

LEHIGH VALLEY HOSPITAL & HEALTH NETWORK

JULY 2007

magnetattractions

How We Attract and Retain the Best



The Lighter Side of Inspiration

Where do you find yours?



On the cover:

Wig out—These trauma-neuro intensive care unit colleagues donned wigs and inspired each other to laugh in this often-intense environment: (top, from left) Tracy Lisicky, R.R.T., Daniel Taylor, C.R.N.P., Terua Everk, R.N., support partner Syliva Sanchez; (center, from left) Stefano Camici, M.D., Angela Strausser, R.N., Craig Ronco, R.N., Susan O'Neill, R.N.; (bottom, from left) Stacy Michalik, R.N., Denise Laub, R.N., receptionist Sharon Hunsicker, Mark Cipolle, M.D.

our magnet story

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.



inside this issue

- 3 **My Inspirations**
Terry Capuano, R.N., shares who inspires her
- 4 **Baby 'Talk'**
NICU nurses learn babies' neurobehavioral cues to direct care
- 5 **Every Catheter Has a Silver Lining**
Study proves silver-coated catheters reduce urinary tract infections
- 6 **What's Your Inspiration?**
Colleagues share who inspires them: patients, their families and each other
- 8 **A Celebration of Inspiration**
See how clinicians celebrated Nurses Week at the Friends of Nursing Celebration and other special events
- 10 **Our Magnet Moments**
Learn who is presenting across the country, why we're a model Magnet hospital, and how nurses in a unique role are caring for breast cancer patients. Also, find an upcoming continuing education opportunity.



FORTUNE
100 BEST
COMPANIES
TO WORK FOR 2007



**"I'm also inspired by
my predecessor,
Bert Stichter, R.N.
I learned from her
how to think big."**



My Inspirations...

My Professor, My Predecessor, My Colleagues

During this year's Nurses Week, we celebrated inspiration, especially those who inspire us to be great caregivers. When I think of who has inspired me over the years, several people come to mind. One is Beverly Gaglione, R.N., my professor at East Stroudsburg University. She taught maternal-child nursing, and after each class, I felt ready to take on the world of nursing. Beverly believed nurses should encourage patients and families to be involved in their care—very progressive thinking in the 1970s. She also taught me to recognize that at the core of everything we do are patients.

There also is my predecessor, Bert Stichter, R.N. (pictured with me). She interviewed me for my first job at Lehigh Valley Hospital in 1982. I was so eager to work here I applied for a position for which I wasn't even qualified. Bert instead hired me as a medical-surgical educator. She put me in the right seat on the bus—even back then. I learned from her how to think big after watching her develop our critical care internship program (which has expanded into other specialties) and help launch our Friends of Nursing program. I was honored to have her join us for this year's Friends of Nursing Celebration.

And all of you inspire me, too. Every day I am humbled by your passionate and creative ideas for improving patient care, as well as how you inspire others. Throughout this issue, you'll discover who and what inspires your colleagues.

As Magnet caregivers, we pass on our inspirations, too. The lessons I learned from Beverly and Bert have inspired me to ensure we have a Magnet environment in which to practice at a high level. (Read on pages 4 and 5 about your colleagues' research to improve care for our youngest patients and for patients with urinary catheters.) I'm also inspired to ensure we have opportunities to reward and recognize each other for our hard work, especially during Nurses Week. (Learn how we celebrated this year on page 8.)

So, how can you pass on your inspirations? Find ways to make your patients and their families feel good about receiving care here. It doesn't have to be a monumental gesture; it can be something small that reassures them we care. Remember, whenever someone does something for you, *pass it on*.

Terry Ann Capuano

*Terry A. Capuano, R.N., M.S.N., M.B.A., C.N.A., B.C.
Senior Vice President, Clinical Services*

Baby 'Talk'

It is understood in the neonatal intensive care unit (NICU): when a baby is stressed, his heart rate increases and his breathing is compromised. The result is slower weight gain and delayed healing. So, NICU staff try to decrease infants' stress by speaking softly and dimming the lights, some of the fundamental interventions of developmentally supportive care.

"Through published research, we know babies communicate when they are stressed," says Mary Walters, C.R.N.P. "We wanted to learn to recognize these cues and then implement more ways to reduce stress in babies sooner." She recently led an evidence-based effort to do just that. Here's what she found:

PICO question: By defining the four parts of the PICO question (Population, Intervention, Comparison and Outcome), Walters focused her efforts: By assessing NICU babies on a neurobehavioral level (reading their

physical cues), can we reduce their stress levels for better outcomes?

Evidence: Walters reviewed the literature, relying on one of the premier literature-search databases, the Cochrane Library. Other NICU nurses, including Tanya Frailey, R.N., attended a national conference in Washington, D.C., on developmentally supportive care with nationally known researcher and clinician Heidelise Als, Ph.D. "We learned babies communicate their stress by hiccupping or arching their backs," says Frailey, one of 10 nurses on the Developmental Care Committee, which is educating colleagues on these findings.

Practice changes: The committee will introduce the following evidence-based developmental care concepts in the upcoming months:

Positioning/containment

Pillow-like bumpers are used in the isolette to properly position babies. "Nose, nipples, knees and toes should be aligned to promote growth and optimal musculoskeletal," Walters says.

Developing a bond—Heather Fugazzotto of Kunkletown uses kangaroo care to bond with her daughter, Emma, who was born at 27 weeks along with her twin sister, Adriana.



Nurses study babies' neurobehavioral cues to direct care

Feeding techniques

"We used to look at the clock to determine feedings," Walters says, "Now, we are learning cues that indicate when the baby wants to eat such as when the baby moves her hand to her mouth." Depending on the baby's age, research shows observing a baby's cues helps her master feeding skills sooner and reduces length of stay.

Kangaroo care

Developed in overcrowded NICUs in South America, this technique involves skin-to-skin contact between mother and baby. "It's nature's isolette," Walters says. Nurses now educate parents on this practice to help babies grow and develop bonds with their parents.

Auditory and visual stimuli

Caregivers used to put black-and-white photographs in the isolette, but research proved they can actually stress the pre-term baby. "Now, we keep noise levels down and have found that visual stimulation is more beneficial for older infants," Walters says. "Babies get more rest and heal faster."

Evaluation: NICU caregivers will measure the results of these changes through indicators such as length of stay. A research study, led by Cathy Bailey, C.R.N.P., is measuring the effectiveness of the pediatric cue-based feedings. "We'll continuously evaluate the best practices for our youngest patients," Walters says.

Kimberly Hassler

Force: Quality of Care

Magnet's Expectation: Empower staff to deliver care based on current, evidence-based literature.

Every Catheter Has a Silver Lining



Clinicians' research proves silver-coated catheters help reduce urinary tract infections

More than 20 percent of all hospitalized patients nationwide have a urinary catheter inserted during their stay, and almost 3 percent of those patients acquire a urinary tract infection. "Historically, hospital officials do not focus on urinary tract infections because they are not associated with high morbidity and mortality," says Terry Burger, R.N., director of infection control and prevention. "Nonetheless, we felt it was important to explore opportunities to reduce our numbers."

Evidence showed catheter-associated urinary tract infections potentially could be reduced by using silver-coated urinary catheters. So a year and a half ago, we started using silver-coated catheters exclusively. Then a research team, including Burger and infection control program coordinator Deborah Fry, evaluated the switch to ensure positive outcomes.

Research question: Is there a reduction in catheter-associated urinary tract infections following a hospital-wide implementation of silver-coated urinary catheters?

Population studied: Patients 18 and older at LVH-Cedar Crest and LVH-Muhlenberg with urinary catheters while hospitalized. The study excluded outpatients, pediatric patients, transitional skilled unit patients and patients who received a specialty catheter.

Study design: Over three months, a research team tracked how many patients with silver-coated catheters acquired urinary tract infections. This data was compared to the same three-month period one year earlier when the standard noncoated latex urinary catheters were used.

Principal findings: Urinary tract infections associated with catheters dropped 25 percent during the defined time.

Applications to practice: Reduction in catheter-associated urinary tract infections enhances patient satisfaction, reduces costs and length of stay, and eliminates excessive antibiotics.

Did You Know?

Silver's unique molecular structure makes it one of the oldest, most effective means of killing microorganisms. Ancient Egyptians used to throw silver coins into wells to make water more drinkable—the precursor to modern wishing wells.

Silver ions have a positive charge that kills microorganisms, but isn't toxic to humans. They're now being incorporated into items from stents and cell phone covers to socks and shirts. Even professional tennis player Anna Kournikova sports silver threads in her shirts to kill odor-causing bacteria.

Joe Candio Jr.

What's Your *Inspiration?* Pass it on.

As Magnet caregivers, we are surrounded by inspiration. It can be found in a smile from a stranger, a hug from a patient or even the laughter of colleagues. Learn who inspires your colleagues and how that fuels their caregiving spirits.



"The love between patients and family members" – PACU colleagues

In the post-anesthesia care unit (PACU) waiting room, families ask questions like: "Is my father out of surgery yet?" When patients wake up, they ask: "When can I see my family?"

Traditionally, PACUs don't allow visitors. "But we were inspired by our patients and family members, who wanted to see each other following surgery, to change our visitation policy," says patient care coordinator Jodi Koch, R.N.

The new policy supports family presence, allowing loved ones to go into the recovery room for a brief visit. It's different from open visitation, which allows any visitor at any time. Family presence lets patients decide who they want to see and when they want to see them—as long as it does not interfere with their care.

Thanks to family presence, receptionist Shelly Hafler sees how a quick visit can lower stress and relieve anxiety. "I can tell families 100 times their loved one is doing fine," she says. "But until they see and touch that person, they won't feel assured."

From left: Kathy Bush, R.N., Beth Hall, R.N., Pam Carrion, R.N., and receptionist Shelly Hafler

Rick Martuscelli

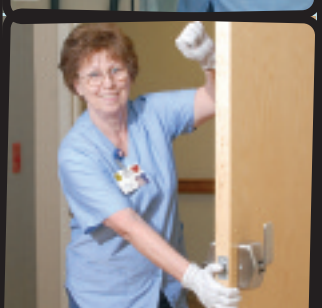
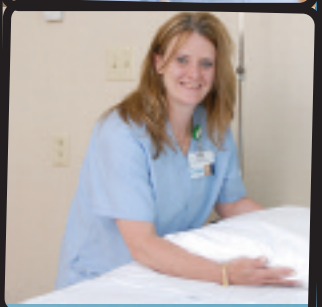
"Our colleagues and patients" – Ingrid and Wendy Heller

It's not unusual to find Ingrid Heller (second from top) assisting the woman who delivers food to patients. Or to find Wendy Heller (top) asking patients if they need anything while tidying up their rooms. This mother and daughter-in-law housekeeping team is responsible for keeping their units clean, but they also ensure the waiting room is tidy and arrange chairs in patient rooms so visitors are comfortable and staff can work efficiently.

"If we're caught up with our work, we try to pitch in and help others," says Ingrid Heller, who works on 7 Tower at LVH-Muhlenberg. "When patients are sad, we try to pick them up a bit by chatting or getting them something they need," says Wendy Heller, who works on 6 Tower. "We love what we do. We can't help but smile and laugh a lot."

Their colleagues appreciate their efforts and their small touches. So, they nominated the Hellers for a 2007 Friends of Nursing Award. "It feels great to be recognized for what we do every day," Ingrid Heller says. "But we would do the same without the recognition."

Sally Gilotti



"Seeing our colleagues smile!" **– Liz Egan, R.N., and Susan Nienkiewicz, R.N.**

Liz Egan, R.N., and Susan Niemkiewicz, R.N., were on a mission: to show off their trauma-neuro intensive care unit colleagues' fun and positive personalities. "We work hard to care for our patients and their families and need to let go of the everyday stresses," Egan says. "It is important for everyone to take a few minutes to have fun and inspire each other to laugh. It definitely impacts our patient care."

A few years ago, Niemkiewicz had the idea to take photos of her trauma team colleagues wearing fun costume wigs. Egan then created a poster: "Don't stress out, wig out!" Throughout the photos she wove inspirational quotes, such as "A warm smile is the universal language of kindness," by William Arthur Ward. Egan recently submitted the poster in the first "Images of Magnet Care" exhibit, sponsored by the Professional Excellence Council in recognition of Nurses Week. (See others' artwork on page 6.)

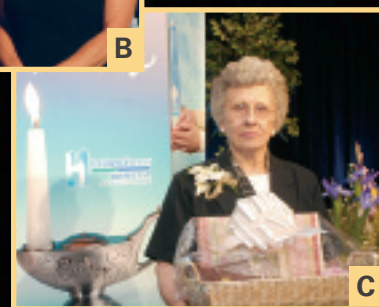
From left: Terua Everk, R.N., Linda Reinhart, R.N., and technical partner Helen Brio

Matthew Burns



A Celebration of *Inspiration*

Caregivers are surrounded by inspiration every day—in their patients, loved ones and colleagues. What makes them stand apart is they inspire those around them, too. During this year's Nurses Week, clinicians were honored for passing on their inspiration. See how they celebrated at the Friends of Nursing Celebration and other special events:



A. Excellence in burn care—Nancy Humes, R.N. (center), was nominated for the Robert Lurig Memorial Award for Excellence in Burn Care by a patient and his family. “Nancy is truly a caring professional who goes above and beyond to help families through unimaginable tragedies,” the patient’s wife says. Humes was presented the nursing award by COO Stuart Paxton (left) and senior vice president of clinical services Terry Capuano, R.N.

B. Home care excellence—Tina Jones, R.N. (right), received the Alma W. Holland Award for Excellence in Home Care Nursing (presented by CEO and President Elliot Sussman, M.D.). When Jones found the woman’s home in disrepair and her animals malnourished, she contacted agencies to force the landlord to repair the home, and fed and cared for the animals.

C. A true inspiration—Josephine Ritz, R.N., has inspired nurses for 57 years – first as the director of the Allentown Hospital School of Nursing and today as she helps raise millions of dollars for nursing. A \$200,000 fund has been named in her honor to support professional growth opportunities for nurses.

D. Dedicated to family—Mildred Krause’s (left) dedication to patients and families in the infertility clinic earned her a nomination from three patients for the Helen Potts Licensed Practical Nurse Award. She celebrated with grandson John and daughter Sandy Verbos.

E. A bouquet for you—Not only did Lorraine Valeriano, R.N. (left), nominate her colleague, Kimberly Hischak, R.N., she gave her flowers and cheered the loudest as Hischak accepted the Rachel Sninski Award for Excellence in Neuroscience.

F. From the beginning—Friends of Nursing co-founders Dick Fleming (right) and his wife, Peggy, were recognized for their long-time support of Friends of Nursing. Fleming (pictured with vice president of patient care services Molly Sebastian, R.N.) says he’s inspired by award recipients.

G. Proud professor—Janet Sipple, R.N. (standing, second from right), isn’t surprised her former student, Allen Smith, R.N. (center), received a Friends of Nursing Award. They celebrated with (from left) Smith’s brother Michael, AIDS Activities Office colleague Joe Mannino, sister Lee Ann Entwistle and mother Marietta Bahr (seated).

H. Through the years—In 1965, case manager Sandy Bird, R.N., graduated from Wilkes-Barre General nursing school wanting to care for people. Forty-two years later, she’s still doing what she loves, helping to discharge patients and ensure they get the services they need at home. Bird, along with her Regional Heart Center—Surgical and intensive care unit colleagues, displayed nursing school yearbooks, pins, hats and other memorabilia during Nurses Week.

I. Images of Magnet Care—Caring for patients inspires great artwork. During Nurses Week, caregivers like Lisa Larkin, R.N. (pictured), shared what Magnet means to them through essays, paintings and other works of art. The creativity of Robin Bedford, R.N., Eva Fox, R.N., and Beth Kessler, R.N., earned them \$250 scholarships for continuing education.

J. A special guest—Jeanne Floyd, R.N. (left), executive director of the American Nurses Credentialing Center, which designated us a Magnet hospital, attended the Friends of Nursing Celebration. She told administrator Nancy Davies-Hathen, R.N. (center), and senior vice president of clinical services Terry Capuano, R.N., she was inspired by award recipients’ stories.

Meet our Friends of Nursing Award recipients

If you missed the Friends of Nursing Celebration, read award recipients’ stories at lvh.org/Magnet_Attractions.



F



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Our Magnet Moments

continuing education

AUGUST			
20	Critical Care Course: Fluids & Electrolytes Cardiovascular 1 8 a.m.-4:30 p.m., LVH-CC, Auditorium	29	ONS Chemotherapy/Biotherapy Course - Day 2 8 a.m.-4:30 p.m., JDMCC, Conference Rooms 1a and 1b
27	Critical Care Course: Cardiovascular 2 8 a.m.-4:30 p.m., EMI Lecture Hall	30	Cardiac Surgery 8 a.m.-4:30 p.m., LVH-CC, Auditorium
28	Critical Care Course: Cardiovascular 3 8 a.m.-4:30 p.m., LVH-CC, Auditorium	31	Professional Caregivers' Plan for Resiliency - Session 1 11:30 a.m.-5 p.m., LVH-M, ECC Rooms C and D
28	ONS Chemotherapy/Biotherapy Course - Day 1 8 a.m.-4:30 p.m., JDMCC, Conference Rooms 1a and 1b		

Contact Division of Education at 610-969-2277 to register for a course.

sharing our knowledge

PRESENTATIONS

NICHO Sixth Annual Forum for Improving Children's Health Care

San Francisco, Calif., March 2007

Scott Brenner, M.D., Karen Good, R.N., Richard Mazzaccaro, M.D., Melissa Steager, R.N., and Sandra Yaich

Improving Pediatric Patient Discharges Through Effective Communication With Families: Implementation of "On My Way Home" Boards and Collaborative Rounds (poster presentation)

Michael Consuelos, M.D., Chris Morabito, M.D., and Carol Torchen, R.N.

Transformation of Pediatric Quality Improvement: A Collaborative Quality Council and Peer Review Process Improves Outcomes Across a Health Care Network (poster presentation)

Fourth Annual Patient Safety Conference

University of Pennsylvania, March 2007

Rachel Dries, R.N., Shiela Gates, Beth Kessler, R.N., and Megan Snyder, R.N.

Rounding It Up for Patient Safety (poster presentation)

Society of Trauma Nurses, 10th Annual Conference

Las Vegas, Nev., March 2007

Eileen Fruchtl, R.N., and Jody Shigo, R.N.

Enhancing Communication Across a Trauma Care Continuum: Nurse-Driven Collaborative Development of a Customized Electronic Documentation System (poster presentation)

Safe Patient Handling and Movement 7th Annual Conference

Orlando, Fla., March 2007

Bonnie Kosman, R.N., and Safe Patient Handling Team
Advancing a Culture of Safety: Staff Driven, Evidence-Based Practice Approach to Safe Patient Movement (poster presentation)

American Organization of Nursing Executives 2007 Annual Meeting

Washington, D.C., April 2007

Terry Capuano, R.N., and Kim Hitchings, R.N.

The Professional Excellence Council—A Forum to Effect Power, Politics and Persuasion (poster presentation)

Sixth European Conference of ACENDIO: Nursing Communication in Multidisciplinary Practice

Amsterdam, April 2007

Matthew Karpowicz, R.N., and Susan McCauley, R.N.

Multidisciplinary Collaboration: Driving Implementation of New Therapies to Improve Patient Outcomes (poster presentation)

American Nephrology Nurses Association 37th National Symposium

Dallas, Texas, April 2007

Rachel Dries, R.N., and Megan Snyder, R.N.

Rounding It All Up for Patient Satisfaction and Safety (poster presentation)



Honored for Excellence

When **Barb Larsen, R.N.**, was announced as a finalist in clinical practice for the Eighth Annual *Nursing Spectrum* Excellence Awards, she was ecstatic. A colleague and friend nominated her for the award. "Even though I was not the recipient, it was an honor to be nominated and selected as a finalist," says

Larsen. The *Nursing Spectrum* Excellence Awards recognize nurses who inspire others with their excellence in practice, community service and commitment to nursing. With support from Friends of Nursing, Larsen and her colleagues attended the awards ceremony in Philadelphia.

A Model for Magnet



Senior vice president of clinical services **Terry Capuano, R.N.** (left), and president and CEO **Elliot J. Sussman, M.D.**, recently shared strategies for creating dynamic leadership with 80 CEOs and nurse executives from Magnet hospitals across the country. They were featured speakers during the American Nurses Credentialing Center's Magnet Leadership Summit, held in March in Washington, D.C. "Unlike a lot of hospitals, Lehigh Valley Hospital has a solid plan for leadership and understands leadership development is about engaging staff and the community," says Debbie Janikowski, director of the ANCC's Institute of Credentialing Innovation and organizer of the summit. Capuano and Sussman shared strategies for thriving despite today's challenging health care environment. "Instead of putting out forest fires, Lehigh Valley Hospital is growing its forest," Janikowski says.

Stand by Me

Deborah Petrole (right) of Andreas was getting ready for a shopping trip with her daughter when she received the shocking news from her doctor. She had breast cancer. "I was numb," she says. Within 10 days, she had a double mastectomy and then chemotherapy.

In addition to her family and friends, Petrole had someone else on her side: nursing care coordinator **Diane McHugh, R.N.**, of Breast Health Services. As soon

as a woman receives an abnormal mammogram or other diagnostic test, an oncology nurse like McHugh is assigned to assist her with every aspect of care—from a

second opinion and surgical consultation to treatment.

"Diane called me before my surgery and every few weeks after to check on me and see if I had any questions," Petrole says. "She made this experience much easier for me."



'Drawing' Our Conclusion

LVH-Cedar Crest emergency department staff knew blood culture contamination contributed to longer hospital stays and high costs. So, they implemented a variety of evidence-based strategies to prevent contamination. As a result, contamination rates dropped from 5.16 percent to the national average of 3 percent. Technical partners **Bonnie Dahlgran** (center) and **Anne Sanders** (second from left) recently presented their improvement project at the Emergency Nurses of America Leadership conference in Boston, Mass. Also attending the conference were (from left) **Paul Delpais, R.N.**, **Mark Graber, R.N.**, and **Andrew Martin, R.N.**



Where in the World Are Our Nurses?

**LVHHN caregivers accept invitations to
speak at hospitals throughout the country**

When trauma-neuro intensive care nurse Eileen Wasson, R.N., was approached by Kim Hitchings, R.N., manager of the Center for Professional Excellence, to speak at Mercy Medical Center in Baltimore, she didn't hesitate. "It's exciting to reach out to other hospitals and think more globally," says Wasson, who spoke about her unit's professional practice model.

Requests for LVHHN nurses to share best

practices with hospitals worldwide are becoming more common—whether it's visiting other facilities or hosting them here (recent visitors came from China and Norway).

"We have a professional obligation to impact care beyond our community by sharing what makes us Magnet," Hitchings says.

If you know of a hospital interested in learning about our best practices, contact the Center for Professional Excellence at 610-402-1704.



Internet: www.lvhnurses.org

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P.O. Box 689 • Allentown, PA 18105-1556

EDITORIAL ADVISORS

Terry Capuano, R.N.
Kim Hitchings, R.N.

EDITOR-IN-CHIEF

Pamela Maurer

EDITOR/WRITER

Sally Gilotti

DESIGN

Andrea Freeman

PHOTOGRAPHY

Scott Dornblaser
Amico Studios

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