



Play of the Month: Meeting the Challenge of Accurate and Timely Nursing Communication



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Background

- Healthcare organizations are faced with the challenge of providing accurate and timely communication to nurses.
- Clear communication is essential to influence nursing practice and is necessary for high quality care and patient safety.
- The Play of the Month (POM) was initially developed as a weekly communication tool in preparation for a regulatory survey.

Problem Identification

The Nursing Division needed a clear communication approach to support quality nursing care and patient safety.

Goals / Objectives

- Develop a communication approach that is easy to understand and tailored to deliver accurate and timely information to nurses.
- Maintain continuous readiness for regulatory surveys

Methods

- The Play of the Month (POM) is a systematic sports-themed communication approach used since 2008 to disseminate information to nurses on a variety of topics.
- Topics are identified based on nurses' learning needs or whenever there is a significant change in practice or process.
- Easy-to-understand sports-themed learning packets are created with input from internal subject matter experts and disseminated to all nursing leaders.
- Content varies by topic, but typically includes:
 - Game Plan (cover sheet/table of contents)
 - related data (if available)
 - patient stories
 - one or two page educational flyer
 - applicable policies, forms, or patient education tools
- As the approach has evolved, learning objectives are defined for each topic.
- Nurse Managers and Team Leaders review POM content with staff during huddles.
- The POM learning packets are posted on unit communication huddle boards.

Reference

Marx, M. (2014). Examining the structural challenges to communication as experienced by nurses managers in two US hospital settings. *Journal of Nursing Management*, 22(8), 964-973.

Outcomes / Conclusions

- After a successful regulatory survey, the Nursing Leadership Council met to determine the feasibility of continuing the approach and how to ensure its sustainability.
- The group concluded the POM was a value added activity and should continue.
- A plan was developed to continue the process on a monthly basis.

2015	Topics
January	One Needle, One Syringe, One Time
February	High Alert Medications
March	Anticoagulants
April	Interdisciplinary Plan of Care
May	Advance Directives
June	Infection Prevention
July	Transfusion Safety

Implications for Practice

- Systematic approach to communicate topics, which impact quality of care and patient safety
- Helps maintain continuous survey readiness
- Enhances professional development