Yes, We Can All Be Friends!

* A Magnet® Journey Multi-Hospital Collaborative Session:

2015 AMCC National Magnet Conference
10/9/2015
12:30-1:30PM

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Objectives

By the end of this presentation, participants will be able to:

- Explain the Bay Area Magnet Convening Structure
- List at least 2 components of the charter
- State at least 2 reasons why members attend the convening

Bay Area Magnet Convening: BAMC

- **What is it?**
  - Collaborative of 13 organizations serving over 5.75 million residents
  - Located in Northern California – San Francisco to Sacramento to San Jose
  - Formation supported by the Gordon and Betty Moore Foundation
BAMC Membership

- Academic Systems
- Veteran's Hospital
- For-Profit
- Not-for-profit

The Moore Foundation

- Gordon and Betty Moore
- Leaders in Silicon Valley
- Betty Irene Moore & Nursing Grant
History

- Washington Hospital & Moore Foundation
- First Meeting in 2010

Developing a Charter

- As we developed a charter, it was important for us to identify our key purpose

- In simplest terms:
  “to support hospitals/organizations in all phases of the Magnet Journey”

- This means that hospitals not yet even ready to apply are welcome at BAMC

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Charter Components - Purpose

The Bay Area Magnet Convening™ (BAMC) is a group of hospitals in Northern California who are on the ANCC Magnet Journey – across the spectrum of considering Magnet Designation to Multiple Designations achieved. The purpose of this Convening is to improve the care of patients and the professional practice environment through promotion of best practice concepts in the framework of the Magnet Model.

Charter Components - Objectives

Based on the Magnet Model Elements... examples:

- To promote Structural Empowerment by:
  - Publicizing and promoting opportunities for educational offerings and meetings of professional nursing organizations and schools of nursing
  - Promoting shared governance, evidence based practice, and the professional practice of nursing

- To promote Exemplary Professional Practice by:
  - Networking regarding Nurse Sensitive Indicators, RN Satisfaction and Patient Satisfaction

Charter Components – Duration and Authority

- Three Meetings per year: January, May and September
  - 9:00AM – 10:00AM: MPD Only
  - 10:00AM – 3:00PM: Meeting

- Recently added “end of October” annual event: Magnet Conference Dissemination
Charter Components – Membership

• Membership is open to all hospitals and healthcare organizations in Northern California who have an active interest in ANCC Magnet designation.

• If an organization has a person designated as the Magnet Program Director, this person is encouraged to attend meetings and actively participate. Up to 3 attendees per hospital per meeting are allowed.

• A Gordon and Betty Moore Foundation employee attends all meetings.

Membership

• “At all levels”...
  • Active participants in BAMC span from direct care clinical nurses to CNOs
  • Magnet Program Directors
  • Aspiring Magnet Program Directors
  • Educators
  • Clinical Analytics/data analyst staff
  • Magnet Champions
  • Shared Governance Champions

“Chairing” the meeting

• Rotated responsibility

• At the end of each meeting, time is set aside for development of the next agenda and “chair” (or facilitator) selection

• Responsibility of Chair:
  • Secure speakers/panel as needed
  • During the actual meeting, act as the facilitator of the day, introducing speakers, facilitating discussions etc.
Agenda Planning

• Standing items:
  • Introductions
  • Lunch time networking
  • Roundtable after lunch
  • Challenging SOEs

• Often have panel presentations

• Addition of “MPD Hour”
  • Now a part of all meetings

Examples of Agenda Items

• Setting up website for BAMC group – Demo and discussion
  www.bayareamagnetconvening.weebly.com

• RN satisfaction: strategies and action plans

• Challenging SOEs:
  EP11EOa: CNs involved in recruiting: L&D new grad not accepted by appraisers; changed to NICU recruiting.

Challenges

• Vendor Attendance
  • To do or not to do??

• Interest from Southern California hospitals
  • Would have greatly changed the ability of members to attend
  • Offered to observe meetings & start So Cal Convening

• Geographic spread even in just Northern California
  • In 2016, will begin rotating location
Why do members keep coming back?

- From our members:
  - “Love that it is a collaborative not a competition”
  - “It is the spirit of nursing”
  - “There is room for everybody to do well”
  - “Transparency on how we can all improve NSIs, RN and Patient Satisfaction”

Why do members keep coming back?

- “We needed help in further developing a Peer Review Tool based on our 1st designation, in preparation for our 2nd designation application…
- Called Magnet Office, was told they could not offer advice on tools…
- Called a fellow BAMC Magnet Hospital, and was able to get advice and assistance.”

BAMC expansion to “other” events – beyond meetings

- Mixer at Magnet Conference
  - 2015 is 3rd year we have done this.
  - Great opportunity for networking and enjoying each other’s successes!
  - Held at hotel bar area
  - Drinks and appetizers; low expense

- Magnet Conference Dissemination
  - To share learnings with those who could not attend
  - First one in 2014; 2015 is October 29
Advice for starting own convening

• For first year especially... consistent venue and core team to chair
• Always including sharing time of “Best Practices”
• Develop ground rules early and bring to each meeting
• Limit number of attendees – 3 per hospital has worked well with us
• Continue to reach out – we had a new member join this year
  • Never know who was unable to start the journey previously that now may be ready

Our future goals

• Dissemination
  • We took the risk to submit abstract this year – and we were selected for this presentation 😊

• Publication
  • Developing a manuscript to submit to JONA

• Sponsor ANCC workshop

Northern California Magnet Hospitals at the birth of BAMC
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3rd • El Camino Hospital
2nd • Stanford Health Care, John Muir Health - Concord
1st • UCSF Medical Center, Washington Health System, UC Davis Medical Center, John Muir Health - Walnut Creek, North Bay Healthcare

Questions & Thank You!

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