



GEISINGER
MEDICAL CENTER

Geisinger Nursing Annual Report 2009

Geisinger Quality—Striving for Perfection

QUALITY • SECURING THE LEGACY • INNOVATION



Innovation and Quality,
Excellence and Partnerships,
Mentoring and Securing the Legacy.

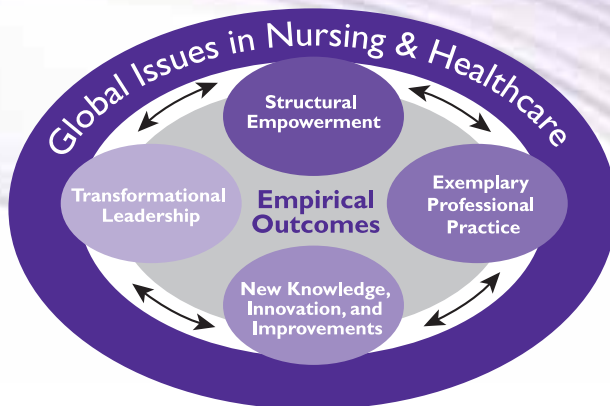
Geisinger nurses strive to live by
these hallmarks of their profession.

About Geisinger Medical Center

Geisinger Medical Center is the largest tertiary and quaternary care teaching hospital in northeastern and central Pennsylvania. Located in Danville (Pa.), Geisinger Medical Center is a not-for-profit organization dedicated to excellence in care, education, research, and service. Serving more than 2.6 million residents in 42 counties, Geisinger offers a comprehensive array of highly specialized medical and surgical services.

Geisinger Medical Center earned the acclaimed Magnet designation in 2008. This designation is recognized nationally as a symbol of exceptional patient care, quality outcomes and adherence to national standards. Through their nursing research, shared governance, and patient care initiatives, Geisinger nurses form the driving force of excellence that result in excellent patient outcomes.





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Transformational Leadership

Leads others to where
they need to be to
meet the demands of
the future.





*Glenn D. Steele, Jr., MD, PhD
President and Chief Executive Officer
Geisinger Health System*

A message from the President and Chief Executive Officer

This year marked Geisinger Medical Center's first full year as a Magnet hospital. Magnet designation recognizes nursing organizations that place heavy emphasis on quality patient care and outcomes. Indeed, the Magnet journey is essentially aligned with Geisinger Health System's—and Geisinger Medical Center's—vision of "Striving for Perfection." Geisinger's commitment to Magnet is a continuing one: We remain committed to providing our nurses with the resources and educational opportunities needed to foster professional growth, development and continuous improvement.

Much of what we have accomplished at Geisinger has occurred because of our innovative approaches to patient care. Cutting-edge programs—such as ProvenCare®—have continued to improve the quality and efficiency of the care we deliver. Nurses are an integral part of designing and delivering such high-quality care and are essential to our success.

Innovation and continual learning that support delivery of the best patient care are the means by which Geisinger will continue to succeed in the face of a continually changing healthcare environment. Moving forward, we must continue to focus on enhancing quality and value as well as increasing efficiency and effectiveness in ways that can be managed, measured, and tracked accurately. Again, quality nursing is fundamental in this effort, and we rely on our nursing professionals to form the foundation for our future success.

Nearly 100 years after Abigail Geisinger founded this hospital, we continue in our quest to secure her legacy while we "Strive for Perfection" in the delivery of patient care. I thank you for the efforts you make every day to help us realize this goal. And I commend you all for the successes you have brought about this year.

A handwritten signature in black ink, appearing to read "Glenn Steele". The signature is fluid and cursive, written in a professional style.



*Susan Hallick, RN, BSN, MHA, NEA-BC
Executive Vice President
Chief Nursing Officer*

A message from the Chief Nursing Officer

It is with great pleasure that I share our 2009 Geisinger Annual Report for Nursing with you. We were able to achieve many accomplishments despite an especially difficult year for hospitals across the country and for the economy in general. Geisinger nurses stayed focused and committed to managing their practice efficiently and effectively while still delivering the highest quality care for our patients.

Securing the Legacy

Echoing the words of Abigail Geisinger, to “make my hospital right, make it the best,” Geisinger nurses have embraced and enculturated this challenge as they work to secure her legacy. Her mission is evident today in our quest to strengthen our nursing practice and improve patient outcomes. Geisinger’s “grow our own” philosophy helps to ensure that this legacy continues by nurturing, mentoring, and encouraging nurses to progress toward new opportunities, leadership positions, and advanced practice roles.

Striving for Perfection

In striving for perfection, Geisinger nurses continually raise the bar, making GMC the premier place for nurses to work and for patients to receive care. Once again we have proved that GMC nurses are committed to providing patient care that is based on nursing science and evidence-based practice changes. Quality, compassion, and excellence have always been our hallmarks. Each day, you prove that you are truly worthy of nursing’s highest honor: Magnet designation. I commend each and every one of you on your dedication, caring, skill, and desire to deliver the best patient care possible.

Innovation and Quality Outcomes

Through accomplishments at the bedside, innovative thinking, continuous learning, and teamwork, each member of the Geisinger nursing family contributes to the well-being of our patients and the collective success of the nursing profession. Embracing learning and continuous improvement, you have advanced bedside care through your nursing practice, skillful application of innovative technology, and groundbreaking care models, which have received national recognition. As devoted caregivers, researchers, and leaders, our nurses show empathy and expertise while playing a central and challenging role as respected members of the care team. A large part of what makes Geisinger Medical Center the center of excellence that it is derives from it being a workplace where nurses are empowered.

We know that your passion is a source of inspiration and comfort to our patients, proven by their heartfelt expressions of thanks, as well as a source of pride to Geisinger. Your efforts shine on a daily basis. I thank you for your dedication, resourcefulness, and teamwork. Our success would not be possible without you.

A handwritten signature in cursive script that reads "Susan M. Hallick". The ink is dark and the signature is written in a fluid, personal style.

New Leadership Structure

The GMC senior nursing leadership structure recently changed to provide clarity and definition to a growing nursing department. The changes will also allow the further integration of the values of GMC's Magnet designation into nursing.

The new reporting structures are:

Crystal Muthler, RN, BSN, MHA, NE-BC

Associate Vice President of Nursing Services

SCU3/SCU4/SCU5, BP8, BP7, BP6, BP5, AGP5, I.V. Therapy, GP2, Surgical Suite

Denise Venditti, RN, BSN, MHA, FACHE, NE-BC

Associate Vice President of Nursing Services

Inpatient OB/GYN, NICU, PICU, CH2, CH3, Patient Placement/Radiology, administrative supervisors

Terri Bickert, RN, MSN, NE-BC

Associate Vice President of Nursing Services

CICU, Lift Team, AGP4, float nurses, AICU, Respiratory Therapy, clinical nurse educators, Quality/Magnet Program



*Crystal Muthler, RN, BSN, MHA, NE-BC
Associate Vice President of Nursing
Services*



*Denise Venditti, RN, MHA, FACHE, NE-BC
Associate Vice President of Nursing
Services*



*Terri Bickert, RN, MSN, NE-BC
Associate Vice President of
Nursing Services*

GMC Celebrates National Magnet Recognition

More than 300 Geisinger Medical Center nurses, staff, and community members gathered Saturday, Feb. 28, 2009, to celebrate the facility's first Magnet designation.

The crowning point of the evening was the presentation of the Magnet obelisk and plaque by Mary Jo Assi, RN, a commissioner for the American Nurses Credentialing Center (ANCC) to Susan Hallick, chief nursing officer at Geisinger.

As the award was presented, Ms. Assi welcomed GMC to the prestigious Magnet Recognition Program. Fewer than six percent of all healthcare organizations have achieved Magnet designation.

Congratulations were extended to all of the nurses for demonstrating excellence in patient care and meeting or exceeding a rigorous set of national nursing standards.

The theme for the evening focused on the Magnet Journey. Ms. Hallick commented on the designation: "This achievement is just one more step in our continuous pursuit to exceed the highest standards in the delivery of patient-centered healthcare throughout Geisinger Health System."

Sue Hallick, CNO, with ANCC Commissioner Mary Jo Assi at the Magnet Gala.



CNO Consortium

In a demonstration of transformational leadership, Sue Hallick, Chief Nursing Officer, along with the Associate vice Presidents and the Magnet Program director, reached out to nursing professionals from neighboring hospitals and leaders from academic institutions, inviting them to attend a roundtable discussion that focused on methods of improving patient care and nurse retention. The Consortium was held on Oct. 30, 2009, at the Pine Barn Inn. Its goal was to collaborate and share the challenges of running a healthcare system and incorporating evidence-based practice to achieve better outcomes.

Roundtable events such as these are growing among Magnet hospitals. Sharing knowledge and best practices are central to the philosophy of Magnet. As more hospitals seek Magnet status, collaboration and knowledge sharing increases. Roundtables are an excellent venue for collaboration and to align various organizations in their efforts to improve patient care.

Presentations and discussions were held on changes in the Mandatory Overtime Law and on the holistic approach to care by implementing an Interdisciplinary Rounding Team. The event turned out to be a great collaborative gathering with a good turnout and lively discussion and will continue each year to bring nursing professionals together on a regular basis.



Geisinger Medical Center 2009 Honors and Distinctions

Blue Distinction Center for Cardiac Care by Blue Cross Blue Shield

American Association for Respiratory Care Quality Award

Accredited with commendation by the American College of Surgeons
Commission on Cancer

Thomson Reuters Top 100 Hospitals Cardiovascular Benchmarks for
Success

American Stroke Association “Get with the Guidelines”
Stroke Gold Performance Award

100 Most Wired Hospitals and Health Systems

*Hospitals & Health Networks Magazine, 2009, 2008, 2007, 2006, 2005,
2004, 2003*

U.S. News & World Report Best Hospitals for Urology Care

Dr. Glenn Steele named to Modern Healthcare’s “100 Most Powerful
People in Healthcare”

Bone Marrow Transplant Program accredited by Foundation for
Accreditation of Cellular Therapy

Adult Intensive Care Unit awarded the Beacon Award for Critical
Care Excellence by the American Association of Critical Care Nurses

Mentioned by President Obama in several speeches as a model for
healthcare reform

GMC Nursing Care Cited Among the Best in the U.S.



U.S. News & World Report recently ranked Geisinger Medical Center among the top 10 percent of hospitals in the country for nursing care. The report was based on patient satisfaction surveys collected in 2008. "To be recognized as one of the top nursing hospitals in the

country is a tremendous honor and a tribute to our nurses' dedication to providing high-quality patient care," said Sue Hallick, RN, BSN, MHA, NEA-BC, Chief Nursing Officer, Geisinger Health System.

In the survey, 78 percent of Geisinger patients responded that nurses were always courteous, listened carefully, and gave clear instructions. The average percentage of patients who chose this option for all other hospitals was 74 percent.

Last year, Geisinger Medical Center was designated a Magnet hospital by the American Nurses Credentialing Center (ANCC), a highly coveted distinction that recognizes hospitals with nurses who provide exceptional patient care.

"We hold ourselves to a very high standard and set ambitious goals to provide patients with outstanding care," Ms. Hallick said. "To be recognized for our work and our commitment to patients is incredibly gratifying, and we will continue to work to provide patients with the best care we can offer."

Critical Care Nurses Recognized for Quality

Geisinger Medical Center's Adult Intensive Care Unit (AICU) nurses were recognized with the Beacon Award for Critical Care Excellence. Created by the American Association of Critical Care Nurses (AACN), the award recognizes adult critical care, adult progressive care, and pediatric critical care units that achieve high-quality outcomes and exemplify excellence in professional practice, patient care, and outcomes.

Geisinger Medical Center's AICU is one of only 11 critical care units in Pennsylvania and 188 critical care units nationwide out of more than 6,000 eligible units to be recognized. The Beacon Award is given to critical care units with nurses that meet the highest guidelines for excellence and that continually produce high-quality outcomes.

Geisinger Medical Center's AICU is a 24-bed medical, surgical, and trauma intensive care unit that provides state-of-the-art critical nursing and physician care. AICU clinicians provide care to trauma, critically ill, and surgical patients as well as those in neurosurgical crisis, respiratory failure, or sepsis.

The announcement of the Beacon Award comes as GMC celebrates the first anniversary of being named a Magnet hospital.



Endoscopy Department Receives National Recognition

Geisinger Medical Center's Endoscopy Department recently received a first-of-its-kind Certificate of Recognition for quality care from the American Society for Gastrointestinal Endoscopy. It was one of only 56 units in the nation to be recognized.

As part of the certificate program, a hospital must meet rigorous safety and quality requirements. A member of the hospital's endoscopy staff must complete a two-day safety and training course at ASGE headquarters. The certificate reflects the Endoscopy Department's commitment to excellence and quality patient care.



Exemplary Professional Practice

A comprehensive understanding and application of the role of nursing that establishes strong professional practice and facilitates high-level performance.



Enculturation:

the process by which an individual learns a culture and assimilates its practices and values

Nursing School Affiliations

Geisinger has earned acclaim for its nursing education program. Ongoing GMC clinical partnerships with Thomas Jefferson University School of Nursing, Bloomsburg University, and other local colleges, universities, and technical schools enhance nursing care and education. These partnerships enable Geisinger to offer an associate degree RN program, a doctorate program in nursing and, most recently, a CRNA program for trainees at Geisinger's Danville campus.

Unit-based clinical nurse educators assess the learning needs of the staff on an ongoing basis and provide up-to-date information on new equipment and practices. These clinical nurse educators not only collaborate with both direct-care nurses, managers, and leadership to provide core education programs but also serve as coaches and mentors fostering peer growth into nurse leadership positions.



Deb Sanders, RN, PhD, GCNS-BC, assistant professor, Bloomsburg University, works with Bloomsburg nursing student Alysia Jones at GMC.

Certifications

Stemming from GMC's mission and vision, nursing leadership has created an environment conducive to professional nursing practice. Continuing education is encouraged at all levels within the organization, and more GMC nurses are obtaining their professional certifications. Professional nursing certification is seen as an important indicator that nurses are qualified and competent in their specialty areas, which leads to improved patient care and professional satisfaction. The certification rate at GMC has consistently outpaced the national average. In 2009, GMC boasted a staff that includes more than 376 nurses who held advanced certifications.



Nurses in Professional Organizations



Christine Wargo named to Pennsylvania Trauma Systems Foundation Board of Directors

Christine Wargo, RN, MSN, trauma operations manager, was named to the Pennsylvania Trauma Systems Foundation Board of Directors. Wargo has been at GMC for more than 14 years. During her tenure at GMC, she has also been involved with the Pennsylvania State Nurses Association, Society of Trauma Nurses, American Trauma Society, American Association of Critical Care Nurses, the Hospital Association Section on Accredited Trauma Centers, and the local chapter of Susquehanna Safe Kids.



Ruth Nolan appointed to AWHONN Board of Directors

Ruth Nolan, RN, PhD(c), MSN, vice president for Geisinger Women's Health, was appointed to a two-year term on the Association of Women's Health, Obstetric, and Neonatal Nurses Board of Directors. AWHONN is a nonprofit membership organization that promotes the health of women and newborns and strengthens the nursing profession through the delivery of advocacy, research, education, and other professional and clinical resources for nurses and other healthcare professionals.

Sharing the Stage with the President

Two Geisinger Medical Center nurses attended a White House press conference held by President Barack Obama on Sept. 10, 2009. Sonia Reich, an adult intensive care nurse, and her husband, Wayne Reich, a nurse in the cardiac intensive care unit, were present as President Obama addressed the media as well as more than 150 members of the American Nurses Association (ANA). Sonia has been with Geisinger for four years; Wayne, for nine months. Both were invited to attend the press conference by the ANA because of their duties as bedside nurses.

Along with the ANA president and two other nurses on stage, Sonia Reich was one of four women to flank President Obama as he spoke to nurses and the press. The president's address, which came the day after his televised speech to a joint session of Congress, expressed gratitude to the nurses, thanking them for participating in the dialogue surrounding healthcare reform.



Above, Sonia (left) flanks President Barack Obama at a White House press conference.



Wayne and Sonia Reich.

Nursing Preceptor Project

Thanks to a grant awarded through the Pennsylvania Department of Labor and Industry, a team of Geisinger Medical Center staff preceptors were able to join clinical faculty from GMC-affiliated nursing programs to launch “Collaborating to Enhance Nursing Students’ Clinical Learning,” an evidence-based project designed to define best practice guidelines for student clinical experiences and strengthen staff/faculty partnerships.

Adele Spegman, RN, PhD, director of the Institute on Nursing Excellence, coordinated the project. An 11-member team met throughout a nine-month period to share opinions and discuss their experiences. All staff nurses who participated had experience as preceptors for nursing students on adult medical-surgical units. Faculty members had experience teaching clinical courses on adult medical-surgical units at GMC.

Early meetings identified the skill set required for effective preceptor and clinical instructor roles. The team developed guidelines relating to skills for staff preceptors and clinical faculty and for professional behaviors, communication, and creating partnerships for clinical learning.

The guidelines were shared with approximately 240 nurses, managers, administrators, faculty, and students from the affiliated nursing programs during three all-day workshops in Spring 2009. Each workshop began with a presentation of best practice guidelines followed by group discussions that encouraged staff/faculty/student collaboration. The workshops also offered education in precepting skills, teamwork, communication skills, and professionalism. Outcomes were examined using data collected directly from the staff, faculty, and students who attended the workshops. Responses overwhelmingly supported the usefulness of the guidelines as a support for clinical teaching and learning. This project has furthered commitments to improve the clinical experiences of nursing students at GMC and to strengthen staff/faculty partnerships. Best practice guidelines developed from this project were also presented at the Academy of Medical-Surgical Nurses national conference in November 2009.



Pictured, from left, are Gabriel Teter, RN; Bonnie Heintzelman, MSN, RN, CMSRN, and Ann Bower, RN, CMSRN, demonstrating collaboration between nurses. The nurse preceptor project was designed to define best practice guidelines for student clinical experiences and strengthen staff/faculty partnerships.

Nursing Forum on the Environment

Geisinger Medical Center nurses learned about the dangers posed by environmental hazards during a special conference held in April 2009. Several nationally recognized speakers offered insight into the threats posed by cosmetics, paints, pesticides, and other common products. The conference was open to all GMC nurses as well as to nursing students and the general community to shed light on this critical topic.

Connecting Families Across the Miles

When Amanda Noblit of Selinsgrove gave birth to a healthy baby boy at GMC on June 15, 2009, her husband, David, was able to share the experience. For most new dads, attending the birth of a child is commonplace. For David, who was stationed in Iraq, it was extraordinary. David was able to watch the birth of his son thanks to videoconferencing technology. GMC nursing and IT staff coordinated a webcast of the birth and a second virtual visit between the Noblits on June 16. The service was sponsored by the nonprofit group Freedom Calls Foundation.



Amanda Noblit and her newborn son talk with father David via videoconferencing technology at GMC. David was stationed in Iraq at the time his son was born and was able to watch the birth through a webcast.

Structural Empowerment

Solid structures and processes develop, direct, and empower staff to accomplish organizational goals and achieve desired outcomes.



Shared Governance:

involving nurses throughout the organization in decision making that establishes standards of practice and addresses issues of concern

Shared Governance Councils

Shared governance plays a key role in structural empowerment and gives nursing a voice. Geisinger Medical Center's shared governance structure invites participation in and accountability for clinical practice and quality patient outcomes. GMC's shared governance structure consists of nursing councils that are responsible for leadership, development, management, operations, performance improvement, and education in nursing service and is built on the shared governance councils listed here.

Nursing Executive Council

This council provides a forum for nursing council co-chairs and nursing leadership to communicate with each other regarding council activities, department goals, and the nursing vision.

2009 Outcomes:

- Coordinated projects to include bedside care team, Patient First Officer, review of fall prevention program, hourly rounding and role re-design of nursing department/teams.

Nursing Clinical Practice

This council provides a forum for direct-care nurses to drive nursing practice. Here nurses develop and implement policies and procedures related to nursing practice.

2009 Outcomes:

- Review of policies and procedures for inclusion of evidenced-based practice
- Updated orientation process for nursing staff/ nursing assistant
- No One Dies Alone initiative
- Pediatric Transport policy
- Interdisciplinary Team Rounding pilot on unit GP 2
- Medication administration policy with time frame for Bar Coding
- Timeline specific Nursing Assessment policy
- Conversion to new needless IV system

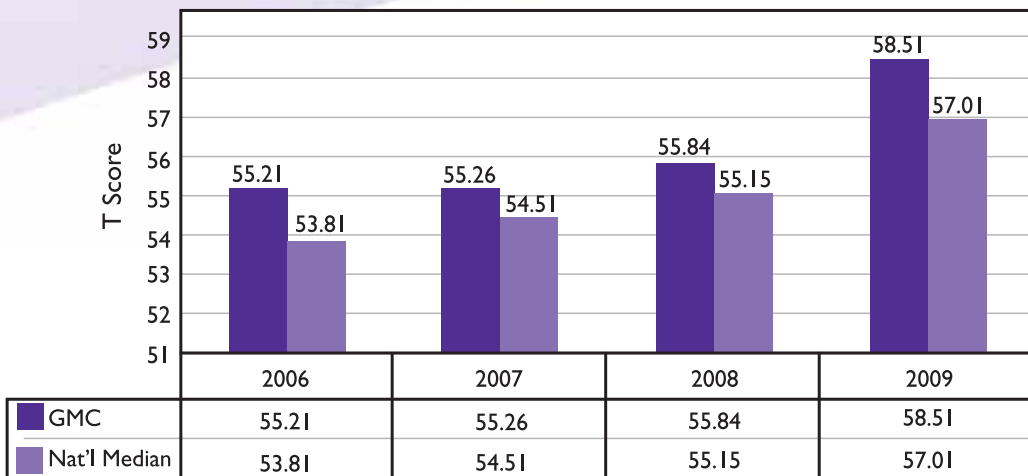
Nursing Retention and Communication Council

Focused on the retention of experienced professional nurses, this council serves as a champion for communication and nurse satisfaction. Subgroups of this primary council also focus on patient satisfaction, the maintenance of healthy work environments, and increased communication and collaboration throughout Geisinger.

2009 Outcomes:

- Healthy Work Environment Initiative continuing education series on Communication/Conflict Resolution
- Day-long seminar for Geisinger nurses, Geisinger alumni, and community nurses related to Workplace Inclusion and Generational Differences in the Workplace.
- Organized Nurses Week and Magnet Events to include speaker Kathy Dempsey; Nurse Excellence Awards; Nurse Certification Dinner/Recognition; Care for the Caregiver
- Reviewed Press Ganey reports and recommendations for improvement; Beginning of Noise Reduction Campaign
- NRCC Representatives invited to attend the National Magnet Conference
- Involved in RN satisfaction survey from implementation through dissemination of results to individual units

RN Satisfaction Scores for Overall Job Enjoyment at Geisinger Medical Center



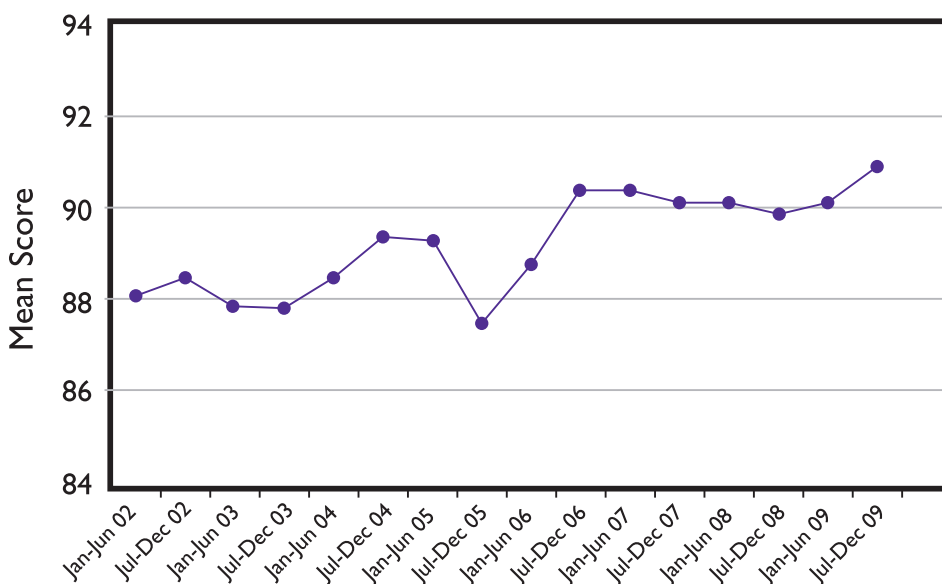
Nursing Services Quality Performance Improvement Council

Also known as the NSQPI (Nursing Services Quality Performance Improvement Council), this council provides structure to support a culture of continuous performance improvement. It is here that direct-care nurses can work together to develop monitoring tools, audit compliance to policies/procedures, and analyze outcomes.

2009 Outcomes:

- Integumentary subgroup improved documentation of wounds by creating, piloting and implementing an electronic wound group in the electronic health record
- Developed an audit repository for Nursing Performance Improvement members to gain insight and initiate improvement projects on their units/clinics
- Outpatient subgroup worked with local nursing homes to improve handoff communication for appointments

Geisinger Medical Center Inpatient Patient Satisfaction Mean Scores "Overall Care"



Nursing Research Council

A collaborative platform for direct-care nurses and nurse researchers to promote the conduct, evaluation, and practice changes related to nursing research.

2009 Outcomes:

- Modifications and revisions were made to research education program for nursing staff and those interested in conducting research
- Developed a research mentoring program and implemented web based support tools

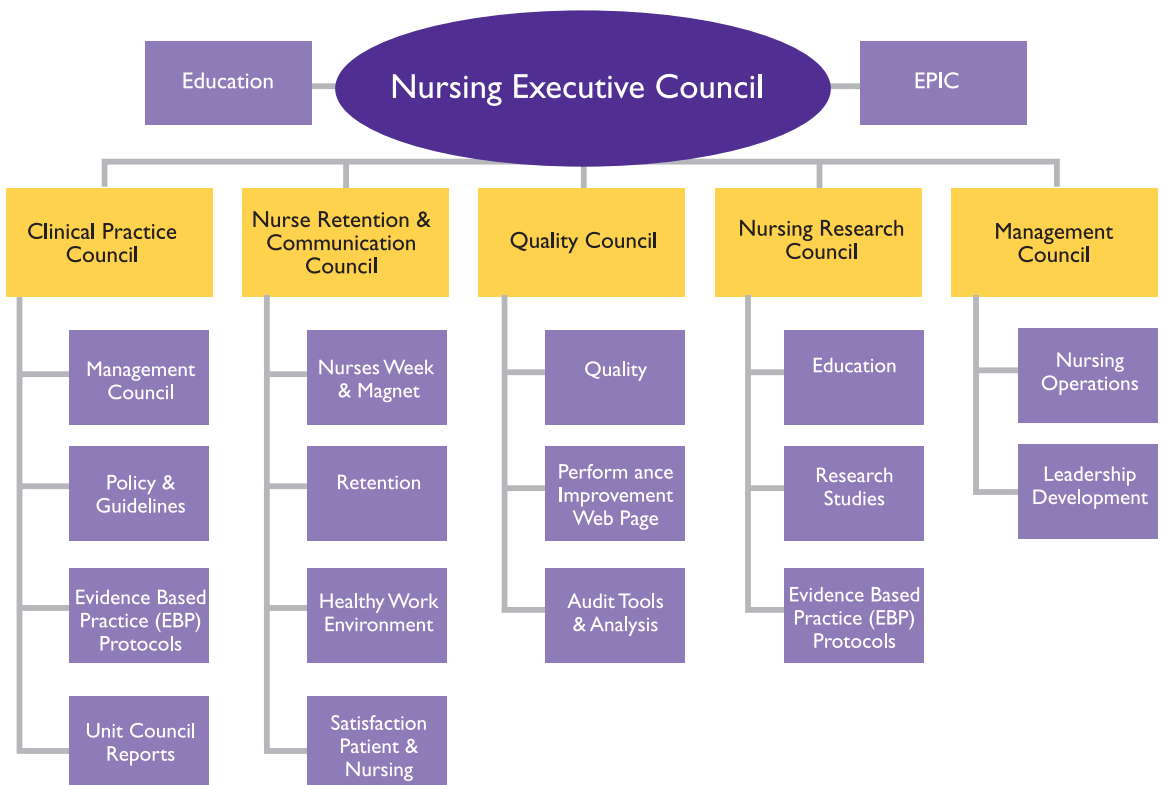
Nursing Administrative Council

Consists of inpatient operations managers and additional members of executive leadership to address regulatory issues and nursing resource strategies.

2009 Outcomes:

- Transition of care initiative and assessment tool
- Operational next steps: Roles and Responsibilities of Leadership Team
- Color of safety initiative
- Instrumental in facilitating Patient First Officer program
- Increased the number of PAPR devices to protect against air borne particulates.
- Beginning of hourly rounding on inpatient units

Geisinger Medical Center Nursing Governance Structure



Nursing Recognition

The Service Hero Award

Service Heroes are Geisinger employees who exceed expectations in providing service or care to our patients, families, and coworkers in the Geisinger tradition of caring. He or she exemplifies the best of the nursing profession and exhibits innovative thinking, lifelong learning, and teamwork. Employees may be nominated for a single event; these nominations can come from anyone within the Geisinger community. The Service Hero Award recognizes exceptional employees for outstanding performance and celebrates the nurse's commitment to quality patient care and professional nursing practice in a defined instance or situation.



This year, Geisinger recognized five outstanding nursing employees as Service Heroes for their exemplary service rendered on behalf of patients. Congratulations to these Service Hero honorees:

2009 Service Hero Award Recipients:



Denise Yorks, RN
Nursing-MSF

Denise is being honored for her compassion and dedication after helping an acquaintance she had worked with periodically over the years. Denise happened to be

passing through Bush Pavilion 8 when she heard a monitor beeping in a nearby room. When she went in to check on the patient, she realized she was a nurse with whom she had previously worked. As they talked, the patient shared that she was recently placed on hospice and was being discharged to a nursing home. The patient did not want to burden her family or put her grandchildren through the pain of seeing her in such grave condition. When Denise heard this, she immediately offered the patient a room at her own home. Denise's family, along with family and friends of the patient, were able to care for her until the end, thus ensuring she was surrounded by those she loved. Denise is, without a doubt, not only a compassionate nurse but also a noble and caring human being.



Brad Faust, LPN
Emergency Department

Brad demonstrated exceptional dedication and professionalism one evening after a shift in the Geisinger Medical Center Emergency Department. A patient who had

been in the Emergency Department had forgotten to take his medication home with him when he was discharged. Neither the patient nor his elderly mother were able to drive and had exhausted all possible options for retrieving the medication. Brad drove the medication to the patient's home, traveling out of his way to ensure that the patient had the medication he needed that evening. Brad has proven that kindness is a gift and is very deserving of the Service Hero Award.



Barbara Craig, LPN
The Childbirth Center

Barb, an employee of Geisinger Labor and Delivery, was recognized for the compassion she showed toward a patient who was admitted to the unit. The patient had suffered complications and had been an inpatient on the unit for nearly three months. The young woman was from out of town and her family was unable to be at her bedside.

Knowing the holidays were coming, Barb offered to host the patient and her significant other at her home for Christmas dinner. This may sound like the best holiday gift Barb could have offered to a patient so far from home, but she didn't stop there. Barb also took the patient's laundry home. Barb is a perfect example of the Geisinger vision.



Jen Wemple, RN

**Jen Wemple, RN, SCU4, and
Deb Houseknecht, RN, PICU**

The Service Hero Committee has recognized Jen and Deb for their quick response to a pedestrian accident. After their shifts, they stopped to assist a pedestrian who had been struck by a motor vehicle. The patient was in the middle of the road and lighting was poor—presenting a safety risk for both the nurses and the patient. At one point, while tending to the patient, they were unable to stop a passing



Deb Houseknecht, RN

tractor-trailer and could feel the rush of air against their skin as the truck whizzed by. Deb and Jen performed CPR until ambulance crews arrived. They stayed to assist with I.V. bags and medication verification. Without a doubt, Jen and Deb are excellent examples of superior Geisinger employees and so deserving of this service award.

Empowerment:

a multidimensional process that helps staff gain control over professional practice

Nurse Excellence Awards

Each year, Geisinger Medical Center recognizes nurses and support staff who demonstrate nursing excellence across the health system. From January through March, nominations for Nurse Excellence Awards in various categories that include practice, RN, LPN, unlicensed personnel, and clerical support staff are submitted to the Nursing Recruitment and Retention Committee for Nursing



Excellence. These peer nominations are reviewed and categorized and then finalists are selected based on established criteria. The awards are presented on the Monday of Nurses Week to mark the kickoff of Geisinger's Nurses Week celebration. This year, 26 winners were chosen from nearly 125 nominees from across the health system. The recipients are listed below.

Nurse Excellence and Partners in Excellence Award Recipients from GMC

Partners in Excellence—Unlicensed recipients:

- Angela Haines, Pain Therapy
- Melissa Snyder, AGP5

Nurse Excellence—LPN recipients:

- Ronald Gillam, LPN, Pain Therapy
- Penny Gingrich, LPN

Nurse Excellence—RN recipients:

- David Mensch, RN, BP2
- Barbara Molesevich, RN, Foss Clinic 3
- Chanda Ronk, RN, AICU
- Stephanie Worchach, RN, WP LL2

Nurse Excellence—Extended practice, clinical recipients:

- Karen Anglovich, RN, AGC7
- Kathy Gorton, RN, Oncology Nurse Coordinator
- Marie Lamey, RN, AGC7

Nurse Excellence—Extended practice, leadership recipients:

- Terri Bickert, RN
- Debra Strausser, RN, OR Manager

Employee of the Month Award

The Employee of the Month is a member of the Geisinger family who demonstrates a positive attitude and a commitment to outstanding performance. Each month, Geisinger nurses are among those named as recipients of this honor:

2009 Nursing Recipients:

Rene McCloskey, RN

Nursing Education
Five years of service

Tarra Edelstein, RN

AICU
Six years of service

Sidiqah Nesbit, RN

CICU
One year of service

Darlene Burd, RN, CEP

NICU
34 years of service

Stacey Taylor, RN

Specialty Nurse, Plastic Surgery
Six years of service

J. Andrew Schmid, RN

IT Program Director
28 years of service

Tracey Nicholas, RN

Performance Improvement and Risk Coordinator
29 years of service

This year, several interdisciplinary groups were also recognized for outstanding performance:

- Breast Clinic
- Healthy Beginnings Nurses
- OR Work Group
- Invasive Cardiology
- Medical-Surgical Home Care RNs
- Urology Clinic Staff
- Interventional Pain Medicine
- MFM Ultrasound Team
- Patient Transfer and Lift Team
- Medication Reconciliation Team
- Pottsville OB/GYN

New Knowledge, Innovation, and Improvements

The ethical and professional responsibility of Magnet organizations to contribute to patient care, the organization, and the profession in terms of new knowledge, innovations, and improvements.



Innovation:

the introduction of something new; a new idea or method

Hospital for Advanced Medicine Nears Completion

As construction continues, opening day draws nearer for Geisinger's Hospital for Advanced Medicine. Nurses have been at the forefront of planning this state-of-the-art hospital, which is scheduled to open in February 2010. The hospital will bring together specialized staff and new technologies to serve the most critically ill patients in central and northeastern Pennsylvania.

Because nurses know patient care best, they have been involved in every facet of the hospital's design. They were instrumental in determining the building design and in the layout of the units, pods, and patient rooms along with choosing uniforms, equipment, and furniture among many other important decisions.

Research demonstrates that when nurses spend more time at the bedside, they are better able to pick up subtle changes in patient status that can signal important care needs, so nurses played an integral role in the design of the nursing units. The units are divided into three pods with distributed work stations throughout the unit. Medications and supplies will be decentralized and stored within a few feet of each patient's room to keep nurses closer to the patient.

Nurses also had input in the design of patient rooms, which are specifically designed to improve care. The hospital features many other important details—including ceiling-mounted patient lifts, individual room temperature controls, consult rooms, pull-out sleeper recliners in each room for family members, and spacious staff lounges on each unit—all designed with input from the nursing staff to create a facility that reflects the highest standards of functionality and patient-focused care.

The hospital's seventh floor features a unique and innovative state-of-the-art acuity adaptable care model where the nursing unit is designed and staffed to allow patient rooms, beds, and care intensity to adapt as the patient progresses from intensive care to recovery. Rather than moving patients numerous times as they progress through the healing process, the appropriate level of care is brought to the patient. Patients can remain in the same room throughout their stay.



New Knowledge:

nurses are educated about evidence-based practice and research, enabling them to explore best practices and to generate new knowledge

Geisinger Quality Institute

Five teams completed the Geisinger Quality Institute (GQI) Quality Basics Improvement Program and presented their projects to staff and leadership at Geisinger's Henry Hood Center for Health Research. The Geisinger Quality Institute is a learning institution that instructs and coaches employees in improvement methodology and patient safety best practices. GQI's faculty is committed to developing employees who have the knowledge and skills to lead change and to create a culture where quality, improvement, and patient safety is everyone's job every day. Several multidisciplinary teams form each year with the goal of providing quality outcomes for our patients. This year's projects included improving the discharge project for inpatient psych patients, improving the medical management telephone process, improving rounding, and reducing scheduling conflicts. Here is one of those teams that had successful initiatives.

BP Inpatient Psych Team

Goal: Improve the Discharge Process



Team members, from left, Ray Sharretts, DO; Deb Ulrich, RN-C; Lisa Angelo; Ed Madalis, LPC; Madeline Nabrotski, RN; David Mensch, RN-C; and Dixie Priestman, RN-C

Improvement:

the act or process of improving;
to add value or excellence

Nursing Research Council

The Nursing Research Council (NRC) provides a forum for nurses from the hospital to academia to collaborate on nursing research topics. Nurses are encouraged to identify research opportunities in daily practice that the NRC translates into nursing research projects. The NRC provides resources for Geisinger nurses to conduct studies and partners with affiliated colleges and universities to bring beneficial educational sessions to the Geisinger campus. Nurses from the NRC serve as evidence-based practice resources.

Listed below is a sampling of the various studies, publications, funded proposals, and professional presentations supported by the NRC:

Completed Studies

- Mary Ann Blosky, et al. Healthy work environment study: Nurses' perceptions of communication at work (paper in process)
- Tracey Kopenhaver and Kristy Sands. The lived experience of liver and kidney transplant recipients (results presented in poster session)
- on nursing staff knowledge and patient safety (data collection)
- Andrea Wary, Leslie Laam, Adele Spegman. Survey on the effectiveness of a prenatal smoking cessation program in rural Pennsylvania (data collection)

Current Studies: Reviewed and Approved by NRC and GIRB

- Melissa Narcavage, Margaret Randall, Beth Ann Breining, Ruth White, Amy Neuhard. Improving point of care: Family-centered rounds (data collection)
- Mindi Miller, Shelia Hartung, Adele Spegman. Operation managers' perceptions of communication at work (analysis)
- Michael Treese. Nurse satisfaction in relation to workload and burnout (planning)
- Deb Ulrich, Dennis Tanner. Effectiveness of an education program for staff working with inpatient psychiatric patients (ongoing data collection and analysis)
- Chanda Ronk, Sonia Reich, Michelle Getz, Lisa Curry. Nasogastric and orogastric tube confirmation (data collection)
- Kim Johnson. An exploratory examination of perceptions of fatigue among flight team members in a helicopter emergency medical service program (analysis)
- Scott Oldfield. The effect of health literacy and self-efficacy on smoking cessation in the older adult with vascular disease (writing)
- Liza Behrens, Deb Henninger, Adele Spegman, Joan Baker, Pugazhendhi Vijayaraman, Gopi Dandamud. Willingness to participate in a clinical trial concerning medical device studies (planning)
- Deb Wantz. Nurse satisfaction and the acuity adaptable model of care (data collection)
- Terri Bickert. The effect of safety rounds education

2009 Publications by Geisinger Nurses: Peer-reviewed

- Mary Ellen Dziedzic. Preventing pressure ulcers in an acute care setting. *Mosby's Nursing Consult* http://www.nursingconsult.com/ldas/stat/view/18141_7280-2lcup?nid=209547&date=week; accessed February 2, 2010
- R.A. Lobb. Nasoendotracheal tube obstruction. *International Student Journal of Nurse Anesthesia*, 8(2):5-7
- R.A. Smith. What you don't know can hurt you: Health hazards in the workplace. *Journal of Perianesthesia Nursing*, 24(2):75-80

Funded Proposals: Submitted with Notification of Award in 2009 Calendar Year

- Chanda Ronk. Nasogastric and orogastric tube confirmation. Funded by Theta Zeta chapter, Sigma Theta Tau International, May
- John Boker, Adele Spegman, Michelle Thompson, Deb Wantz. Hands-on quality improvement: Physician-nurse relationships. Funded by the Macy Foundation, January 2010-August 2013
- Lydia Rolita, Adele Spegman. A retrospective study to evaluate the effect of trends in pain management prescribing behaviors on falls and hip fractures in the elderly. Funded as a Joint Research Initiative between NYU Langone Medical Center and Geisinger Health System, January-November 2010

2009 Presentations at Professional Meetings: National and Regional

- Adele Spegman, Sharon Larson. School nurse perspectives on caring for children with chronic health conditions (podium presentation). American Public Health Association (APHA) 137th Annual Meeting and Exposition, Philadelphia, November 7-11
- Cynthia Kindler Matzko, Eric Newman, Thomas Olenginski, Thomas Harrington, Gwynne Maloney-Saxon, G. Craig Wood, Tanna Culp. Glucocorticoid-induced osteoporosis program (GIOP): A highly successful care program with improved patient outcomes after two years. American College of Rheumatology, Philadelphia, October 20
- Liza Behrens, Debra Henninger, Valerie Harkins, Adele Spegman. Production capability of the clinical research nurse (poster presentation). Association of Clinical Research Professionals: 2009 Global Conference, Boston, October
- Tara Dilac, Brandi Peachey. Traumatic brain injuries among children (podium presentation). Sixth Annual Regional Pediatric Nursing Conference, Philadelphia, October 12
- Tracey Kopenhaver, Kristy Sands. The live experience of liver and kidney transplant recipients (poster). Fifteenth Qualitative Health Research Conference, Vancouver Canada, October 4-6
- Robin Steimling, Ann Bower, Shannon Gibble, Bonnie Heinzleman, Adele Spegman. Collaborating to enhance nursing students' clinical learning (poster). Eighteenth Annual Academy of Medical-Surgical Nurses Convention. Washington, DC, September 9-14
- Danielle Demmien, Marie Grunden. Nurse work relationship-personality trait recognition and resolution of the introspective nurse (poster). 18th Annual Academy of Medical-Surgical Nurses Convention. Washington, DC, September 9-14
- Amy Gearhart, Chanda Ronk, Barb Spatzer. Work-life balance: Do you have it? (poster). Eighteenth Annual Academy of Medical-Surgical Nurses Convention. Washington, DC, September 9-14
- Sarah Evans, Charity Derr, Chris Owens. Fall prevention and safety interventions (poster). National Association of Orthopaedic Nurses. Tampa, May 16-20
- Lora Nizinski, Scott Oldfield, Julie Ross. Advanced practice nursing role in tertiary vascular care (poster). Society for Vascular Nursing Annual Convention, Denver, April 30-May 1
- Adele Spegman. Promoting research among rural hospital nurses using a participatory research approach (poster). Twenty-first Annual Eastern Nursing Research Society Scientific Sessions. Boston, March 19-21
- Gwynne Maloney-Saxon, Thomas Olenginski, Brian Del Vecchio, Androniki Bili, Eric Newman, Cynthia Kindler Matzko. The high-risk osteoporosis clinic (HiROC): Closing care gaps using an electronic health record and a unique model of care (podium presentation). Tenth Annual National/International Evidence-Based Practice Conference. Glendale, AZ, February 19-20
- Cynthia Kindler Matzko, Eric Newman, Thomas Harrington, Thomas Olenginski, Gwynne Maloney-Saxon. Glucocorticoid-induced osteoporosis program (GIOP): Comprehensive care with improved outcomes after 6 months and at 1 year: A collaborative approach (podium presentation). Tenth Annual National/International Evidence-Based Practice Conference. Glendale, AZ, February 19-20

Nurses and the Library

Throughout our Magnet Journey and beyond, Geisinger Medical Center librarians have proved to be an invaluable resource for direct-care nurses, leadership, and patients.

Geisinger's medical libraries opened in 1930. Since then, services have evolved from traditional library services to the most advanced electronic resources available.

Strong collaboration between library staff and nursing has paved the way for a successful teaching-learning partnership. The Health Sciences librarian acts as a consultant to nursing to provide education and support to staff on how to navigate online resources. In addition, the librarian provides:

- Access for direct-care nurses with auto-alert searches sent to individual e-mail addresses
- Access to resources to conduct evidence-based research
- Orientation for all new nurses regarding library services
- Educational sessions about library resources for various committees, councils, and groups, such as nurse practitioners
- Literature searches and documents for research projects
- Web-based tutorials
- Assistance to staff with APA and MLA formatting for professional writing
- An extensive collection of nursing journals
- A wide variety of scholarly and public information sources
- Set up of ETOCS (electronic table of contents service) for staff to heighten current awareness in their areas of expertise

The library staff was eager to engage in and support the Magnet Journey. They are a knowledgeable group capable of providing a wealth of resources, including the latest information technology to support the journey. The close collaboration and partnering between nursing and library sciences proved to be a winning combination for our Magnet Journey.

Community Resource librarians also provide a comprehensive array of cutting edge services to meet the health information needs of patients accompanied by virtually endless data through online/web searches and individual assistance.

In addition to this list, librarians provide many other helpful services to GMC staff and patients. The virtual library is available 24 hours a day and offers an online catalog of resources that can be accessed from anywhere within the healthcare system.

Patient Companion Program

An independent committee that worked to bring a patient companion program to Geisinger saw that program rolled out to the entire hospital this year. The program was first piloted with neurologic patients.

Companions provide a supplemental resource to help ensure a safe environment for patients who are confused or at risk for falls or injury. Patient companions are not nurses or nursing assistants and do not perform nursing duties, but they may alert the nursing staff to patient needs or changes in behavior. They monitor patients while providing diversional activities and therapeutic communication and may escort them to tests and procedures.

Nurses who believe a patient may benefit by having a companion can now assign one at their discretion.

Empirical Quality Results

Magnet-recognized organizations are pioneers of the future and demonstrate solutions to numerous healthcare problems.



Empirical outcomes:

the best patient outcomes brought about through experience, observation, and research

Central Line Infections Campaign: Addressing the Risk

Nationwide, more than 250,000 patients are diagnosed annually with central line-associated bloodstream infections. These infections lead to increased patient risks, including death and higher costs for care.

To address this problem, Geisinger recently launched a Central Line Infection Campaign that aims to reduce central line infections through staff and patient education and awareness. A designated Central Line Bundle Team began tracking compliance with the Institute for Healthcare Improvement's five central line bundle elements in 2006. The central line bundle is a group of evidence-based interventions that, when implemented together, result in better patient outcomes.

Cancer Survivors Day



Cancer survivors, their families, and Geisinger staff gather in the Knapper Clinic parking lot at Geisinger Medical Center. This day was dedicated to activities and events honoring cancer survivors.

The Childbirth Center: Renovations and Improvements Culminate in Reopening Ceremony

The completion of a series of renovations and improvements in the OB Department culminated with a reopening and rededication ceremony on March 19, 2009. The ceremony showcased and celebrated all of the new features the unit and its nursing staff have to offer and had participation from the entire OB team, including the physicians, Children's Miracle Network, Environmental Services, Food Services, and Care Management.

Renamed The Childbirth Center at Geisinger, the unit now has a new labor trail, a completely renovated nursery, and a unit-specific mission statement along with its new name. All of the improvements were initiated and driven by nursing staff.

The labor trail, which will improve the birthing experience for both mothers and babies, is marked by a series of photos, each featuring a local couple who delivered their baby at GMC. In each photo, the couple is performing a different exercise, breathing technique, or posture to stimulate labor. Laboring patients walk the trail and perform these exercises to help labor progress.

The nursery has been renovated and expanded to offer moms an alternative to rooming in. Rooming-in is still considered best practice and encouraged, but to accommodate new moms who need or request an opportunity for uninterrupted rest, The Childbirth Center has been enlarged and transformed from a small holding area to a full-scale nursery. Nurses were instrumental in implementing this change, gathering suggestions from patients, staff, and pediatricians. The renovation included replacing the old pink and blue color scheme with a palette of black, white, and primary colors to stimulate the babies' cognitive development. The nursing staff had total input in the design—from the flooring to the themed pictures on the walls. The expanded nursery has created new nursery nurse positions that are staffed 24/7.

The OB nursing staff also developed a unit-specific mission statement that reflects the department's goals and its commitment to moms and babies. It was signed by nurses and physicians, framed, and unveiled at the reopening as part of the birthing center's rededication. Other changes on the unit included sending thank you cards to patients and changing visitation guidelines to make them more patient- and family-centered.

To reflect the changes that had taken place, the nursing staff worked with the Advisory Council and the Public Relations & Marketing Department to choose a new name for the unit. Renamed The Childbirth Center at Geisinger, the unit is now even more focused on patients and families.

Magnet Conference 2009

Geisinger Medical Center was officially welcomed as a new Magnet organization during the American Nurses Credentialing Center National Magnet Conference held October 1-3, 2009 in Louisville, Ky. This year's conference drew more than 5,000 nurses from 50 states and 12 countries. The conference theme was "Inspire Innovation, Achieve Outcomes."

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REDEFINING BOUNDARIES™