

# WHA Education

## *Engaging Staff Nurses: What We Know and What Works*

**Wednesday,  
April 21, 2010**

**1 to 4:15 p.m.**  
*(registration begins at 12:30 pm)*

**KI Convention Center  
333 Main Street  
Green Bay, WI  
1-800-236-3330**



### **Program Description**

Improving care through the direct involvement of staff nurses is the goal of a cooperative project between The Robert Wood Johnson Foundation and the American Organization of Nurse Executives (AONE). This project, titled Transforming Care at the Bedside (TCAB), is an innovative model that calls for nurses to lead unit and hospital-wide team efforts to improve the quality and safety of patient care. Through nurses' creativity, teamwork and focus on the patient, this project is fulfilling one of AONE's important strategic goals of creating care delivery models of the future.

To date, TCAB has involved 68 hospitals in rapid cycle change to improve care, increase the amount of time spent with patients and increase nurse satisfaction. This session will report on the success of TCAB, and specifically, presenter Barbara Farrell will share what has been learned about involving staff nurses in this change.

### **Program Sponsor**

Sponsored by Wisconsin Hospital Association, as part of the Aligning Forces for Quality initiative. Aligning Forces for Quality is supported by the Robert Wood Johnson Foundation, through a grant to the Wisconsin Collaborative for Healthcare Quality. In Wisconsin, Aligning Forces for Quality is a joint project by the WCHQ, WHA, and other organizations.

### **Who Should Attend**

Nurse Executives, Nurse Managers, and anyone else with responsibility for leading nurses.

### **Purpose**

Designed for those in nursing leadership roles, the purpose of this event is to provide education on care improvement, staff engagement and leadership skills.

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*A Valued Voice*

# Engaging Staff Nurses: What We Know and What Works

## Continuing Nursing Education

This activity has been submitted to the WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

## Agenda

12:30 pm Registration

1:00 pm **Engaging Staff Nurses: What We Know, What Works**  
*Barbara Farrell, RN, MS, MJ, Director of Quality & Innovation,  
American Organization of Nurse Executives*

2:30 pm Break

2:45 pm **Engaging Staff Nurses (continued)**

4:15 pm Adjourn

## About the Presenter .....

### Barbara Farrell, RN, MS, MJ

Barbara Farrell is the Director of Quality and Innovation for the American Organization of Nurse Executives (AONE). In this position, Farrell is responsible for the overall strategy development and project management leadership for the AONE and Robert Wood Johnson Foundation (RWJF) Transforming Care at the Bedside (TCAB) Project. She serves as the quality consultant to the Project member hospital staff and represents the TCAB project on a national level. Her additional responsibilities include developing the AONE quality and innovation agenda while serving as an AONE liaison to the American Hospital Association's quality initiatives.

Farrell's professional career has included over 25 years of experience as an operational nurse manager and nurse director for medical –surgical units as well as quality improvement. Prior to joining AONE, Farrell was the Director of Quality and Patient Safety, Case Management, and Infection Control for Resurrection Health Care, a large Catholic Health Care System in Chicago, Illinois. Additional positions held were nurse manager, director of quality, risk management, and corporate compliance for Northwestern Memorial Hospital and Home Care's division in Chicago.

Farrell is a member in several professional organizations including American Society for Quality (ASQ), American Organization of Nurse Executives (AONE), and American Society for Healthcare Risk Management (ASHRM). Her educational background includes both a bachelor of science degree in nursing and master of science degree from Saint Xavier University. Farrell also earned a master's degree of jurisprudence in health law from Loyola University in Chicago. She is a clinical nurse specialist and held a clinical faculty appointment at Northwestern University Center for Nursing.

## Speaker Presentations/Materials Available online ONLY

Speaker presentations and materials provided to WHA for this event will be posted on the WHA Web site. Registered attendees can view the materials before or after the event. **Please note: paper copies of these materials will NOT be available onsite at this event.** Registered attendees will be notified via email when the materials are available online, with a direct link to access the files. The files will be posted approximately seven days prior to the event (or when received from the speakers) and will remain online for 14 business days following the event.

## Registration Form

(Photocopies may be used)

### Engaging Staff Nurses: What We Know and What Works

April 21, 2010

Register online at [www.wha.org](http://www.wha.org) or

Mail or fax your completed registration form with payment to:

Lisa Littel, WHA, P.O. Box 259038, Madison, WI 53725-9038

Fax: 608-274-8554

**Cost: \$25 per person**

Facility \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### Payment Information

Check    Total Enclosed: \$ \_\_\_\_\_    Make checks payable to: Wisconsin Hospital Association

Visa     Mastercard

Name on card \_\_\_\_\_

Billing Address (for name on card) \_\_\_\_\_

City/State/Zip (for name on card) \_\_\_\_\_

16 Digit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

## **Additional Program Information**

### **Planning Committee Members**

Judy Warmuth, RN, PhD  
Dana Richardson, RN, BSN, MB-HSA  
Jennifer Frank, BA

### **Driving Directions**

#### ***Driving Directions to Hotel Sierra/KI Convention Center, 333 Main Street, Green Bay:***

From Highway 41, take 172 East, exit onto Riverside Drive, turn right on Riverside Drive, (Riverside turns into Monroe Avenue) go to Main Street and turn left. Hotel Sierra is up one block on the right.

From I-43 South, take Webster Street exit. Turn left on Webster and follow to Main Street. Turn right onto Main Street. Hotel Sierra is three blocks down on the right.

### **Conference Cancellation Policy**

Cancellations received in writing up to five business days prior to the 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.

### **Special Needs**

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks 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 Littel at [llittel@wha.org](mailto:llittel@wha.org) or call 608-274-1820.

### **Questions**

For registration questions, contact Lisa Littel at 608-274-1820 or [llittel@wha.org](mailto:llittel@wha.org).

### **Registration Information**

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Or, fax your completed registration form to:  
608-274-8554, Attn: Lisa Littel

