Overview of the UNC Hospital Magnet Program

Department of Nursing
Presentation Outline

I. Background
II. Magnet Model
III. Application Process
IV. Magnet Aligns with Commitment to Caring
V. Current Magnet Hospitals
VI. UNCH Magnet Team
What is the Magnet Hospital Designation?

The purpose of Magnet designation is to nationally recognize health care organizations providing a work environment that supports the delivery of excellent nursing and patient care.

Why is the designation called Magnet? The original Magnet research study from 1983 first identified 14 characteristics that differentiated organizations that were best able to recruit and retain nurses during the nursing shortages of the 1970s and 1980s. These characteristics became know as the Forces of Magnetism that provide the conceptual framework for the Magnet appraisal process (retrieved from ANCC website).
History of Magnet Recognition Program

- Developed by the American Nurses Credentialing Center (ANCC)
- Only program that recognizes health care organizations for nursing excellence
- Formally established in 1993
- Four year designation – must reapply every 4th year to maintain distinction
The 88 required operating standards for first time applicants are organized in 4 areas:

1) Transformational leadership
2) Structural empowerment
3) Exemplary professional practice
4) New knowledge, innovations, and improvements.

With every re-application, ANCC will place more weight on the outcomes that result from our structures and processes to meet these standards.
Magnet Application Process: A Brief Summary

- Conduct an internal analysis for Magnet readiness *(done)*

- Focus on outcomes and national benchmarks for a 2 year period: 2008 & 2009 for UNCH *(in progress, complete December ‘09)*

- Select and meet with Operations and Steering Committees’ members *(ongoing)*

- Prepare and submit the Magnet documents *(in progress): submit March ’10*

- A site visit will be scheduled if the document scores within the required range – during the site visit surveyors are confirming that the evidence provided in the document is present in day to day nursing operations by interviewing staff RNs *(tentative date would be Spring-Summer 2010)*

- Decision is made regarding approval by ANCC and call is placed to let the team know results! *(Approximately 6-8 weeks after visit)*
Magnet Outcomes Align with Commitment to Caring

Demonstrated Benefits

- Decreased cost due to lower nurse turnover and vacancy rates (JONA, 2007)
- Increased nurse satisfaction (Aiken, 2000; Aiken 2002)
- Increased patient satisfaction (Aiken, 1996; Bryan, et al 1998)
- Higher nurse to patient ratio (Aiken, 2000)
- Reduced patient mortality (Aiken, 1994; Aiken, 2002)
- Reduced patient morbidity (Aiken, 2002; Needleman, 2002)
- Decreased length of stay (Bryan et al, 1998; Needleman 2002)
# Magnet Outcomes Align with Commitment to Caring

## Suggested Benefits

- Attracts high quality physicians
- Creates competitive advantage
- Facilitates nurse recruitment

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The UNC Hospitals Magnet Initiative

Feel the Pull to Excellence
UNCH Nursing Accomplishments Towards Magnet

- Increased RN Satisfaction
  - 2009 NDNQI RN Survey
- Improved Nurse Quality Indicators
  - Skin, Falls, Restraints
- Enhanced Communication Structure
  - Shared Governance
- Expanded Professional Development Opportunities
  - Professional Advancement System
- Enhanced Nursing Research Infrastructure
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Nursing Awards and Recognitions

- Men in Nursing
- Beacon Award
- Nursing Professionals Top 100 Hospitals to Work For 2009
- U.S. News & World Report
US News & World Report: Top Hospitals With Magnet Status

Overall: 8 of top 10 Hospitals with Magnet Designation -- 2009

1. Johns Hopkins Hospital *
2. Mayo Clinic *
3. Ronald Reagan UCLA Medical Center *
4. Cleveland Clinic *
5. Massachusetts General Hospital *
6. New York Presbyterian
7. University of California, San Francisco Medical Center
8. Hospital of the University of Pennsylvania *
9. Barnes-Jewish Hospital/Washington University *
10. Duke University Medical Center *

Note: the hospitals with a * indicate Magnet designated hospitals.
285 Magnet Facilities in US + 2 International – Distribution of Magnet Hospitals in U.S.

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Note: Data as of April 10th, 2008. International countries include New Zealand and Australia.

About 5.8% hospitals have received Magnet Designation
### North Carolina Magnet Designated Hospitals

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- **Moses Cone Health System**: Catawba Valley Medical Center
- **Duke University Health System**: (Duke University Hospital, Durham Regional, Duke Raleigh Hospital)
- **NC Baptist Hospital of Wake Forest University Baptist Medical Center**: Lake Norman Regional Medical Center
- **CaroMont Health (Gaston Memorial Hospital)**
- **Forsyth Medical Center**
- **Southeastern Regional Medical Center**
- **FirstHealth Moore Regional Hospital**
- **Rex Hospital**
- **Presbyterian Health care**: (all hospitals in system are designated except the Children’s)
- **High Point Regional Health System**

**Background**
- Magnet Aligns with Commitment to Caring
- Application Process
- Current Magnet Hospitals
- UNCH Magnet Team
### UNCH Magnet Steering Committee

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**Who they are:** Made up of representatives from all support and administrative departments whom nursing collaborates with in the delivery of health care services to our patients.

**What they do:** They serve as links to all of our colleagues outside of nursing and help us identify evidence demonstrating strong interdisciplinary collaboration between nursing and other internal departments and external organizations.

- **Dr. Mary Tonges**, VP, CNO
- **Gary Park**, CEO
- **Cathy Madigan**, Associate CNO & Magnet Co-Chair
- **Marilyn Morales**, Director NPER & Magnet Co-Chair
- **Nimisha Patel**, Magnet Coordinator
- **Carolyn V. Donohue**, Associate CNO
- **Tracy Carroll**, CN IV & Shared Governance Representative
- **Susan Phillips**, VP, Surgical Services
- **Mel Hurston**, VP, Professional & Support Services
- **Karen McCall**, VP Public Affairs & Marketing
- **Chris Ellington**, VP, CFO
- **Dr. Cheryl Jones**, Associate Professor in Health Care Systems, SON
- **Dr. Donna Havens**, Professor in Health Care Systems, SON
- **Dr. Tony Meyer**, Chair, Department of Surgery
- **Larry Mandelkehr**, Director of Performance Improvement
- **Rowell Daniels**, Director, Pharmacy
**UNCH Magnet Operations Committee**

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### Magnet Operations Committee

- **Cathy Madigan**, RN, Associate CNO & Magnet Co-Chair
- **Marilyn Morales**, RN, Director NPDPR & Magnet Co-Chair
- **Nimisha Patel**, MHA, Magnet Program Coordinator
- **Patty Thompson**, Administrative Assistant
- **Linda Erb**, RN, Psychiatry
- **April Schultz**, RN, Rehab
- **David Witek**, RN, ED
- **Susie Mason**, RN, NPDPR
- **Elissa Collins-Yoder**, RN, Surgical Services
- **Shelley Dillon**, RN, Surgery Services
- **Jamila Ezell**, RN, Surgery Services

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**Who they are:** Made up of representatives from all inpatient service areas and a member from the hospital-based outpatient clinics

**What they do:** They serve as the functional team for the Magnet initiative. Primarily, these members:

- will thoroughly understand the Magnet standards
- collect evidence demonstrating UNCH meets these standards
- keep their respective service areas informed about the Magnet program at UNC Hospitals

### Magnet Champions

- **Cathy Madigan**, RN, Associate CNO & Magnet Co-Chair
- **Marilyn Morales**, RN, Director NPDPR & Magnet Co-Chair
- **Nimisha Patel**, MHA, Magnet Program Coordinator
- **Linda Erb**, RN, Psychiatry
- **April Schultz**, RN, Rehab
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- **Dorina Arthur**, RN, Vascular Radiology
- **Summer Cheek**, RN, Oncology
We are very excited about this important initiative and look forward to partnering with you on this journey.

Thank you!

For more Magnet information please visit our webpage:

http://nursing.intranet.unchhealthcare.org/nursexcellence/magnet