Dear Colleagues,

The cicadas are singing loudly which, according to a native Midwesterner, is a sure sign that summer is almost over. The days are getting shorter and the first Hawkeye football game is this weekend—a cause for celebration and a good time to plan ahead for the inevitable inconveniences of game-day Saturdays. If you work on a football Saturday, please read the parking information in the Announcements below.

This week, I’d like you to think long and hard about our nursing team—who we are, where we’ve been, and where we want to be in the future. As we move into our year-long preparation for Magnet re-designation, it’s very important that we don’t take our legacy for granted. We must earn our “stripes” each and every hour/day/month/year through our commitment to excellence in patient care outcomes, service, and satisfaction.

Our application is due August 1, 2012 and, if we’re lucky, our site visit will be sometime between November 2012 and February 2013.

We earned elite status as a Magnet organization in 2004 and again in 2008 because of the hard work and commitment of the team. We will keep it for the same reason and because the outcomes of our practice are better than average. In some instances right now, our outcomes are above average (patient satisfaction scores). In some areas, we are below the mean or median of our peer group (falls and pressure ulcer rates) in nurse-sensitive indicators (NSI). The NSIs we measure include:

- falls
- hospital-acquired pressure ulcers
- use of restraints
- patient satisfaction with nursing care
- patient satisfaction with pain management
- hospital-acquired infections
- ventilator-associated pneumonia (VAP)
- central line-associated blood stream infections (CLABSI)
- catheter-associated urinary tract infections (CAUTI)
- quality indicators in ambulatory care and procedural areas

Click here to see where your unit is performing on NSIs pertinent to your area. Get comfortable with the data—it tells the story about our practice. Engage with your nurse manager, assistant nurse manager, and APN to help improve your outcomes. Even if you’re outperforming the benchmark, we can always do better.
Make it your job to help us be the best we can be! You'll feel good about what you do and you'll help ensure that our Magnet legacy lives on.

Sadly, I learned last week that one of our peer institutions, the University of Kentucky Chandler Hospital and Kentucky Children’s Hospital recently lost their Magnet designation. You will see from this newspaper article that this happened because they did not consistently outperform the mean of their benchmarks in quality outcomes and patient satisfaction targets. Outperforming the mean of a national benchmark is a high bar and we will need to work hard to meet consistently in some areas. Please make a commitment to consistently practice in ways that will improve our outcomes. Click here to see best practices we should all be following. Remember, these are YOUR outcomes as a nursing staff. Let’s give our patients our very best!

I also want to thank the nurses on each of our units who have stepped forward and committed to be our new “Quality Champions” for the coming year. They join our STAR Nurses, Pain Resource Nurses, Geriatric Resource Nurses, ergonomics key coaches, EBP fellows and others who’ve committed to making our patient care the best it can possibly be. Everyone can get in on this—starting with our quarterly skin survey on Thursday, September 1 (see more on this below). Each nurse can find a way to make a substantial contribution to improving our care. Don’t hold back. We have a very exciting year ahead as we get our outcomes where they need to be for our patients, families, and Magnet! We are an exceptional nursing team and one that gets better every day. Thanks for all you do and all that you stand for. High standards will yield strong results!

Go Hawks!

Quarterly skin survey this Thursday!
The NDNQI quarterly skin and restraint survey is Thursday, September 1, in all pediatric and adult inpatient units. Go team! Let’s have a great survey!

Sacred Cows
I thought that last week’s debut feature of our new Sacred Cows column was important enough to warrant re-running it. Please make time to read this if you haven’t already done so. Stay tuned for a sacred cows/EBP survey—coming soon!
Guest Column on Research and Evidence-Based Practice
Sacred Cows – going to pasture
By Kirsten Hanrahan, DNP, RN and Laura Cullen, MA, RN, FAAN

Many traditional nursing practices have not changed despite best evidence. Old practice habits, or sacred cows, are those practices considered routine and above dispute that are particularly resistant to change. Our nursing department is moving from tradition to evidence-based practices (EBP) and putting sacred cows to pasture. The following are just a few of many EBPs that have been implemented ... [ click here to read more ]

MILESTONES

Awards
Patti Lounsbury, MA, RN, CCRN, advanced practice nurse in the cardiac rehab CHAMPS program, is being recognized by the American Association of Critical Care Nurses (AACN) for 35 years of certification as a CCRN—an amazing accomplishment! Congratulations to Patti. Click here to read the announcement.

Certification
Marcy Clark, MSN, RN, CNML, nurse manager of RSCU, recently earned certification as a Certified Nurse Manager Leader.

Elected
Lisa Kongable, MA, ARNP, staff nurse on 1JPW, Child Psychiatry, has been elected President of the Iowa Chapter of the American Psychiatric Nurses Association, for 2011.

Announcements, Presentations, and Events

2011 Nursing Excellence in Clinical Education Award Call for Nominations
It’s time to nominate someone for the Nursing Excellence in Clinical Education awards. Please use this link to nominate a deserving RN. The deadline for nominations is at 4 p.m. on Monday, October 10, 2011. One staff nurse recipient and one nurse leader recipient will be selected. Recipients will receive a monetary
award and a certificate. Contact Lou Ann Montgomery at 6-3959 or email lou-montgomery@uiowa.edu if you have questions. Click here to view a list of previous winners.

**Football Weekend**
This Saturday, September 3, is a Hawkeye home football game. Special parking arrangements have been made for staff that work during home games. UI Hospitals and Clinics buildings are on restricted access on game days. Staff may only gain access with photo ID cards or by coming in at the main entrance. For specific details, please contact your manager/supervisor, your departmental HR representative, HealthCare Human Resources, or visit The Point. Other home football game days this year are: Sept. 17, Sept. 24, Oct. 15, Oct. 22, Nov. 5, and Nov. 12.

**New quarterly report focuses on cancer**
The latest in a series of quarterly reports focused on UI Health Care was published this weekend. These reports make up an ongoing annual report showing how our organization is changing medicine and changing lives through breakthrough discoveries, educational advances, and innovative patient care. This report, like the previous one, was distributed statewide as an insert in the Sunday Des Moines Register and Press-Citizen. View an online version by clicking here. Congratulations to all of our certified oncology nurses who were featured in the report and to Deb Bohlken, BSN, RN, OCN, and Sharon Baumler, MSN, RN, CORLN, OCN, who’ve helped lead the way.

**Epic Status Report– take a moment to look at what’s new and improved**
Please read about the latest Epic enhancements. You will see ongoing improvements to our falls risk and prevention documentation, as well as new best practice alerts. Keep up with the many positive changes in our Epic EMR. We’ll see even more positive changes once the new upgrade is implemented on October 8 (just around the corner).

**Blood management webinar on Thursday**
The next Blood Management Initiative Webinar for faculty and staff will be held from noon to 1:30 p.m. on Thursday, Sept. 1 in the Cullen Conference Room, 6426 JCP (Elevator F, Level 6). The topic is “Effective Management of Red Cell Mass in Neonates” presented by Robin Ohls, MD. For complete information, go to The Point.

**Diversity-related events slated for September**
Plan to attend a diversity-related event or program in September. Please share these opportunities with your colleagues. Click here for flyer.
Nursing Grand Rounds on Wednesday
Click [here](#) to view a flyer.

“Let’s Talk Patient Safety” forum September 6, 2011
Click [here](#) to view a flyer.

Patient satisfaction update
We’re holding steady with our HCAHPS scores on Nurse Communication and Rate the Hospital in the aggregate, and in the weeks ahead I’ll be looking at the great strides we’ve been making on some of our units in key components of these metrics including pain management and responsiveness. Hourly rounding, bedside report and strong communication figure prominently in these success stories. Keep up the strong work.

Grateful patient letter – Burn unit
Please enjoy this positive patient letter that came in for our Burn Unit team. Way to go!!!

To the Iowa City Administration (UIHC)

My husband was burned late one evening last month. I took him to our local emergency. They informed us he would be taken by ambulance to the Iowa City burn unit. On the way, the ambulance hit a deer, which made travel time twice as long. We had no idea what to expect. As my son and I walked into my husband’s room, we had never seen so much compassion and teamwork. Just in a few minutes, a lot of our fears were lifted. We noticed how everyone took time to answer questions and let us know what to expect. Everyone was so good about showing me around and teaching me how to take care of my husband when we returned home. The tub room was frightening but with time and education, I felt pretty comfortable. Dr. Latenser made me feel confident and took time to explain everything. Housekeeping was always helpful and did a
wonderful job. The staff from the lab, occupational therapy, physical therapy, respiratory care, kitchen, always had a smile on their faces. A few staff that need to be recognized are: Erika, Laura, Crystal, Shari, Brandi, Steph, Jenette, Stephanie, Tina, Jackie, Robin, Loren, Monica, Adam, Dana, Lauren, Jessica, Lois, Aime, Brandy, and Brian. I know I've missed a few. You all need a pat on the back! I know that the Iowa City Burn Unit is #1.

To read more grateful patient letters, click [here](#). Has your unit or clinic received a letter from a grateful patient? Please send to jane-zukin@uiowa.edu or through campus mail to Jane Zukin, UI Health Care Marketing and Communications, W 319A GH.

When commenting, please be respectful of your colleagues.