Lehigh Valley Hospital and Health Network

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May 2002

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Magnet Site Review Is a Go! foldover

Magnet hospitals are so named because of their ability to attract and retain the best professional nurses. "Magnet Attractions" profiles our story at Lehigh Valley Hospital and Health Network and shows how our clinical staff truly magnifies excellence.

LEHICH VALLEY

HOSPITAL AND HEALTH NETWORK How we attract and retain the best

ttractions

7C's "Prize Patrol" surprises clinical staff with Friends of Nursing nominations

Friends of Nursing

Award.

Tracy Bechtold didn't get a knock on the door from Ed McMahon, but she did get a ring—a seemingly innocent phone call from 7C director Maryann Rosenthal, R.N.

"She said I needed to sign some paperwork," explains Bechtold, an R.N. who splits time between LVH-Cedar Crest's 7C and the John and Dorothy Morgan Cancer Center's multipurpose area. "I had no idea what was really happening."

That's why Bechtold's jaw dropped in amazement moments later as several colleagues walked toward her with smiles on their faces and a fantastic reward— Friends of Nursing nomination letters—in their hands.

"I was awestruck," Bechtold says. "They said many nice things about me, then handed me the letters. I couldn't read them without crying." and Ray Daniels, technical partner, present Tracy Bechtold, R.N., with her first Friends of Nursing award nomination. "I wrote nomination letters for some of my co-workers in the past," Bechtold says, "but I never imagined I'd be a nominee myself someday."

SURPRISE! —Jim Kocis, R.N.,

MAGNET REVIEWERS ARE COMING!

MARK YOUR CALENDARS. The Magnet site reviewers are expected in early June. *Find out more* <u>on the foldover.</u>

please turn to page 3 🔊

EDITOPIAL ATTRACTIONS



We Have Many Friends

Hundreds of supporters help us reach our potential through Friends of Nursing

We have an extraordinary group of friends in our community. Our friends are patients and their families, business owners, neighbors, physicians and other colleagues, all grateful for the special way nurses heal, comfort and care. Our friends give back in many ways, and one of the most rewarding is their support of nursing practice, education, research and recognition.

They do this through a philanthropic program that is very near and dear to our hearts—Friends of Nursing. More than 15 years ago, Richard and Peggy Fleming donated seed money of \$100,000 to support an awards program for nurses. Today, Friends of Nursing—through the administration of the Professional Nurse Council—supports so much more through 100 funds, as you'll read here and throughout this issue of *Magnet Attractions*.

It Recognizes Fantastic Nurses

At its inception, Friends of Nursing funded a luncheon for five great nurses. Today, we honor up to 40 fantastic nurses and other practitioners each year at a gala where we tell their stories to hundreds of people. Whether you're a nominee or an award recipient, Friends of Nursing recognition is a wonderful gift from your patients and colleagues. As past nominee and nominator Jennifer Hook says on page 3 of this issue, "It's like Christmas."

It Creates a Nursing Legacy

We build the nursing profession so future generations can receive care from excellent nurses like us. Tomorrow's nurses are molded today through our shadowing programs and a special student nurse award. And we watch with pride as nurses like Karen Brown, R.N., featured in this issue's center spread, join the LVHHN family and embody the spirit of Friends of Nursing.

It Gives Nurses a Voice in Government

"When nurses talk, people listen," says Bill Leiner, R.N., mayor of Coplay. We are the voice of the people in our community and can be advocates in government for our community's care and our profession. Friends of Nursing funds two attendees to the Nurse in Washington Internship conference every year. Read about Sharon Clark's experience on page 6.

It Raises the Bar on Research

We are caring and curious by nature. We ask how something works and then ask how to do it better. Friends of Nursing provides the resources for nursing research to find answers and achieve excellence in patient care. In the last three years, we have presented more than 100 papers and posters locally, nationally and internationally, and have published in 30 professional publications. Read on page 7 about our new nurse researcher, Joanna Bokovoy, R.N.

It Broadens Our Horizons

Friends of Nursing helps fund learning opportunities here in America and overseas. We attend conferences and lectures, take continuing education courses, network with other nurses and go on humanitarian missions in Third World countries. In this issue's foldover, Carolyn Stiegler, R.N., tells us how her once-ina-lifetime opportunity in El Salvador has opened her mind and expanded her knowledge.

We are not only recipients of Friends of Nursing, but contributors too. We invest in our future through our Annual Art Auction and Mother's Day Plant Sale and donate our profits to Friends of Nursing. We unite to be the best we possibly can, and our friends tell us that we achieve it every day. We are proud that our friends think so highly of us, and we should tout our accomplishments, like our labor, delivery and perinatal unit Magnet champion, JoAnne Stewart, R.N., does on page 8. We are all Magnet champions and nursing champions!

Tury les Capuano

Terry A. Capuano, R.N. Senior Vice President, Clinical Services

NOMINATIONS ARE A REAL PRIZE from page 1

Such impromptu celebrations occur throughout 7C when minations officially are unveiled. The unit keeps each one secret until the "Prize Patrol" makes its formal presentation.

"It's like Christmas," says Jennifer Hook, R.N., patient care coordinator and chair of 7C's reward and recognition committee. "We try to make the presentation in front of patients and families, so they know how great our colleague is."

By delivering compassionate care with a cheerful disposition, a comforting smile and a desire to make a difference, Bechtold lets patients know they're great, too.

She eases the nervousness of chemotherapy patients. One patient became so fond of Bechtold's care that she asked for her by name. And, though Bechtold couldn't be at the multipurpose area for her last treatment (Tracy was on 7C that day), she designed a card for the patient to offer moral support. "I told her I was sorry I couldn't be there, but that my thoughts and prayers were with her," Bechtold says. Bechtold's compassion is matched by her commitment to performance improvement. As part of a chemotherapy turnaround time study, she created a survey that helped the team analyze inpatient wait times. They discovered that receiving a doctor's orders a day in advance made a significant difference. Now a vast majority of patients' treatments begin well within the specified target time: three hours after arrival.

"It was the first time I was involved in a PI project," Bechtold says, "and it was great to see how one or two extra things can really make a difference."

Though Bechtold didn't receive a FON award this year, her nomination is all the reward she needs. "It's gratifying and humbling to know your co-workers believe you're doing such a good job," Bechtold says. "I'm going to work even harder this year to become a nominee again so I don't let them down."

WAYS TO RECOGNIZE YOUR COLLEAGUES

Do you have a co-worker who exemplifies excellence? If so, here are ways to recognize him or her:

Service Star - Nominate a co-worker who reaches out to help patients and families. Nomination forms, available on the Forms_Rewards bulletin board, must be submitted by the 15th of each month.

Star Celebration - Those who demonstrate excellence all year long are eligible for different categories. Nomination forms will appear in June's CheckUp and are due Aug. 2. Winners are recognized at a Sept. 13 gala.

Commendation and Performance Recognition Forms -Supervisors can recognize an employee's outstanding deeds with forms that permanently remain in your personnel file.

Spirit of Women Awards - The annual health care Spirit of Women award spotlights women's contributions. Regional honors will be presented Oct. 25 at "The Heart of Women" conference. Call 610-402-CARE for a nomination form. Deadline is Aug. 15.

Nightingale Awards of Pennsylvania - Recognizing excellence in nursing, award nominations are due June 1, and winners are honored at an Oct. 25 gala. For a nomination form, call professional development at 610-402-1704.

Read about the mother-baby unit's own creative awards on page 8.



EXTRA CREDIT — Joann Geslak, a 2001 Nightingale and 2002 Friends of Nursing nominee, is recognized by her peers for outstanding educational efforts. Geslak, R.N., patient care specialist at LVH-Cedar Crest, organizes a weekly OR in-service, teaches the six-month OR internship and honors exceptional preceptors with special certificates.

Read about Friends of Nursing award recipients in the May issue of CheckUp.

Building the

LVHHN's student nursing program and a scholarship helped Karen Brown, R.N., 6B, launch her nursing career here

Destiny comes in many forms, but none more compelling than when it's a child. Karen Brown, R.N., on 6B at LVH-Cedar Crest was just a teen-ager when she helped care for her physically challenged infant cousin. The nurturing experience touched Brown deeply. "Ashley was my inspiration to become a nurse," she says. "I knew then how fulfilling it would be to help people every day."

Today, Brown is doing just that, building the profession with dedication and compassion.

"She's wonderful with patients, has excellent critical thinking skills, and she's always cheerful," says Candice Pasco, R.N., who mentored Brown during her student nursing days on 6B. "Those are important qualities in a nurse."

After high school, Brown enrolled in the bachelor's nursing program at DeSales University, choosing to do her undergraduate clinical work at LVHHN. "I enjoyed coming here because this hospital is committed to providing quality care and patient satisfaction," she says.

Her junior year, she entered LVHHN's professional student nurse assistant (PSNA) program and worked on the progressive acute coronary care unit. Brown received a \$1,000 PSNA scholarship through the Anderson Trust fund, and liked the LVHHN experience so much, she returned her senior year for her independent study on 6B. "That really gave me a firsthand look at what it's like to work in a hospital," Brown says. "Everybody made me feel so welcome. There was never a time when I felt lost because there was always someone there to help me."

Brown spent her first couple of weeks shadowing Pasco, learning how to administer medications, take physician orders, manage wound care and the myriad details of patient care.

"Then," Brown says, "our roles switched. I was the one caring for the patients and Candice was there to help me. I was nervous at first, but it helped build my confidence." Judy Bailey, director, transitional trauma unit/6B, watched that confidence grow as Brown honed her skills. "The PSNA program really helps us build the legacy of nursing with truly outstanding nurses like Karen," she says.

Pasco, now in the ambulatory surgery unit at LVH-Muhlenberg, agrees and knows a good nurse when she sees one. "I loved working with her, and I really encouraged her to come back to 6B after she graduated," Pasco says.

Although Brown's scholarship requires a one-year commitment to LVHHN, she needed little convincing to return. "There's ro for me to grow here, and I love the people I work with," she says. "They're like a second family."



Karen Brown, R.N., was a teen-ager when her passion for nursing was sparked by caring for her cousin.



A few years later, Karen's parents, Jim and Charlotte, proudly watched their daughter graduate from DeSales University with a bachelor's in nursing.

Learning Nursing

Through Friends of Nursing funds, LVHHN's many programs give young people an up-close look at one of the most challenging and rewarding professions nursing.

- Take N.O.T.E.S., starts Sept. 23 Junior and senior high school students spend one day a week for seven weeks at LVHHN with a professional nurse.
- Nurse Camp, June 24-27 Participants tour units at LVHHN and learn basic nursing skills in a college setting at DeSales University.
- **Career Discussion, May 9** Parents and students from middle school and high school participate in discussions on nursing and health care careers.
- Take Your Child to Work Day This annual April event invites children of hospital employees to tag along for the day and learn more about health care careers.
- **Shadowing** This year-round program gives students 14 years or older an insider's view shadowing health care professionals.
- **Explorer Program** High school students participate in a question-and-answer session with LVHHN staff members on their units. The program takes place during the school year.
- Volunteering A great way for students 14 and older to be introduced to LVHHN. Contact Betty Anton, 610-402-8897; or Mary Ellen Bedics, 484-884-2229.

To learn about career development programs and speakers' bureaus, call Jann Christensen in the Office of Professional Development and Outcome Studies at 610-402-1789 and Sallie Urffer in the Center for Educational Development and Studies at 610-402-2556.

CLIMBING CAPITOL HILL

ACT FOR NURSING STAFFING

At NIWI, Sharon Clark, R.N., became a supporter of the Nurse Reinvestment Act, pending legislation aimed at enhancing nursing retention and recruitment. California Congresswoman Lois Capps, R.N., introduced the bill. To learn more about supporting the bill, visit www.psna.org/hotissues/fedmshort.htm on the Web.

For Sharon Clark and all nurses, legislative involvement is a great way to enhance the profession

In four whirlwind Washington, D.C., days, Sharon Clark, R.N., met with legislative aides, listened intently to inspiring speakers and networked with more than 100 nurses from throughout the nation.

But one thing stood out above all else when Clark, patient care coordinator on the transitional open heart unit at LVH-Cedar Crest, participated in the Nurse in Washington Internship (NIWI) conference: that each and every nurse can help shape the profession through government involvement. "I learned that laws directly affecting nursing will be passed with or without us," Clark says. "So it's in our best interest to have our voices heard loud and clear."

The NIWI conference provided Clark with a notebook of helpful hints and plenty of hands-on lobbying experience. She met one-on-one with aides from Pennsylvania State senators Arlen Specter and Rick Santorum's offices, and also visited with an aide from the office of Congressman Tim Holden, the local representative in Clark's Berks County home area. Those meetings showed Clark that nurses can affect legislation from the ground up.

"It's best to start locally," she says. "If you learn of state or federal legislation you think will help—or hurt—nursing, contact your senator's or representative's local office. The staff is always helpful."

And, Clark says, don't be afraid to speak your mind. "Your legislator respects your opinion as a nurse and a voter," she says, adding that she often e-mails her local legislators and gets a response within 48 hours.

While the NIWI conference gave Clark plenty of enthusiasm about influencing health care legislation, it also allowed her to share her LVHHN experiences with other nurses.

"I even connected with a nurse from a Magnet hospital," she says. "Talking with other nurses helps me realize all the great things here at LVHHN."



OU CAN GO TO WASHINGTON

Friends of Nursing provides annual funding for two LVHHN nurses to take part in NIWI. To learn more, call Jann Christensen, R.N., in professional development at 610-402-1789.



Not only is Bill Leiner Jr., R.N., the director of acute inpatient behavioral health at LVH-Muhlenberg, but he's also the mayor of Coplay. Here are his tips for how all nurses can get involved legislatively:

Register to vote - "There's strength in numbers," Leiner says. "If your elected official knows 80 percent of LVHHN nurses vote, he'll be sure to respond to our needs."

Understand the issues - Many professional organizations, such as the American Psychiatric Nurses Association, offer legislative updates on their web sites.

Volunteer - Join your community's health board, planning board or playground commission to impact your hometown.





(L-R) Pharmacist Jenny Boucher and Loretta Gogel, R.N., patient care specialist in pediatrics at LVH-Cedar Crest, apply a faster-acting anesthetic on a young patient's arm as part of a new study to reduce pain and anxiety. Joanna Bokovoy, R.N., (right) has been helping Gogel plan and research the project

The Chant Goes:

NAV GATING Incharted waters

LVHHN's resident nurse researcher Joanna Bokovoy encourages colleagues trans their maps and compasses and join her in the journey of discovery

In a tiny book of African proverbs on the desk of Joanna Bokovoy, R.N., there's a Kenyan saying, "Seeing is different from being told."

And that's pretty much how Bokovoy has lived her life. First, as an inquisitive child growing up in Addis Ababa, Ethiopia, and now as LVHHN's own in-house nurse researcher.

With a researcher's passion for discovery and a nurse's compassion for patient care, Bokovoy has immersed herself in multiple research projects with nursing staff ranging from the use of topical anesthetics in pediatrics to one unit's study of patient fall rates.

"I love inspiring staff members to become researchers because they're on the front lines and know what works and what doesn't," she says. "Communicating what you learn is also very important. That's why we encourage doing poster presentations and writing articles."

of the first projects Bokovoy tackled hurse staffing and how it affects patient outcomes. Bokovoy's preliminary computer research led her to Janet Houser, R.N., an assistant professor of health services at Regis University in Denver, Colo., who was studying the very same subject.

Bokovoy contacted Houser, who visited LVHHN and has included the network in her ongoing research. Surveys were distributed to about 50 employees on each unit and data is being collected. Respondents remain anonymous, encouraging honest assessments of leadership, teamwork and colleague expertise.

"We are the only large community teaching hospital on the East Coast participating in this national study," Bokovoy says. "We enrich Janet's data base with our perspective and learn leadership skills from other hospitals."

Bokovoy knows nurses are challenged to find research time and is eager to help. "Our library and staff are wonderful resources," she says. "You don't have to be a Ph.D., just be inquisitive. That's how great research starts."



LVHHN supports nursing research—in a big way. That was the message delivered to some 325 nurse researchers, including one of our Magnet site reviewers, attending the Eastern Nursing Research Society annual meeting held recently at Penn State.

Pictured here with the famed Nittany Lion mascot, Jann Christensen, R.N., project specialist, Pat Matula, R.N., practice specialist, and Kim Hitchings R.N., manager in the Office of Professional Development and Outcome Studies, presented a symposium paper on the PNN projects—pressure ulcers, falls and urinary tract infections.

"Lehigh Valley Hospital continues to lead the way," Hitchings says. "People were amazed at the support for and quality of research here. We should all be proud."

Nursing Research Day on April 8 showcased success stories right here at LVHHN. Share the excitement in the June issue of Magnet Attractions.

THE POWER of PRINT

One unit's Magnet champion and a Friends of Nursing award winner became a reporter, editor and publisher to share her unit's achievements

Every day on the labor and delivery/ perinatal unit there are stories of heart,

courage, grace under pressure and keen judgment. So when the reward and recognition committee set out to recognize those quiet acts of heroism, they created The Oz Awards. Inspired by the classic 1939 movie, the monthly awards honor staff who demonstrate the endearing qualities of the film's characters.

As a member of that committee and one of her unit's Magnet champions, JoAnne Stewart, R.N., discovered something else that deserved recognition. "Not everybody knew about all the great work of our six unit committees," she says. "I like to keep everybody upbeat and was eager to communicate committee accomplishments."



After talking it over with Judy Pfeiffer, director, L&D/PNU, Stewart decided to create a pamphlet. She began, as any good reporter does, by gathering information from the committee leaders. Then, with help from her computer-savvy 12year-old son Matthew, she incorporated digital photos of staff into a five-page, color pamphlet, "L&D and PNU, What Makes Us Magnet? We Magnify Excellence."

SMERALD GITT AMARD

Sections on self-governance and staff involvement tell colleagues about the committees' work from staffing and performance improvement to education, mentoring, new computer charting and a bereavement program for parents.

It highlights how staff members go the extra mile, such as how they find special ways to help parents cope with the loss of an infant. "Our nurses provide emotional support by helping parents create loving memories and staying involved by phone calls and cards," Stewart says. "Our bereavement coordinator, Kay Schwalm, won this year's LVHHN's Walking on Water Award for her caring ways."

Stewart updates the pamphlet to keep everyone apprised of the unit's unique qualities. "The more information everyone has, the more they feel included and understand how they're a part of Magnet," she says. "This will help us tell our stories to the Magnet site reviewers and our patients."

FOLLOW THE YELLOW BRICK ROAD! — JoAnne Stewart, R.N., L&D/PNU, a member of her unit's reward and recognition committee, is out to make sure staff accomplishments are shared.

THE OZ AWARD

These monthly staff-nominated awards recognize excellence and commitment on L&D/PNU

The Dorothy Award - For enthusiasm and a high level of energy that helps boost morale.

The Courage Award - For courage and bravery when faced with a difficult task or situation.

The Brains Award - For a keen use of professional knowledge or an education-related effort.

The Heart Award - For special care and good deeds for patients and co-workers.

MAGNET WORK GROUP

Terry Capuano, R.N. Jann Christensen, R.N. Linda Durishin, R.N. Joanne Geslak, R.N. Joanne Gimpert Lois Guerra, R.N.

Marilyn Guidi, R.N. Kim Hitchings, R.N. Christina Lewis, R.N. Pamela Maurer Anne Panik, R.N. Debra Peter, R.N. Molly Sebastian, R.N. Carol Sorrentino, R.N. Susan Steward, R.N. Carol Torchen, R.N. Paulette Kennedy, R.N. Judy Pfeiffer, R.N.



HOSPITAL AND HEALTH NETWORK

Beyond our Borders







IMAGES OF HEALING-

Carolyn Stiegler takes snapshots of every mission. Among the children she's cared for is the one in the top photo, whose lip was disfigured when he bit into an electrical cord as a toddler. "Great care means everything to these families and gives the children a glimmer of hope," she says.

Nurses like Carolyn Stiegler belp 'Heal the Children' in developing nations

When Carolyn Stiegler first joined plastic surgeon Raj Chowdary, M.D., on a humanitarian mission to El Salvador, she saw sights she never imagined.

"We saw homes that were just shacks, with open flame providing the only heat," says Stiegler, R.N. in the LVH-17th & Chew operating room. "The children playing outside wore no clothes and were malnourished."

The children, some of who were born with disfiguring cleft lips or palates and who suffered burns from the open flames, had no access to quality medical care.

That's where Healing the Children—a foundation providing free surgical care to youths in developing nations—helps. LVHHN nurses join with clinicians from throughout the Northeast by donating one week each year, treating more than 100 children per trip.

"The experience is amazing," Stiegler says. "Families walk for two hours so their child can receive our care. To see the look in their eyes and know you're helping is the most rewarding feeling in the world."

The missions also help advance the profession as U.S. nurses share their experiences with nurses in the host country. LVHHN supports the effort by offering Friends of Nursing funds for these humanitarian missions. Stiegler is already preparing for her fifth trip—this one to Thailand, Oct. 3 – Oct. 19. "It's addicting," she says, "because it's such a worthwhile cause."

Play Your Part—Several LVHHN nurses have joined previous Healing the Children missions. To volunteer, call Raj Chowdary, M.D., at 610-432-1953. Call professional development at 610-402-1704 to ask about funds.

MAGNET SITE REVIEW IS A GO!

LVHHN's Magnet application passed muster with flying colors, paving the way for a visit from Magnet reviewers **on June 10, 11 & 12.**

In a letter to Terry Capuano, senior vice president, clinical services, the American Nurses Credentialing Center stated that LVHHN's Magnet criteria fell "within the range of excellence." But, says Capuano, Magnet status isn't in the bag—yet.

"The reviewers are going to make sure that what we wrote in our application is being practiced," Capuano says. "They'll be focusing intensely on patient and family care, patient satisfaction, multidisciplinary teamwork, research, education and leadership—all the things we do so well." Two site reviewers will spend up to three days visiting all three sites, observing different shifts, talking to staff at all levels, even chatting over lunch or dinner.

"With a little preparation and a lot of confidence, we can handle anything," Capuano says. "This is our time to shine and boast about the quality of health care we deliver. It's a reflection of who we are and what we do every day."

Celebrate and learn on **May 30** at a special Magnet Attractions event, outside the cafeterias at all three hospitals, to prepare for the site visit.

COMING ATTRACTIONS

CONTINUING EDUCATION PROGRAMS

May & June

Trauma Nurse Course: Pediatric Trauma May 1 • 8 a.m. - 4:30 p.m. EMI - 2166 S. 12th

Trauma Nurse Course: Burn/Tissue Trauma May 2 • 8 a.m. - 4:30 p.m. EMI - 2166 S. 12th

What's New in Cardiovascular Care A Symposium for Physicians and Nurses May 4 • 7:30 a.m. - noon Auditorium, LVH -CC

IABP Training May 6 • 8 a.m. - 4:30 p.m. Classroom 2, LVH - CC

Learning Partners May 9 • 8 a.m. - 4:30 p.m. Classroom 8, LVH - CC

Code Orange Recertification May 16 • 7:30-11:30 a.m. OR 12:30-4:30 p.m. SON Room 900, LVH - 17 Cardiovascular Surgery May 20 • 8 a.m. - 4:30 p.m. Conference Room B, LVH - 17

Psychiatric Update I & II May 21 • 8 a.m. - 4:30 p.m. BHSC Education Room, LVH-M

Education for Practitioners on End of Life Care May 30 & 31 • 7:45 a.m. - 5 p.m.

Auditorium, 2nd Floor, LVH - 17

IABP Training June 3 • 8 a.m. - 4:30 p.m. Classroom 2, LVH - CC

Continuous Renal Replacement Therapy Workshop June 5 • 8:30 a.m. - noon Classroom 1, LVH - CC

Neuroscience Nursing Evening Seminar June 12 • 4:30 - 7:45 p.m. Classroom 1, LVH - CC

For further information or to register, please see the Nurs_Ed_Cont_Ed Bulletin Board or call 610-402-2277.