

# CHECK

SPECIAL EDITION

# UP.

LEHIGH VALLEY

HOSPITAL AND  
HEALTH NETWORK

AUGUST 2002

## *Congratulations* We are **Magnet!**

focus on **PRIDE**

Privacy

Respect

Involvement

Dignity

Empathy



# National Nursing Excellence!



# Let's Celebrate Our Magnet Moment



**W**e never forget the magical moments in our lives – our graduation, our first job, our wedding, our children. We tingle with excitement, swell with emotion and feel the PRIDE. I feel the PRIDE in our staff as we share a LVHHN magical moment – a Magnet moment. And it is electrifying.

**We should all be charged up about receiving our prestigious national award.** Magnet hospital designation is the highest honor that recognizes excellence in nursing and attracts more of the best and brightest to work with us.

**The magnitude of this award is overwhelming, a dream come true.** Consider that we are the only full-service hospital in the state and among only 56 in America to achieve this wonderful recognition. Consider that the American Nurses Credentialing Center sees us as a national leader in nursing research, education, patient satisfaction, quality care and more. They read about our excellence in a 5-binder, 3,250-page application, and they saw our excellence in June when they visited our hospital.

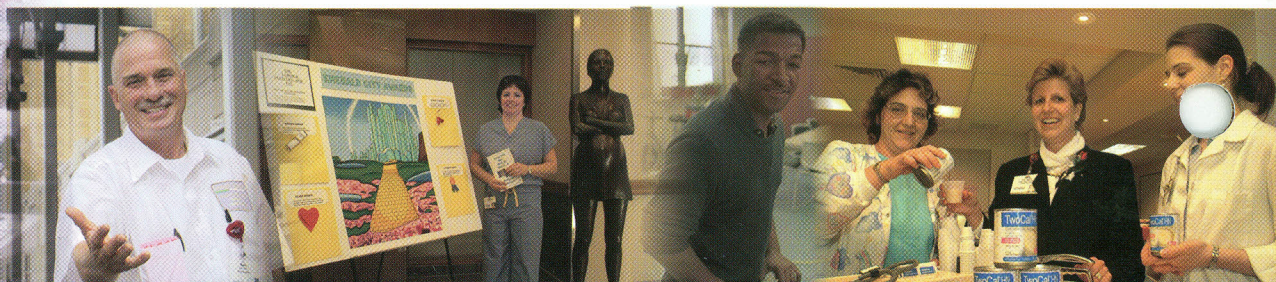
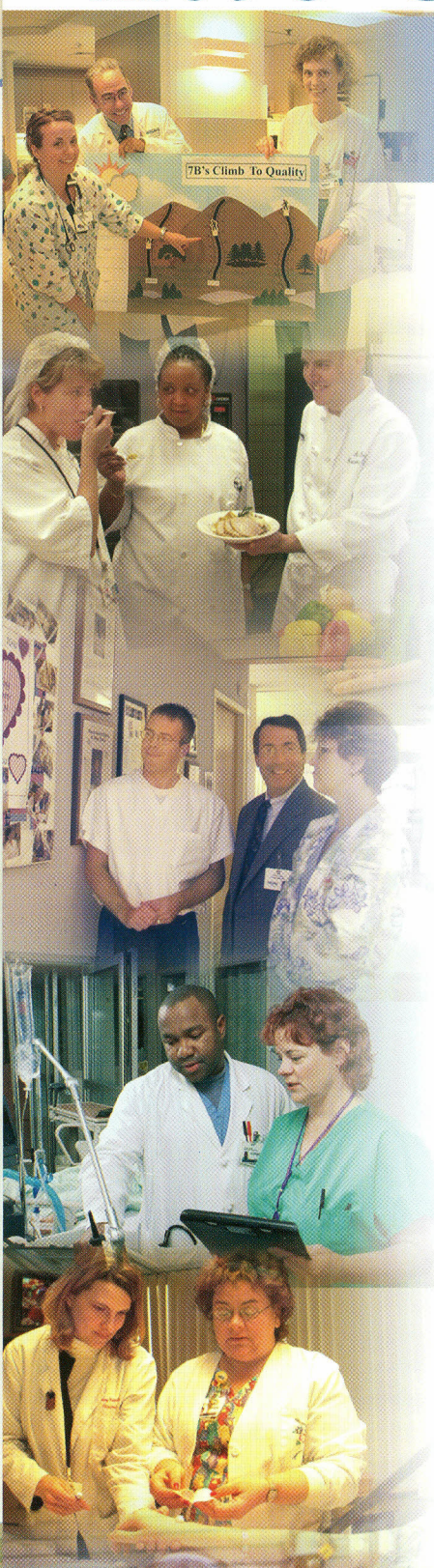
**We dazzled them with how we care for our patients and each other everyday.** This award is for all of us, whether our position here is clinical or non-clinical, because we are a team. We all work here for the satisfaction of touching people's lives, and we all know it takes one person helping another to heal, comfort and care.

**We all had a role in the quest for Magnet.** We all worked hard to support Kim Hitchings, R.N., and Jann Christensen, R.N., in their 1-1/2-year adventure of gathering information, writing the application and educating our staff about Magnet.

**We see the support in our leaders** – president and chief executive officer Elliot Sussman, M.D., and chief operating officer Lou Liebhaber – who told us to “go for it!” and gave us the resources to do so. They are advocates for nursing, feeling proud to be part of an organization that has a \$1.5 million chair in nursing that helps us flourish and therefore, become Magnet.

**We see the support in our team of physicians,** led by chief medical officer Bob Laskowski, M.D. The physician team respects the special bond between nurse and patient and our professional accomplishments that enhance that bond. We share ideas on rounds, make wise decisions together and constantly learn from each other.

**We see the support in our human resources colleagues, our experts in recruitment.** They help define what draws fantastic staff like you and help bring to reality attractive programs such as flexible scheduling, specialty internships, SMILE scholarships for employees, tuition reimbursement and much more.





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we care for our patients  
and each other everyday.*

**We see the support in our Magnet champions.** They enthusiastically championed our accomplishments through special newsletters, fun contests and interactive games. And people learned – they learned about how the 17<sup>th</sup> & Chew emergency department takes special care of domestic violence and sexual abuse victims, how the labor & delivery unit recognizes its colleagues through OZ awards for heart, courage, brains and enthusiasm, how 5B has decreased its urinary tract infections by working with a hospital-wide safety committee, how 3S has filled every nursing position on its unit and more.

**All of those qualities make us Magnet, and we are all Magnet champions.** That was apparent when our site reviewers visited. They were greeted with warm welcomes from our wonderful Magnet tour guides and from everybody who encountered them.

I delightfully chuckle when I remember Don Hougendobler of LVH-Muhlenberg asking construction workers to remove their muddy boots when crossing the lobby. I smile when I think about “Dave Feist,” the valet parker at LVH-17<sup>th</sup> & Chew. When he learned about our visitors, he assured me, “I’ll take good care of them.” And he did. As their car arrived, he ran outside and brightly exclaimed, “Hello, welcome to Lehigh Valley Hospital!”

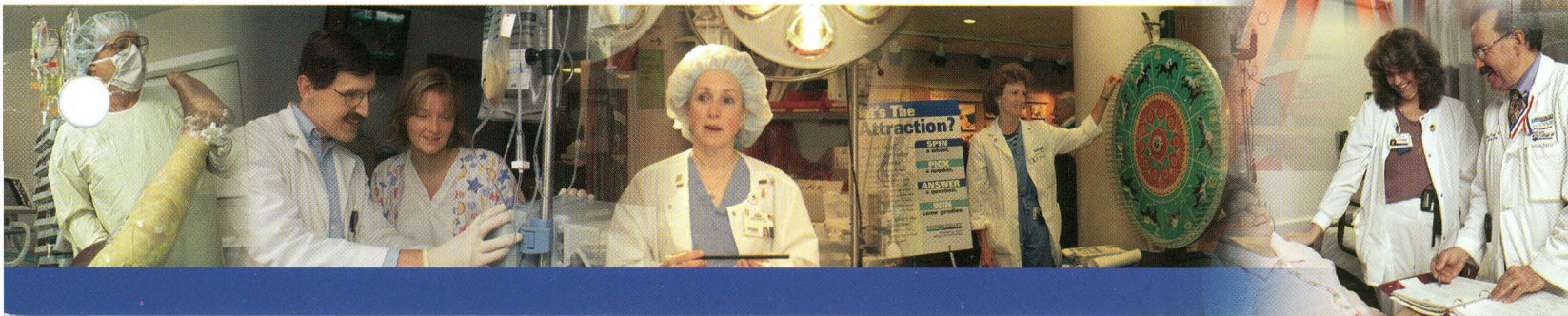
That’s what Magnet says to our community: “Hello, welcome to Lehigh Valley Hospital! You will receive excellent care here!” You should be proud, and our community should be proud. I still tingle remembering the voice on the phone telling me, “You are Magnet!” It was a magical moment, one that will live in our Magnet designation for the next four years.

Though we need to reapply, think of it as sharing a special occasion with new colleagues that we will attract from our Magnet designation. We welcome the experience to reapply because we will be even stronger, better and closer professionals. It is a privilege to care for our community with all of you. Congratulations, and thank you for how you care everyday!

Sincerely,

*Terry Ann Capuano*

Terry Capuano  
Senior Vice President  
Clinical Services





# What you need to know about nursing excellence at

## Lehigh Valley Hospital and Health Network

### *What is a Magnet Hospital?*

- National Magnet Hospital designation is the American Nurses Association's (ANA) highest award and the most prestigious honor an organization can receive for excellence in nursing care. The Magnet Recognition Program is administered by the American Nurses Credentialing Center (ANCC).
- The term 'magnet' resulted from a study in the early 1980s by the American Academy of Nursing (ANA) to find out why certain hospitals were able to attract and retain nurses during a national nursing shortage. Magnet accreditation by the ANCC became official in 1994 and is a four-year accreditation.
- The Magnet program honors hospitals that act as a "magnet" for attracting nurses by creating and sustaining a work environment that recognizes and rewards them for outstanding clinical practice and close collaboration between doctors, pharmacists, therapists, technicians and support staff.

### *How does being a Magnet Hospital improve patient care?*

- Providing the best patient care requires continuing education, nursing expertise and recognition and respect for professional contributions. Studies show that Magnet hospitals have lower mortality rates, high patient satisfaction and excellent nurse to patient ratios. The patient benefits because Magnet hospitals attract and retain the brightest nurses who have the organizational support to exercise their professional knowledge, judgement and skill to provide high quality care.

### *Why did LVHHN qualify to be a Magnet Hospital?*

- The ANCC cites LVHHN for the central role nursing plays in decision-making, performance improvement, patient satisfaction and staffing flexibility. Also highlighted are nursing education, research, retention programs, reward and recognition programs, low turnover and the interaction with senior management.

### *How prestigious is the Magnet designation?*

- LVHHN is the only full-service hospital to be recognized in Pennsylvania, one of just two in the state (Fox Chase Cancer Center in Philadelphia is the other) and among only 56 Magnet hospitals in the country.
- **Other well known Magnet Hospitals around the country include:**  
Cedars-Sinai Medical Center in Los Angeles, Mayo Clinic Hospitals based in Minnesota, Robert Wood Johnson University Hospital in New Jersey and the University of California at Davis Medical Center.

## *What makes nursing at LVHHN unique*

- LVHHN's vacancy rate for RNs remains at 10 percent -- and compares favorably to rates as high as 20 percent at similar institutions across the country.
- An endowed chair in nursing that supports professional nursing research and education.
- Scholarships available through a local family trust and other funds to support continuing nursing education and employees who want to become nurses.
- Of the 1,000 registered nurses on staff, nearly 300 have achieved certification in their specialty.
- Patients rate the nursing care at LVHHN in the 95th percentile among similar hospitals nationwide.
- Nurses have a strong voice in decision making through an R.N. Advisory Board.
- Reward and recognition of contributions of professional staff through awards programs, bonus for achievement of certification and more.
- Flexible scheduling takes into account the special needs of employees and their families.
- Close collaboration of an entire team of great doctors, pharmacists, therapists, technicians and support staff.
- Attendance at continuing education programs on a local, regional and national level supported through hospital funding.
- Communication between staff and senior leadership is open and accessible through a variety of verbal and written mechanisms.
- Presentation and publication support provided by Professional Development Department.

