____________________________________________________________________________________________

Address________________________________   City_________________________   State_____   Zip  ___________________

Home Phone______________________________   Work Phone______________________________

SS#_________________________________________________  Birthday(mm/dd) ___________________________________

Email  _________________________________________________________________________________________________

Specialty/Practice Area ________________________________________________________________

**PAYMENT OPTIONS**

- ❑ Annual Payment $120.00
- ❑ Check Enclosed
- ❑ Bill my credit card  ❑ VISA/Mastercard (circle choice)

Card Number _______________________________ Exp. Date ____________________________________________________

_______________________________________________________________________________________________ Signature

If you desire membership in the local state association without affiliation in the national organization you may now join the Utah Nurses Association directly through our Utah Nurse Affiliate Member Organization. For as little as $10.00 per month you can support the work of nurses in Utah.

Utah Nurses Association
4505 S. Wasatch Blvd. #135
Salt Lake City, UT 84124