How We Attract and Retain the Best

DREAM

BE A STAR IN OUR MAGNET PERFORMANCE...
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**

**What’s Your Dream?**

Terry Capuano, R.N., shares how we, as Magnet clinicians, envision, achieve and live our dreams.

**Transforming Care at the Bedside**

Learn how we’re taking bedside care to higher levels.

**This Could Be You**

You could be center stage this summer during our Magnet site visit.

**Our Magnet Testimony**

The post-anesthesia care unit’s alert system proves we’re Magnet.

**It’s in the Mail!**

See how we celebrated the mailing of our Magnet evidence.

**Our Magnet Moments**

Learn about this year’s Nurse in Washington Internship and how you can celebrate Nurses Week. Enroll in a course and find out who’s presenting nationwide.
What’s Your Dream?

There’s nothing like watching a Broadway musical. I love the anticipation as the lights dim and the curtain opens, and the energy of the musical performances as the story unfolds. Mostly, I love that inspirational theme among characters: to make their dreams come true. I always leave feeling ready to conquer the world.

As caregivers, we have dreams, too. We may have dreamed of a career in health care and overcame obstacles to do so. We dream of finding new ways to care for our patients through research, technology and bedside care. What sets us apart from other caregivers across the nation, though, is we achieve our dreams and live them, too.

We had a dream to become a Magnet hospital. We worked hard to prove we’re among the best in the nation, and for four years, we’ve been living that dream. Now, we have a bigger dream: Magnet redesignation! Read more about what you can do to help make this dream come true and how we celebrated the mailing of our Magnet evidence on page 8.

Dreams help us envision our future and say, “How can we do this better?” You’ll read on page 4 of this issue of Magnet Attractions about our dream to standardize aspects of patient care, like family presence and discharge follow-up calls throughout our network. Caregivers, led by vice president of patient care services Mary DelGuidice, R.N., learned how other hospitals did it and said, “We can do it better.” Soon, we’ll all be helping to make this dream come true.

In May, a team of our employees throughout the entire network, as well as members of our community, will envision our future of patient-centered care. We’ve made great strides in this area. For instance, we’ve reorganized units so that caregivers are more accessible to patients. And, we have created ideal patient experiences for open-heart surgery patients and patients requiring out-patient diagnostic testing. Our patient satisfaction scores prove our efforts worked. But, we want to discover how we can take it from “good” to “great” over the next decade and affect all aspects of the patient experience.

We couldn’t make our dreams happen without each of you and your dreams. You play a major role in our patient care production every day. So keep dreaming and finding new ways to provide exceptional care to our community.

Terry A. Capuano, R.N.  
Senior Vice President, Clinical Services
Two years ago, 13 hospitals nationwide received a grant to transform bedside care. A unit from each hospital tried new initiatives (identified as best practices by the Institute for Healthcare Improvement), such as utilizing communication white boards at each patient’s bedside and following up with discharged patients through phone calls.

“These hospitals have not demonstrated an impact because they have not fully embraced the recommendations,” says Mary DelGuidice, R.N., vice president of patient care services. “They were great ideas, but they were tried on one unit rather than being embraced by the entire organization.” Directors Kim Korner, R.N., Karen Good, R.N., Maryann Fye, R.N., Gwen Bednarz, R.N., Debra Wilson, R.N., and Susann Groller, R.N., learned this at a national conference last year and returned inspired. “We can do this better,” Korner says. So, they set a goal for this spring: Transform Care at the Bedside (TCAB) by rolling out five initiatives network-wide.

“Some units already practice these initiatives,” Korner says. “We evaluated them and developed standard practices for every unit. We want patients to get the same care everywhere.”

Incorporating these initiatives will take education and time, DelGuidice says. “We’re already known for our excellent patient care. We’re just challenging ourselves to be even better,” she says. You’ll learn more about TCAB projects this spring. Here’s an introduction and how they will improve patient care.
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<thead>
<tr>
<th>Bedside Project</th>
<th>Raising the Bar</th>
<th>Satisfying Patients</th>
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<tr>
<td><strong>SBAR Communication</strong></td>
<td>SBAR (Situation, Background, Assessment and Recommendation) will standardize the way patient information is communicated among caregivers.</td>
<td>SBAR is a Joint Commission on Accreditation of Healthcare Organizations national patient safety goal. It includes nurses to nurses during shift changes, nurses to physicians during phone calls and Rapid Response Team members.</td>
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<td><strong>Family Presence</strong></td>
<td>Our doors will open even wider to patients’ loved ones.</td>
<td>We’re researching other hospitals’ guidelines to develop fair family presence and visitation guidelines. We’re also evaluating where limitations are necessary to preserve patients’ safety and respect.</td>
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<td><strong>White Boards</strong></td>
<td>White boards will be at each patient’s bedside to post caregivers’ names and care plans and to allow patients to write questions.</td>
<td>Most units use white boards to communicate with patients. Now, their content will be standardized.</td>
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<td><strong>Rounding by Directors</strong></td>
<td>Directors will visit staff and patients on each unit every day.</td>
<td>Research shows units’ success is tied to leadership. Directors can evaluate care firsthand, and reward or coach caregivers based on their observations. Directors support staff and are accessible.</td>
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<tr>
<td><strong>Discharge Follow-up Calls</strong></td>
<td>Caregivers will call discharged patients to ensure they were satisfied with their care and received quality discharge instructions.</td>
<td>It’s one more way to evaluate bedside care.</td>
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Transforming together – We all play a role in transforming care at the bedside. From left: Dee Dee Rambo, R.N., neuro-science intensive care unit, LVH–Cedar Crest, with Wes Jackson of Pottstown (Rambo ensured he was at his mother’s side as she recovered from a stroke); case manager Derek Moore, 7B, LVH-Cedar Crest; pharmacist Kristy Kramer, LVH–Cedar Crest; Melissa Vermuelen, R.N., express admissions unit, LVH–Muhlenberg; Chad Traub, R.R.T., LVH–Cedar Crest; technical partner Bernice Costanzo, 4T, LVH–Muhlenberg; SC director Kimberly Korner, R.N., LVH–Cedar Crest; and physical therapist Giselle Monosa Hefele, TSU, LVH–17th and Chew.
This could be
You could play a starring role in our Magnet site visit

Four years ago, Karen Yellin, R.N., was among 50 nurses who took center stage to tell Magnet appraisers why we deserved to be a Magnet hospital. Their performance, along with our culture, made an impression, and we became the only Magnet hospital in the region.

“It was an honor to tell Magnet appraisers about the great things we do here,” says Yellin, who works on the post-anesthesia care unit at LVH–Muhlenberg. “Now, I am prepared to tell them even more, if I’m asked. I especially value the benefits offered to nurses, like the on-call bonus incentive.”

This year, you may be called on stage when Magnet appraisers (judges of sort) visit our hospital to determine whether we’re still Magnet-worthy. Are you prepared?

Behind the scenes
Where are we in the Magnet redesignation process?

The American Nurses Credentialing Center (ANCC) has received our Magnet evidence, and its appraisers are pouring through the hundreds of examples we cited. We should soon hear whether appraisers will visit our hospitals. To prepare, we’ve identified Magnet champions on every unit (Professional Excellence Council members) who will share specific evidence-related information with you. This way you can refresh your memory with the Magnet moments we live each and every day.

Opening day
Will Magnet appraisers visit us?

We’re hoping to be selected for a site visit so Magnet appraisers can see firsthand how we care for patients. “A site visit gives appraisers the opportunity to dig deeper into the evidence we submitted and see it in action,” says Kim Hitchings, R.N., Center for Professional Excellence manager. We should know by early summer if we are granted a site visit.
Our Magnet Testimony

The post-anesthesia care unit’s Alert System raises the bar

“Prove it.” That’s what the American Nursing Credentialing Center says to any hospital who thinks it has what it takes to be Magnet.

We can prove it. How? When the Magnet application asks for examples of how we raised the bar in nursing care during the last four years, we have evidence to support our claim. This evidence cites dozens of ways we exemplify the 14 Forces of Magnetism.

For example, when the application says, “Provide a quality improvement example of a change in practice that resulted from an integrated analysis of data from fiscal, human resource, clinical outcomes and/or satisfaction survey sources,” we cited the post-anesthesia care unit’s (PACU) Alert Team.

If PACU bays are full, surgeries are delayed, workdays are lengthened, and patients and families become dissatisfied with care.

To prevent this from happening, a diverse group of caregivers designed the PACU Alert System. How does it work? “PACU caregivers use alpha pagers to communicate with other departments to locate available beds, find alternate areas for recovery and identify available nurses to care for recovering patients,” says director of perioperative services Tammy Straub, R.N.

The PACU Alert Team’s plan improves our quality of care. It’s reduced the amount of time the operating room was put on hold by 75 percent!

There’s the proof.

Kimberly Hassler

Script changes

What’s different about the Magnet process?

Compared to four years ago, this Magnet application process is much more rigorous. We can’t submit the same evidence that earned us Magnet status. The ANCC wants new evidence of how we’ve brought patient care to an even higher level since then. Our four Magnet appraisers (from hospitals and academia across the country) will tour every unit at all three sites, including additional areas: hospice, home care and our community health centers.

Your role

What can you do to ensure a successful site visit?

• Familiarize yourself with evidence that applies to your unit. Your Magnet champion will provide you with a summary table identifying each force, the criteria and our examples.

• Feel free to show off. Highlight your unit’s reward and recognition programs and research projects on your bulletin boards.

• Just be yourself. If you’re asked to attend a luncheon with Magnet appraisers, simply talk about what you do. “We do so much here that exceeds the criteria for being a Magnet hospital each and every day,” Hitchings says.

Rick Martuscelli
Four years ago our dream was to become a Magnet hospital. We achieved that dream and have been living it. Now, we envision our future: Magnet redesignation, and we’re on our way toward achieving it. We recently celebrated the mailing of our evidence to the American Nurses Credentialing Center. While enjoying tea at each hospital campus, clinicians reviewed our evidence and saw how each of our personal dreams helps us achieve our Magnet redesignation dream.

1. A Magnet moment — 5T administrative partner Joanie Cernobyl (right) considers her patients and colleagues “extended family.” This is one reason she is a 2006 Friends of Nursing award nominee. She reviews the Magnet evidence at LVH-Muhlenberg with 5T colleague Jen Devine, R.N. (center), and Kim Hitchings, R.N. (left), manager of the Center for Professional Excellence.

2. They have a dream — Doreen Shaver, R.N. (center), dreamed of working at LVHHN, but wanted to avoid commuting from Scranton each day (more than an hour’s drive). So, Shaver works on the transitional skilled unit at LVH–17th and Chew in the weekend option program. She is pictured with her colleagues Doreen Barron, R.R.T. (left), and Donna Nonnemacher, R.N. (right).

3. The Breakfast Club — On her way to work at LVH–17th and Chew’s Center for Healthy Aging, Robin Koch, R.N. (center), checks on a group of men who gather each morning at the Walnutport McDonald’s for coffee. She was shocked when two of them surprised her at the celebration at LVH–Cedar Crest. “She answers questions we have about our health,” says 83-year-old Frank Pfeiffer (left). “She even stops by our homes when we’re not feeling well,” says 83-year-old Philip Zeiser (right). Koch’s willingness to care outside the hospital is just one of hundreds of stories cited in our Magnet evidence, and one reason she is a Friends of Nursing Award recipient.
4. Celebrating together — Operating room colleagues celebrated the mailing of the Magnet evidence at LVH-Cedar Crest together, showing their collegiality. Pictured (l to r): surgical technician Justine Klock, Katie Armstrong, R.N., surgical technician Patricia Onuschak and Nicole Pedrick, R.N.

5. Our friends — Dick and Peggy Fleming (right) review the Magnet evidence at LVH-Cedar Crest with nursing excellence specialist Barb Zuppa, R.N., of the Center for Professional Excellence. The Flemings launched the Friends of Nursing program with a $100,000 donation 15 years ago, donated the Peggy Fleming Endowed Chair in Nursing in 2001, held by Terry Capuano, R.N., senior vice president of clinical services, and continue to support nursing today. The program, which provides funding to nurses for continuing education, professional development and research, is featured in the evidence.

6. Spreading the word — Terry Capuano, R.N. (left), senior vice president of clinical services, and Mary DelGuidice, R.N. (right), vice president of patient care services, congratulate Joanna Bokovoy, R.N., director of health care research, on the recent publication of her book, “Clinical Research in Practice: A Guide for the Bedside Scientist.” The book features nurses’ real-life research and Bokovoy’s work with the Bedside Scientist Institute, our unique research school within the hospital. It, too, is highlighted in the Magnet evidence.

7. She’s all heart — Mary Boyle, R.N. (left), of the Regional Heart Center at LVH-Muhlenberg, never expected that her efforts to quit smoking and reduce her cholesterol would be included in the Magnet evidence. She and other clinicians participated in the Heart Healthy program to learn how to care for their own heart health in order to better care for their patients. She shares her successes with patient care services administrator Nancy Davies-Hathen, R.N.

8. Giving quality care — Lehigh Valley Hospice home health aides, Suprilia Nordelus (left) and Keicia Dennis, feel privileged to work at a Magnet hospital where there is a high standard for quality care, and the Magnet evidence proves this. “We know that our patients are receiving the best care,” says Dennis at the LVH-17th and Chew celebration.

9. Tea time — Patricia Atno (left), manager of the dental community health practice, and dental assistant Jamie Gabryluk (right) were honored to learn their practice’s community outreach efforts were highlighted in the Magnet evidence. Each year, clinicians offer free dental care to low-income families. They talk about it over tea at the LVH-17th and Chew celebration.

Matthew Burns and Joseph Candio Jr.
## Continuing Education

<table>
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<th>MAY</th>
<th>JUNE</th>
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<td>9</td>
<td>5</td>
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<tr>
<td>CRRT Workshop</td>
<td>Technical Partner Continuing Education Series</td>
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<tr>
<td>9 a.m.-12:30 p.m., Classroom 2—CC</td>
<td>7-8 a.m., 10-11 a.m. or 2-3 p.m., Conf Room A—17th and Chew</td>
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<tr>
<td>Patient Transporter Continuing Education Series</td>
<td>ONS Chemotherapy and Biotherapy Course</td>
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<td>2-2:45 p.m. or 3:15-4 p.m., ECC 2—CC</td>
<td>8 a.m.-4 p.m., JDMCC Conf Rooms 1A/1B</td>
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<td>New Approaches to Diagnosis and Treatment of Stroke in 2006</td>
<td>Advancing Diabetes Care in the 21st Century</td>
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<td>8 a.m.-3 p.m., Aud—CC</td>
<td>8 a.m.-4:30 p.m., Classroom 1—CC</td>
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<tr>
<td>Advanced Concepts in Cardiac Care</td>
<td>Technical Partner Continuing Education Series</td>
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<td>8 a.m.-4:30 p.m., Banko 1 and 2</td>
<td>7-8 a.m., 10-11 a.m. or 2-3 p.m., ECC Room B—M</td>
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<td>Patient Transporter Continuing Education Series</td>
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<td>2-2:45 p.m. or 3:15-4 p.m., ECC Room B—M</td>
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<td>Patient Transporter Continuing Education Series</td>
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### Sharing Our Success

Diane Weslosky, R.N. (right), has seen firsthand how the nursing profession is growing in respect and responsibility. For 10 years, she was a member of the former staff representation committee that served as a voice between management and nursing. That group evolved into the R.N. Advisory Council, and Weslosky continues her tradition of being a voice for staff nurses. She, along with Kim Hitchings, R.N., and Terry Capuano, R.N., presented their strategies, tools and insights on the evolution of our staff empowerment (professional practice model) at the Annual Magnet Conference held in March in Florida.

### Conquering Capitol Hill

Barb Zuppa, R.N. (far left), joined more than 100 nurses from 30 states in Washington, D.C., in March for the annual Nurse in Washington Internship. “We focused on advocating for legislative issues, promoting nursing as a profession and discussing current health care issues,” says Zuppa, nursing specialist in the Center for Professional Excellence. Zuppa, with six other nurse colleagues from Pennsylvania, met with U.S. Sen. Rick Santorum, R-Pennsylvania (fourth from left), to discuss nursing education funding, health promotion activities, funding for public health programs, emergency preparedness and Medicaid/Medicare reimbursement for tele-health. Each year the Professional Excellence Council sponsors a member of its advocacy committee to attend the conference.
sharing our knowledge

PRESENTATIONS

Society of Trauma Nurse Conference
Las Vegas, Nev., March 2006

Marie Dieter, R.N., and core trauma team: Documentation – If It Isn’t Written Down, It Isn’t Done! (poster presentation)

Donna Grather, R.N.: Safety Town (poster presentation)

Judy Schultz and Elizabeth Seislove, R.N.: Peer Review Process Assures Accurate and Consistent Trauma Registry Data, and Networked Trauma Registry Continues to Improve Data Accuracy and Enhance Patient Care (poster presentation)

Jody Shigo, R.N., Joanne Bodder, R.N., and Eileen Fruchtl, R.N.: Trauma Charge Role: Optimizing Patient Care and Professional Development (poster presentation)

Elizabeth Seislove, R.N. and Mark Cipolle, M.D.: Neuro Trauma; Exemplary Case Studies (oral presentation)

Judy Shigo, R.N., Joanne Bodder, R.N., and Eileen Fruchtl, R.N.:

2005 Annual Magnet Conference
Miami, Fla., March 2006

Kim Hitchings, R.N., and Terry Capuano, R.N.: Raising the Bar for Peer Review: From Performance Appraisal Feedback to Scholarly Collegial Review of Quality of Care Issues (poster presentation)

Kim Hitchings, R.N., Terry Capuano, R.N., and Diane Weslosky, R.N.: How Do I Really Make It Work? Pragmatic Strategies, Tools and Insights Learned From 20 Years of a Staff Empowerment Model (oral presentation)

Anne Panik, R.N., and Mary Ellen O’Connell, R.N.: Journey from Service Recovery to Service Excellence (oral presentation)

American Organization of Nursing Executives 2006 Annual Meeting
Orlando, Fla., April 2006

Terry Capuano, R.N., and Linda Durishin: Exceeding Expectations to Increase Throughput and Capacity – A Case Study Using the Complex Adaptive Systems Model (oral presentation)

18th Annual Scientific Session of the Eastern Nursing Research Society (ENRS)
Philadelphia/Cherry Hill, N.J., April 2006

Joanna Bokovoy, R.N.: A Validated, Model-Specific Tool to Measure the Development Stage of a Shared Governance, Professional Practice Model (oral presentation)

American Association of Neuroscience Nurses
San Diego, Calif., April 2006

Eileen Sacco, R.N.: Driving Staff Nurses to Ask the Question: Is My Postoperative Patient at Risk for a Stroke? (oral presentation)

Celebrate Nurses Week

Professional Poster Exhibits
May 8-12
See your colleagues’ poster presentations from national and international meetings and conferences during the past year. They will be on display at:

LVH–Cedar Crest
- Jaindl Pavilion, second floor
- Carl Anderson Wing lobby
- John and Dorothy Morgan Cancer Center, Kelly Gallagher Atrium
LVH–17th and Chew, main entrance hallway
LVH–Muhlenberg, main entrance lobby

Envision Our Future, Live the Dream
May 25
5:30 p.m., Holiday Inn, Fogelsville
Join us as we honor caregivers and the Friends of Nursing Award recipients, nominees and donors. See page 12 for more details.

Look for more details about these and other Nurses Week events on posters outside each cafeteria and through e-mails.

Medallion Lecture
May 22
LVH–Cedar Crest, auditorium
Breakfast: 8 a.m.
Lecture: 8:30-9:30 a.m.
LVH–17th and Chew, auditorium
Lunch: 11 a.m.
Lecture: 11:30 a.m.-12:30 p.m.
LVH–Muhlenberg, ECC-B
Tea: 1:30 p.m.
Lecture: 2-3 p.m.

How do you balance quality time at the bedside with paperwork and administrative duties? Jeffrey Doucette, R.N., associate operating officer for emergency services at Duke University Medical Center in Durham, N.C., will offer tips and motivation in his presentation, “Privileged Interruption: A Call to Caring.” Reignite your passion for caring as Doucette shares his strategies for balancing work and life.
NOW SHOWING...

ENVISION OUR FUTURE
LIVE THE DREAM

Join us as we honor caregivers and the Friends of Nursing Award recipients, nominees and donors. You’ll learn how we envision our dreams, achieve them and live them every day as we care for patients.

Thursday, May 25, 2006
Holiday Inn Conference Center, Fogelsville, Pa.

Cocktail Reception: 5:30-6:30 p.m.
Theater Doors Open: 6:30 p.m.
Feature Performance: 7 p.m.

An invitation with R.S.V.P. information will be mailed to your home or distributed by your department head.

Friends of Nursing