

Cost-Effective Strategies to Sustain a Magnet[®] Culture

2015 ANCC Magnet Conference[®]

October 8, 2015

Session C810 8:00-9:00 AM

University of Colorado Hospital
Aurora, Colorado

Megan Hansford, BSN, RN-BC
Krista Held, BSN, RN

Terry Rendler, MSN, RN, WHNP-BC
Danielle Schloffman, MSN, RN, NE-BC



Objectives

1. Describe creative and cost effective ways to engage all employees on the Magnet journey.
2. Identify methods to collaborate with interdisciplinary departments to sustain the Magnet culture.



Achievements

- **Four-time ANCC Magnet-recognized®** 2002, 2005, 2010, 2014
- **ANCC Magnet Prize®** recipient 2004
- **Two-time ANCC Magnet Nurse of the Year®** recipient 2011, 2013



Demographics*

- Academic medical center
- Not-for-profit
- Quaternary referral center
- Level II trauma center
- 611 Licensed Beds
- 5,761 Employees
- 2,000 RNs
- 28,621 Admissions
- 90,983 ED Visits
- 836,259 Clinic Visits
- 88% BSN or higher rate
- 53% Certification rate
- 111 articles in peer reviewed journals
- 272 local /national presentations
- 966 members of professional organizations
- 769 RNs on committees
- >300 projects



Magnet Advisory Council

Magnet Program Director, CNO, ACNO,
Nursing Directors and Clinical Nurse Co-Chairs

- Gap analysis
- Strategic vision

Magnet Steering Committee

35 Interdisciplinary Team Members

- Gather evidence
- Write documents
- Sustain Magnet culture

Magnet Mentors

25 Clinical Nurses

- Staff education
- Shared leadership
- Sustain Magnet culture

Structures that support our Magnet Program

- Professional Practice Program and Model: UEXCEL
- Research and Evidence-Based Practice Program and Model
- Shared Leadership Model
- Care Delivery Model: Patient and Family Centered Care
- CCNE Accredited Post-Baccalaureate Nurse Residency Program
- A laser focus on Quality and Patient Safety



Interprofessional Relationships

- Starts at the top!
 - Hospital Board
 - Executive Team
 - CNO
- Executives who can explain the WHY
- Leadership who understands the Return on Investment



Interprofessional Relationships

- Marketing / Public Relations
- Human Resources
- Process Improvement
- Food and Nutrition
- Event Planning Specialist
- Facilities
- Volunteer Services



Magnet Mentors Committee

Three sub-groups:

- Staff education
- Annual Celebrations
- Marketing

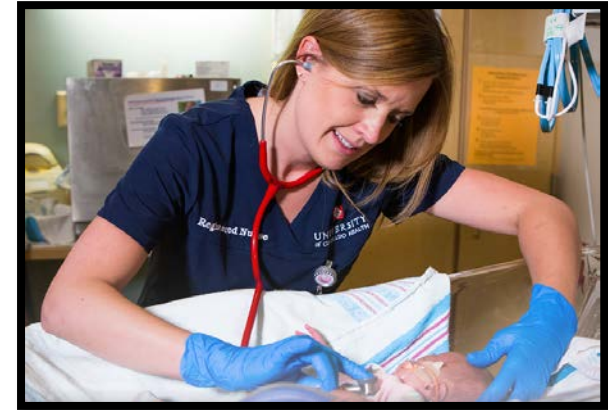
Purpose:

- Stakeholders of staff education
- Magnet pride and culture!
- Site visit prep
- Magnet Nurse of the Year Awards
- Mentor others on the journey



What Does Magnet Mean to YOU?

- Nursing excellence
- Increased autonomy – ownership of practice
- Shared leadership – staff at all levels have a voice
- Practice changes are supported
- Career advancement is encouraged
- Collaborative practice
- Elevated standards of practice
- Focus on quality patient care
- Increased staff and patient satisfaction
- Esteemed reputation of organization
- Enhanced recruitment and retention
- Competitive market advantage



Annual Celebrations: Nifty and Thrifty

Catering treats – keep it simple

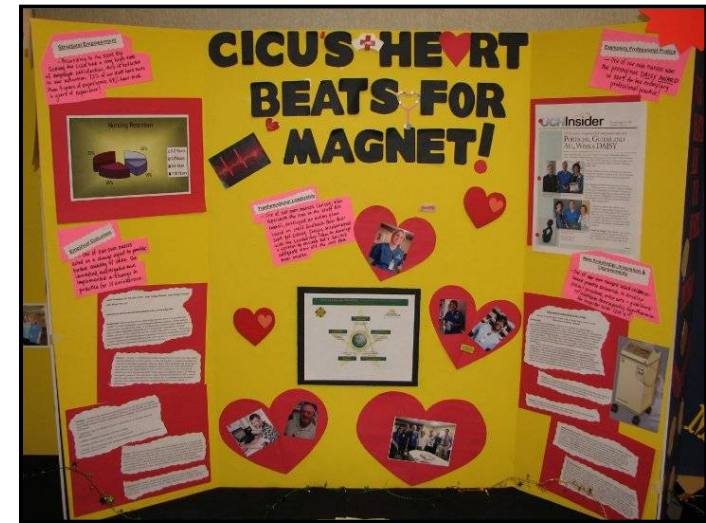
- Cupcakes - \$0.50/person
- Coffee and muffins - \$1/person
- Cookies - \$0.50/person
- Pizza - \$1/person



Annual Celebrations: Nifty and Thrifty

Unit Competitions— keep it low cost

- Poster boards - \$5/unit
- Flower pots - \$3/unit
- Cork boards - \$15/unit
- T-shirts - \$3/unit
- Pine derby cars - \$3/unit



Unit Competition 2012

“Grow Your Magnet Pride”



Unit Competition 2013

“Sipping and Pinning”



Unit Competition 2014

“The Amazing Race”



Branding and Marketing

- Gifts
- Tag lines
- Internal Logos
- T-shirts
- Email signatures
- Posters



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Annual Celebration Staff Gifts

Purposeful branding of Magnet logo

Gifts – *less than \$2 per employee*

- Coffee sleeves
- Pizza cutters
- Plastic cups
- Luggage tags



Tag Lines and Logos




*It's our time to shine for the 3rd time!
Keep Our Star Power!*

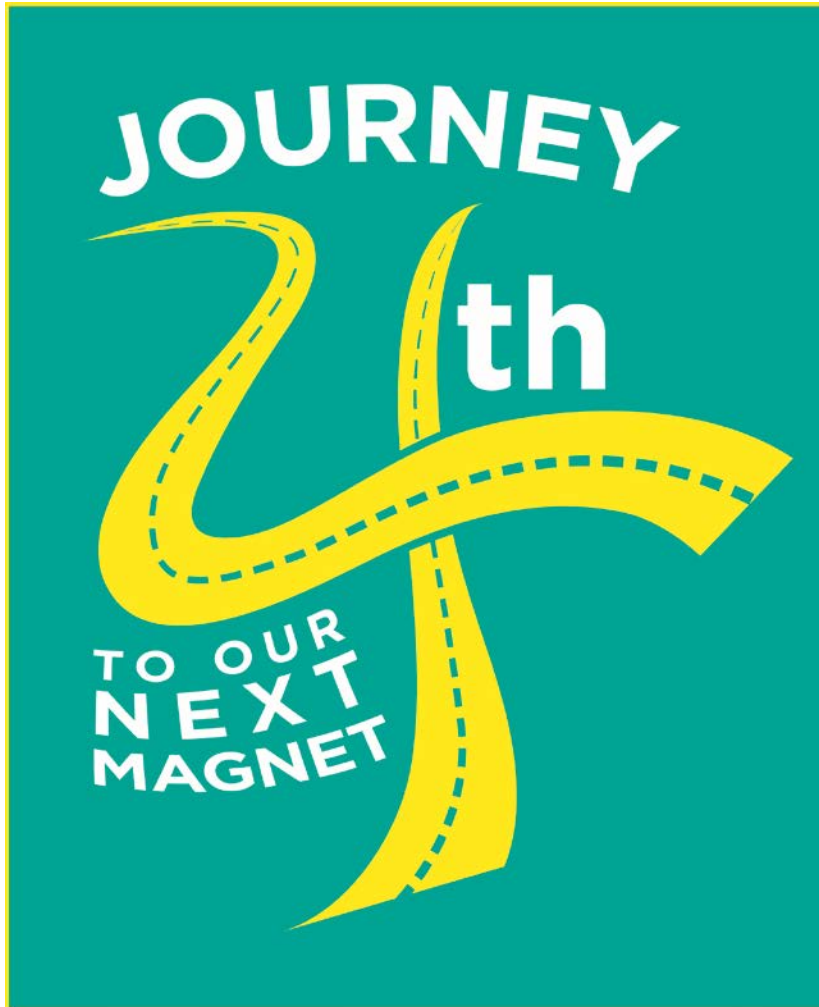
THE Power OF Magnet³



Congratulations UCH staff on achieving
a third straight designation!


**University
of Colorado
Hospital**
ANSCHUTZ MEDICAL
CAMPUS

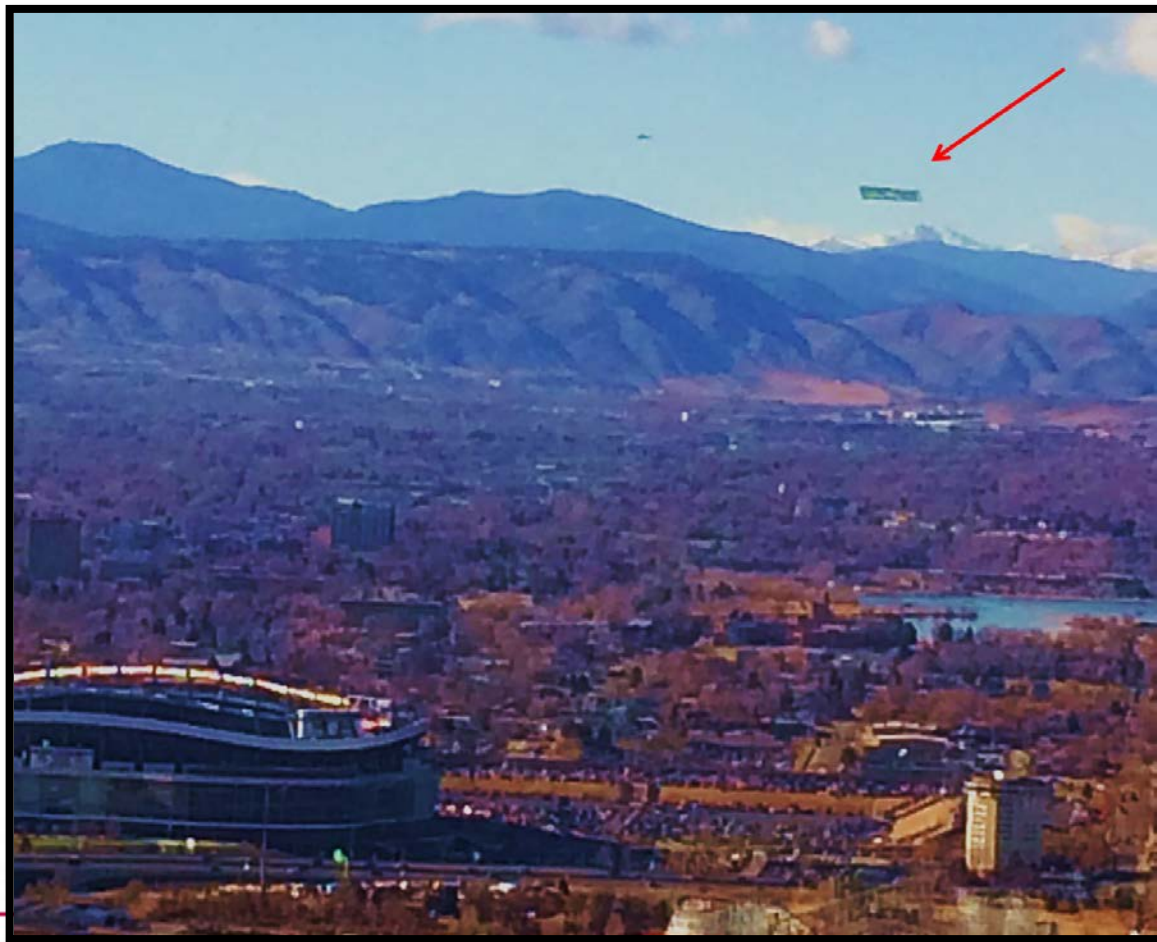








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Magnet Videos

- First year: Power point slide show set to music
- Second year: “*We’re Magnet and We Show It*” ...to the tune of “I’m sexy and I know it”
- Third year: “*We’re Magnet Baby*” to the tune of.... “Call me, maybe”
- This year: “*Drive to 5*” to the tune of “Stayin’ Alive”



Site Visit Preparation

Interdisciplinary Focus

- Evidence-Based Practice
- Shared Leadership
- Service Excellence
- Quality and Patient Safety
- Professional Practice Program
- Patient and Family Centered Care



Magnet Fair 2010



Magnet Fair 2014

Build excitement for site visit!

Educational booths

Unit competition

Cookies and punch

Door prizes

Photo booth

Engaging video





Photo Booth



Staff Education

- Pocket Guide
- Practiced Site Visit Questions
- Educational Tool Kit
- Provider Tip Sheet
- Mock Site Visit
- Grand Rounds
- Email Blasts
- Intranet site
- Social Media



CNO MAGNET UPDATE

As we welcome the changes of a new season, I can't help but feel the excitement and anticipation that seems to be reverberating throughout the hospital. With the Magnet® Site Visit now less than a month away, it's encouraging to see our team pull together as we prepare for what we hope will be a momentous occasion in history for the University of Colorado Hospital.

To reinforce what we all know, here are a few key points about the benefits of working at a Magnet organization:

- » We focus on quality & safe patient care
- » We enjoy shared leadership and collaborative practice
- » Being Magnet allows us to attract and retain the best talent
- » We insist on the highest standards of practice
- » The care we provide results in increased patient satisfaction
- » Our nurses and staff are highly satisfied (our surveys prove it!)
- » Being Magnet ensures a competitive market advantage and stronger bond ratings

I am confident we will shine during the Magnet site visit. As I make rounds, I can see and feel the culture of Magnet across the organization. As always, if you have any questions, concerns or comments about the process, please don't hesitate to call or email me personally.

Warmest regards,



Carolyn L. Sanders, RN, PhD, NEA-BC, FACHE
Vice President, Patient Services & Chief Nursing Officer
University of Colorado Hospital
720.848.7838



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University of Colorado Hospital[Home](#) > [Champions / Committees / Councils](#) > [Magnet Program](#) > **Magnet Events**

Magnet Events

Save the Date: 2015 ANCC National Magnet Conference™

October 7-9th, 2014

Atlanta, GA

<http://www.anccmagnetconference.org/>

2014 ANCC National Magnet Conference™ October 8-10, 2014

Dallas, TX

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Magnet Program

Magnet Events

[Magnet Mentors](#)[Magnet Nurse of the Year
Award Winners](#)[Magnet Steering Committee](#)

Annual RN Survey

**DON'T BE A
6 PERCENTER.**

**Last year's RN Survey response rate was 94%.
This year, we're going for more (well, or the
same at least).**

Participate in this year's Annual RN Survey and let us know what you think. We encourage all direct care nurses to join in.

June 7 – June 27, 2010

Online at <https://nursingquality.org/survey>
Use hospital survey code 79PGX96

The Annual RN Survey. It's your voice. Use it.



**"I love the people I work
with. They're who I'd want
taking care of me."**

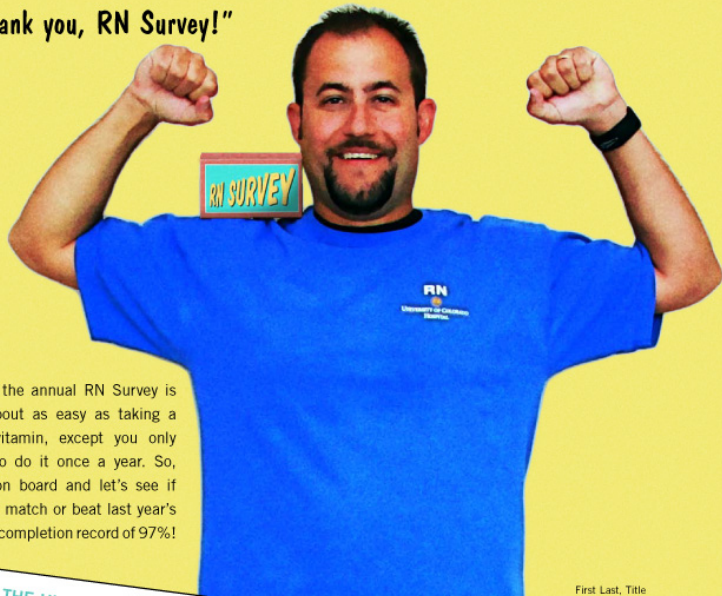
*- Andrew Keeney, RN Surgical
Intensive Care Unit*

University of Colorado Hospital
ANALYST MEDICAL CAMPS



**"THE RN SURVEY IS SIMPLY THE
BEST THING ON THE MARKET. I TAKE
ONE EVERY YEAR, AND I FEEL INCREDIBLE!"**

"Thank you, RN Survey!"



Taking the annual RN Survey is just about as easy as taking a daily vitamin, except you only need to do it once a year. So, jump on board and let's see if we can match or beat last year's survey completion record of 97%!

First Last, Title

ON THE HUB: Click the "Annual Survey" link
ONLINE: <https://www.nursingquality.org/survey>

SURVEY CODE: 45RR436

DATES: June 6 – June 26

All survey responses are anonymous and voluntary.

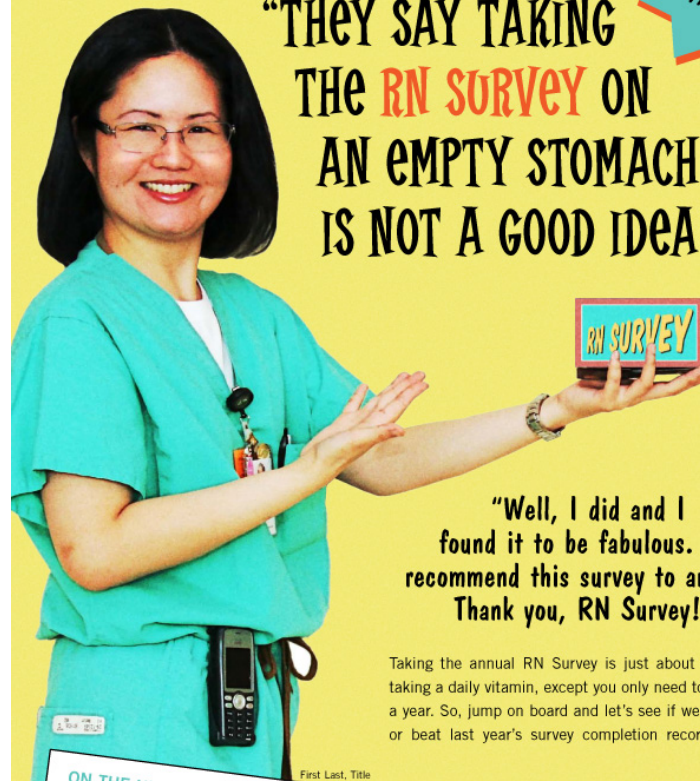

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UCH Nursing: Quality. Excellence. Always.

The RN Survey. Take only as directed.

**"THEY SAY TAKING
THE RN SURVEY ON
AN EMPTY STOMACH
IS NOT A GOOD IDEA."**

**"Well, I did and I
found it to be fabulous. I'd
recommend this survey to anyone.
Thank you, RN Survey!"**



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0

Completed the RN Survey and is hosting an RN Survey party this evening in celebration.



0

Completed the RN Survey and is hosting an RN Survey party this evening in celebration.



2

Completed the RN Survey and cartwheeled through the rest of rounds.



4

Planning on taking the RN Survey today. Is very excited, although it doesn't really show.



6

Passionate about the RN Survey, but, alas, still has yet to take it.



8

Still hasn't taken the RN Survey. Getting the sense that she's being left out.



10

Isn't even aware the RN Survey exists/ Has never even heard of the RN Survey.

Voicing your opinion doesn't have to be painful. By taking 15-20 minutes to fill out the annual RN Survey, you're contributing to Magnet designation, the creation of action plans, and a positive Colorado Hospital Report Card. So go ahead, take pride in being just another pretty face. Prizes will be awarded to departments with >80% response rates as we work toward a collective 90% completion goal.

ON THE HUB: Click the "RN Survey" link
ONLINE: www.nursingquality.org/survey
SURVEY CODE: 584Y6P6
DATES: June 4 - June 24

ALL SURVEY RESPONSES ARE ANONYMOUS AND VOLUNTARY



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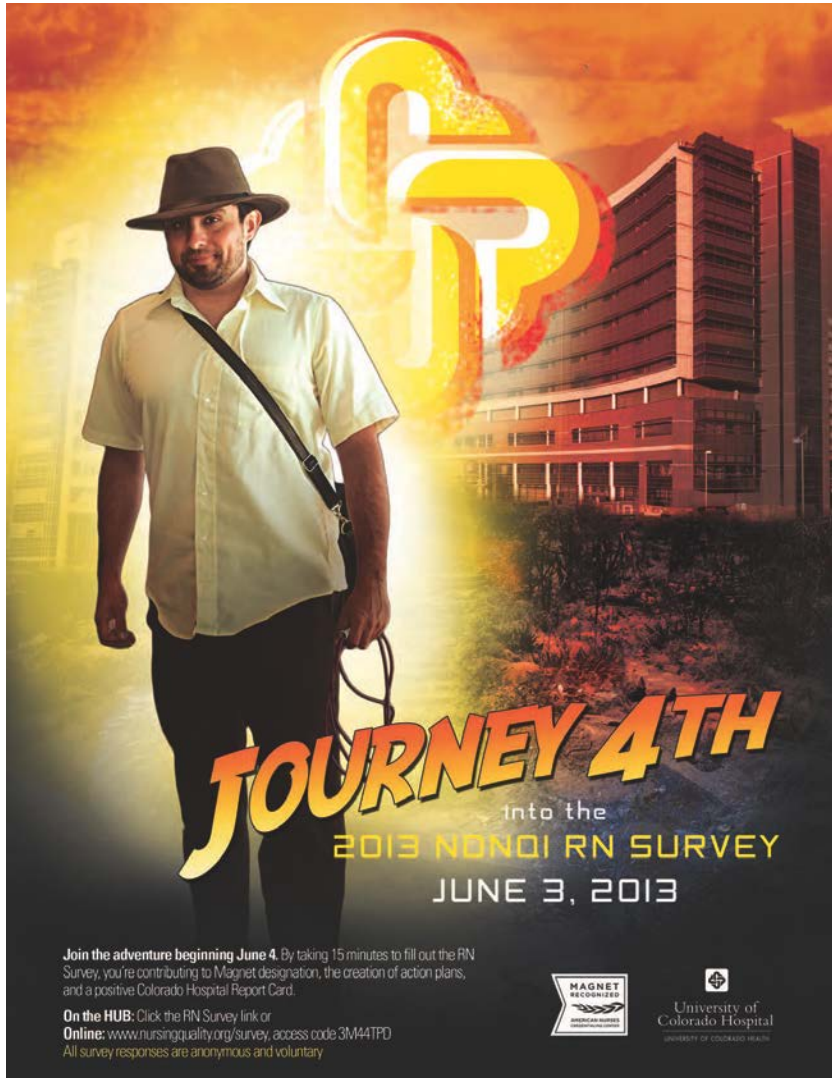
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JOURNEY 4TH
into the
2013 NONQI RN SURVEY
JUNE 3, 2013

Join the adventure beginning June 4. By taking 15 minutes to fill out the RN Survey, you're contributing to Magnet designation, the creation of action plans, and a positive Colorado Hospital Report Card.

On the HUB: Click the RN Survey link or
Online: www.nursingquality.org/survey, access code 3M44TPD
All survey responses are anonymous and voluntary

MAGNET
RECOGNIZED
NATIONAL QUALITY AWARD
ADVANCED EXCELLENCE

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MAGNET
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ADVANCED EXCELLENCE

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THE LORDS OF THE RN SURVEY

THE JOURNEY CONTINUES

JOURNEY 4TH INTO THE
2014 NDNQI RN SURVEY
JUNE 2-22

By taking 15 minutes to complete the RN Survey, you're contributing to Magnet designation, creation of action plans, and a positive Colorado Hospital Report Card.

On the HUB: Click the RN Survey link.
 Online: www.nursingquality.org/survey,
 access code 85DDRP4

All survey responses are anonymous and voluntary.

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MAGNET
 RECOGNIZED

THE LORDS OF THE RN SURVEY

THE JOURNEY CONTINUES

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JUNE 2-22

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MAGNET
 RECOGNIZED



DAILY IMPACT

Nurses make a daily impact on our patients' lives and we would like to hear about it.

By taking 15 minutes to complete the **NDNQI RN Survey**, you're contributing to the creation of meaningful action plans to improve your work environment, which ultimately impacts patient care outcomes.

Dates: June 1 - 21 **On the HUB:** Click on the "RN Survey" link
Survey Code: 7M4T8X6

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RECOGNIZED**
AMERICAN NURSES
ACCREDITATION BOARD



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Dates: June 1 - 21 **On the HUB:** Click on the "RN Survey" link
Survey Code: 7M4T8X6

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University of Colorado Hospital Magnet Nurse of the Year Awards



It's that time of year again!

Time to recognize an RN colleague for their exceptional contributions to nursing excellence and patient outcomes!

Nominations are now open for the **2015 UCH Magnet Nurse of the Year Awards.**

Please remember to highlight the **specific outcomes** that were accomplished.

[Click here for the criteria and nomination process.](#)

Nominations are open until March 31, 2015

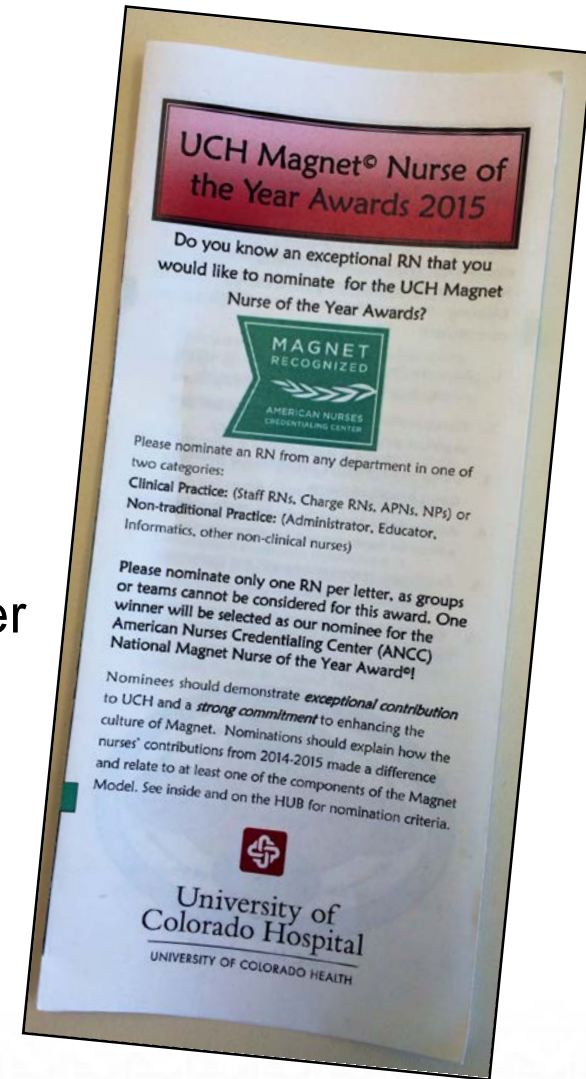
Questions? Contact Magnet Mentors co-chair, Megan Hansford, megan.hansford@uchealth.org

UCH Magnet Nurse of the Year Awards

Awards are offered under 4 components:

- Transformational Leadership
- Structural Empowerment
- Exemplary Professional Practice
- New Knowledge, Innovations & Improvements

Evidence of Empirical Outcomes were required under each category as key criteria for award selection.



UCH Magnet Nurse of the Year Awards



Nurse Recognition: Development of a Hospital Magnet® Nurse of the Year Awards Program

TERESA RENDLER RN, MSN, WHNP-BC & DANIELLE SCHLOFFMAN RN, MSN, NE-BC



Inspiration

While attending the 2010 National Magnet Conference®, we were inspired by the announcement that ANCC would establish a National Magnet Nurse of the Year Award program.

To prepare for the inaugural awards in 2011, we implemented an internal nurse recognition program, focused on the Magnet Model.

Our intent with this innovative program was to:

- recognize outstanding nurses in our 3-time Magnet designated organization
- educate all staff on the Magnet Model components
- sustain our pride as a Magnet hospital
- identify the sole RN to nominate for the ANCC National Magnet Nurse of the Year Award.



Structure

Using the ANCC Magnet Recognition Program® Application Manual as a guide, criteria were selected under the components that would be used for nominations.

Awards were offered under 4 components:

- Transformational Leadership
- Structural Empowerment
- Exemplary Professional Practice
- New Knowledge, Innovations & Improvements.



Evidence of Empirical Outcomes were required under each category as key criteria for award selection.

Process

Any nurse could be nominated by anyone, in one of two categories:

- Clinical Practice (Including inpatient and ambulatory staff RNs, charge RNs, APNs and NPs)
- Non-Traditional Practice (Including administrators, managers, educators, researchers, etc.)

Nominations were submitted via email over two months.

Brochures and talking points were distributed organization-wide.

Information regarding nomination criteria and processes were placed on our intranet site and emailed to all employees organization-wide.

45 nominations were reviewed by our Magnet Advisory Council panel of experts.

10 winners were selected (there was a tie in two categories).

Outcomes

Winners received a framed certificate, a bouquet of flowers, and a fleece vest embroidered with our hospital logo, the Magnet logo, and "Magnet Nurse of the Year 2011".

Individual surprise presentations were made to the winners on their unit, by our CEO and CNO, during Nurses' Week.

Every nominee was recognized with a certificate and a copy of their nomination letter.



ANCC National Winner!

The outcome of our internal recognition program was such that our organization's nominee for the ANCC National Magnet Nurse of the Year Award was selected as one of the five inaugural winners!

Tracey Anderson, MSN, RN, CNRN, FNP-BC, ACNP-BC, neurocritical care nurse practitioner was selected under Structural Empowerment.



Tracey Anderson (third from right) with other 2011 Magnet Nurse of the Year winners, ANCC President Michael Evans (far left) and ANCC Executive Director Karen Drankard (far right).

Future Plans

Changes made to 2012 process:

- Created online nomination process via our intranet website.
- 59 nominations received; 8 winners selected.
- Nominations were submitted by patients and families as well as interdisciplinary team members.

Future plans include:

- Offer CE courses for employees on how to write a nomination letter to help the nominators speak to measurable outcomes.



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AURORA, CO



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ANCC Magnet Nurse of the Year Award Winners



Tracey Anderson, MSN, RN,
CNRN, FNP-BC, ACNP-BC



Samantha Weimer, RN, BSN, CCRN

Mentoring

- Colorado Magnet Collaborative
- ANCC Workshops
- Staff Nurse Presentations
- Magnet Conferences



Magnet Conferences

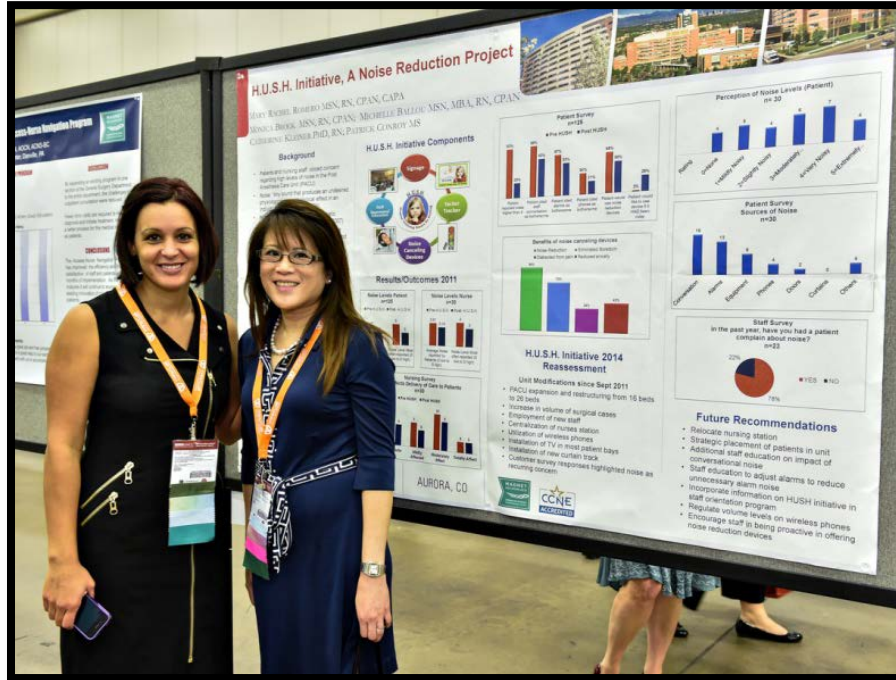


2007 Utah - 11 attendees

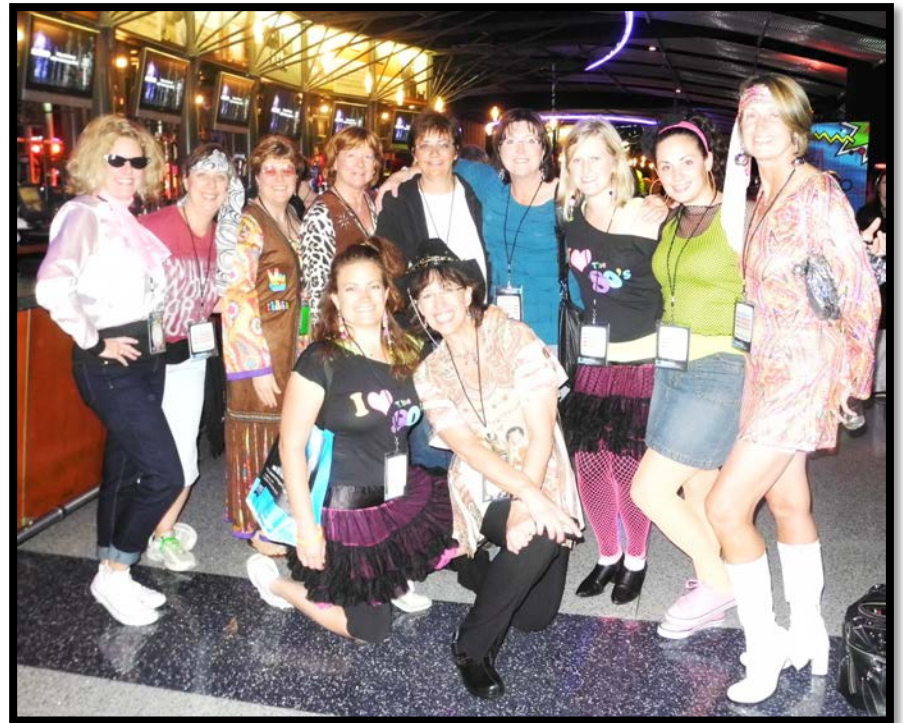


2013 Florida - 43 attendees!

Sharing best practices



Team building



Questions?

Contact Information:

Danielle Schloffman, Director Nursing Innovations and Outcomes

720-848-6687 danielle.schloffman@uchealth.org

