Excellence in Wisconsin Nursing

Tuesday, September 9, 2008
8:00 am – 4:00 pm

Westwood Conference Center
1800 Westwood Center Blvd.,
Wausau, WI 54401
800-468-8470 / 715-847-9436

Who Should Attend: Registered Nurses, including Unit Managers, Point of Care Practitioners, Quality Specialists, Nurse Educators, Home Care Nurses and Extended Care Nurses

Event Co-Sponsors
Aspirus Wausau Hospital
Aurora St. Luke’s Medical Center
Aurora Sinai Medical Center
Aurora St. Luke’s South Shore
Aurora West Allis Medical Center
Aurora Medical Center Washington County
Wisconsin Hospital Association
Program Description
The quality of patient care delivered in Wisconsin continues to be nationally recognized. Currently, the federal agency, AHRQ, ranks Wisconsin second in the nation in health care quality.

Wisconsin nurses throughout the state play a vital role in achieving these outstanding outcomes. Aspirus Wausau Hospital and Aurora Health Care Metro and Kettle Moraine Regions have collaborated in the development of a forum focusing on nursing-driven quality outcomes and related leadership topics. As Magnet recognized organizations, they share a commitment to provide educational opportunities like this for Wisconsin's nursing community.

Purpose: Maintain Wisconsin's top ranking in achieving quality outcomes through an in-depth focus on nursing care and outcomes.

Objectives:
1. Expand the nurses' knowledge of the latest evidence-based care guidelines in key clinical categories.
2. Discuss critical leadership challenges facing nurse managers in the areas of retention, employee engagement, and career planning.
3. Identify how the American Nurses Association Magnet Recognition Program promotes the continuous growth of professional nursing practice and an optimal work environment.

Nursing Continuing Education
Aurora Health Care, Milwaukee, Wisconsin, and Aspirus Wausau Hospital, Wausau, Wisconsin, are approved providers of continuing nursing education by the Wisconsin Nurses Association Continuing Education Approval Program Committee, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

ANCC contact hours may be awarded for this education activity.

Program Agenda
0800  Registration & Continental Breakfast
0900  Welcome: Tim Gengler, RN, MSN, CNA, Chief Nursing Officer, Aspirus Wausau Hospital
0915  Transparency in Health Care: Public Reporting of Nurse Sensitive Indicators
  Mom and Dad aren't the only ones looking at your report card! Public reporting of health care performance data provides valuable information to the public about the quality, cost, and patient evaluation of care. Learn about a trend that is here to stay – transparency in health care.
  - Linda Cottreau, MSN, Vice President/Nurse Executive, Aurora Sinai Medical Center
1015  Break
1030  Breakout 1
  Best Practices in Stroke Care
  This session reviews the American Heart Association recommendations for certified stroke centers and how they guide optimal care for the stroke patient. A glimpse into the latest treatments for stroke will also be presented.
  - Shannon Durski, BSN, Stroke Team Member – Neuro ICU, Aurora St. Luke's Medical Center
Creating a Culture of Best Practice Through Evidence Based Practice and Research
Presenters from two Magnet Hospital Nursing Research programs will explain the foundations of their programs. They will then describe the factors that promote growth and visibility in nursing research. Attendees will learn how the principles of evidence-based practice and nursing research can be scaled to benefit organizations of various sizes.
  - Mary Hagle PhD, RN, AOCN, Regional Manager/Researcher, Center for Nursing Research and Practice, Aurora Health Care
  - Shirley Wiesman, RN, APRN-BC, MSN, CCRN, Clinical Nurse Specialist, Aspirus Wausau Hospital
Forecasting Wisconsin's Nursing Workforce
This presentation will provide a broad understanding of the supply and demand for nurses over the next several years. Our state has proactively expanded its nursing workforce. However, the future brings a significant number of nurses anticipating retirement. The critical role health care organizations play in developing creative partnerships with Wisconsin's Schools of Nursing will also be discussed.
  - Judy Warmuth, RN, MSN, PhD, Vice President, Workforce Wisconsin Hospital Association
How to Lead Quality Initiatives
This session will assist the Nurse Leader to determine how to choose projects for quality improvement, avoid the barriers to project completion, and choose appropriate outcome measures that communicate success or further opportunity.
  - Becky Pogacar, RN, MS, NEA-BC, Regional Director of Nursing Operations and Magnet Coordination, Aurora Health Care
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1130  Break

1145  Breakout 2

**Best Practices in Wound Assessment and Documentation**
The discussion will cover comprehensive wound assessment and help attendees differentiate among various wound etiologies. The speaker will review the revised staging system put forth by the National Pressure Ulcer Advisory Panel and discuss the importance of excellent documentation.

*Patty Cimino, RN, BSN, CWOCN, Certified Wound, Ostomy and Continence Nurse Clinician, Aspirus Wausau Hospital*

**Acute Myocardial Infarction – A Team Approach**
The presenters will explain how the application of a process improvement model helped a community hospital implement a Level 1 cardiac care program. Through discussion of one hospital’s transition and current challenges, attendees will take away strategies to maximize resources and leverage education and partnerships with first-responders to optimize cardiac patient outcomes.

*Susan Habrat, RN, MS, CCRN, CSC, Cardiac Clinical Nurse Specialist, Aspirus Wausau Hospital*

*Audrey Schlund, RN, BSN, Quality Improvement Coordinator, Aspirus Wausau Hospital*

**Wisconsin Nurse Residency Program**
This session will introduce the attendees to the Wisconsin Nurse Residency program, its underpinnings, and measured benefits in successfully transitioning graduate nurses into the profession. Attendees will learn how a residency program can be scaled to benefit hospitals of various sizes.

*Marilyn Meyer Bratt, RN, PhD, Assistant Professor, Project Director, Wisconsin Nurse Residency Program, Marquette University*

**We Live in a Culture of Blame: What’s Wrong With That?**
Blame has become a prominent part of our culture. News headlines and popular media provide several examples, some of which have impacted health care organizations. This session will begin by examining the role blaming plays and discuss strategies to minimize the negative impacts of blaming to improve organizational cultures.

*Diane Postler-Slattery, RN, MSN, PhD, FACHE, President/COO, Aspirus Wausau Hospital*

1245  Lunch

1330  Breakout 3

**Pain Management in Today’s Opioid Environment**
Pain management in a world of increasing opioid/narcotic prescribing, medication diversion and the decreasing age of the “abuser” is a challenge. Asking the right assessment questions, using a multidisciplinary approach, and observing the current professional guidelines promotes excellent practice in pain management and prevention.

*Connie R. Ecklund, RN, MSN, APNP, BC, Nurse Practitioner, Pain Management, Central Wisconsin Anesthesiology, SC*

**Understanding Patient Falls – Evidence-Based Fall Prevention**
The latest in fall research will be incorporated into this discussion of falls and post-fall care. This presentation is essential for anyone interested in developing a culture of patient safety.

*Lee Jeske, MSN, GCNS-BC, Clinical Nurse Specialist, Aurora St. Luke’s Medical Center*

**Are You Sleepwalking Through Your Career?**
Is the problem of employee engagement getting worse? Recent surveys show that less than 30% of American workers are fully engaged at work. Join in this discussion of the levels of employee engagement and how to improve engagement at your facility.

*Deb Gentile, RN, MSN, BC, Metro Nursing Education Specialist, Aurora Health Care*

**Beacon Award for Critical Care Excellence**
Several nurses from this nationally recognized unit will describe how their pursuit of the Beacon Award for Clinical Excellence has impacted their unit culture and patient outcomes. The presenters will also explain how departments from hospitals of various sizes might benefit from fulfilling the Beacon criteria.

*Shelly Button-Kollpainter, RN, BSN, CCRN-CSC, Staff Nurse, Cardiac ICU, Aspirus Wausau Hospital*

*Marilyn Byrne, RN, BSN, CCRN, CSC-CMC, Clinical Educator and Staff RN, Cardiac ICU, Aspirus Wausau Hospital*

*Deborah L. Karow, RN, BSN, MBA-H, Director, Cardiac Nursing, Aspirus Wausau Hospital*

*Kimberly Kuphal, RN, BSN, CCRN, CSC, Staff Nurse, Cardiac ICU, Aspirus Wausau Hospital*

*Rachel Monday, RN, BSN, CCRN, Staff Nurse, Cardiac ICU, Aspirus Wausau Hospital*

1430  Break

1445  Transforming an Organization – Adopting Magnet Practices
At this last large-group session, a panel of nurses from Magnet hospitals will lead a discussion focused on the applicability of best practice standards for hospitals of various sizes, especially smaller facilities. The session will be largely driven by questions and issues raised by the attendees, in an effort to cover pieces not addressed in the previous sessions.

*Jonathan Kuehn, RN, BSN, BC (Moderator), Magnet Program Coordinator, Aspirus Wausau Hospital*

1600  Closing Remarks: Mary Cieslak-Duchek, RN, MSN
Director of Systems Integration, Aurora Health Care
Over the River and Through the Woods
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Mail or fax your completed registration form with payment to:
Wisconsin Hospital Association, ATTN: Lisa Geishirt
PO Box 259038, Madison, WI 53725-9038
Fax: 608-274-8554;
Or, register on-line at www.wha.org

Cost: $75.00 per person
Registration Deadline: August 21, 2008

Facility:
Address:
City/State/Zip

Name:
Title:
Email:
Phone:
Fax:

Payment Information
☐ Check (Make checks payable to Wisconsin Hospital Association)
   Total Enclosed: $__________
☐ Visa   ☐ Mastercard

Name on Card:
Billing Address:
City/State/Zip:
Card Number:
Expiration Date: Amount:

Keynote Presenter: Linda Cottreau, MSN
Linda Cottreau is currently the Vice President of Nursing at Aurora Sinai Medical Center in Milwaukee, Wisconsin. She has initiated many organizational changes and technology enhancements focusing on achieving clinical excellence. These strategies have resulted in the achievement of the Magnet recognition (twice), a Leapfrog award and national ranking in clinical outcomes. Her organization achieved the top performance in the nation for Pneumonia Care (two consecutive years) and Obstetrical Care. Aurora Sinai Medical Center also remains a top performer in Acute Myocardial Infarction, Heart Failure, and other categories in the Premier Clinical Performance Study. She brings over 30 years experience as a nurse in various roles. She has presented at numerous conferences on creating clinical excellence.

Other speakers, experts in their fields, will provide current “best practice” in a variety of topic areas.

Special Needs: In accordance with the Americans with Disabilities Act, the conference sponsors seek to make this conference accessible to all. If you have a disability which might require special accommodations, or have any dietary restrictions, please email your needs to Lisa Geishirt at lgeishirt@wha.org or call her at 608-274-1820.

Questions: For questions about content, contact Mary Cieslak-Duchek at mary.cieslak-duchek@aurora.org or at 414-647-6413. For questions about registration, contact Lisa Geishirt at 608-274-1820 or lgeishirt@wha.org.

Sleeping Accommodations: A block of rooms have been reserved for the evening of Monday, September 8, 2008, at Howard Johnson Inn and Conference Center, Wausau, Wisconsin. Call 1-800-928-7281 to reserve a room in the conference block by Friday, August 29, 2008. When making a reservation, request a room in group block #2043. Rate is $53.00 plus tax for standard room. Final cut off date for room reservations is Friday, August 29, 2008.

Cancellation Policy: Cancellations received in writing prior to five business days prior to an event will be given a full refund. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.