

February 2018

HORIZONS

President's Message



Happy New Year to all! I hope everyone is having a healthy start to the year and avoiding the flu. As the new President of Wisconsin Organization of Nurse Executives (WONE), I am honored and excited to serve as we continue the journey through a transitioning health care environment. Change is the one constant we can all predict as we move forward.

I would like to recognize Joan Beglinger as she moves from President of WONE to Past President. Joan has provided excellent leadership and support over the past two years. Thank you, Joan, for all your efforts!

I would also like to recognize our outgoing board and chair positions. Your contributions of time and effort to enhance nursing leadership have been greatly appreciated!

- Mary Beth White-Jacobs, board member, 2016-2017
- Terri Buckett, board member, 2016-2017
- Paula Hafeman, WHA liaison

Also, please join me in welcoming our incoming board members:

- Sharon Cox, Treasurer (2nd term), 2018-2020
- Denise Lavrenz, board member, (2nd term) 2018-2019
- Ginger Malone, board member, 2018-2019
- Sharon Warden, board member, 2018-2019

In November 2017, the WONE board convened for our annual strategic planning session. At this time, we reviewed the accomplishments of the past year and developed our strategic plan for 2018. The strategic plan will be finalized at our next board meeting in February. The main focus areas for 2018 are to:

- Expand our nursing leadership development and support across practice settings
- Increase WONE influence as the voice of nursing leadership
- Diversify, expand and engage membership

Historically, WONE has been heavily populated with acute care nursing members. One of the main focuses as we move forward is expanding our horizons to be the voice of nursing leadership across the continuum. I would like to encourage everyone to participate in the growth and support of WONE as we move forward. It is crucial for Wisconsin nursing to have a unified voice and seat at the table to represent nursing leadership as the health care environment transitions. Nursing leadership is the core of all nursing practice and patient outcomes. Please share and encourage WONE membership opportunities with all your nursing leadership counterparts, across the continuum, to help support our initiatives.

This past year, WONE obtained approval for the WI Specialty Nurse License plate. This was a HUGE accomplishment! This initiative was the result of many years of hard work and persistence. Please help celebrate nursing by ordering

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your license plate. Any WI resident may apply for Nurses Change Lives license plates. It offers a visual reminder to consider nursing as a career path because nurses make a difference every day in the lives of those they serve. The future of nursing will benefit as it creates a funding source for professional development, education and scholarships for WI nurses. Order your plates online at <http://wisconsin.gov/pages/dmv/vehicles/title-plates/nurses.aspx>, or they can be ordered in person at any DMV office. Please share this information with your facilities and consider license plate purchases as gifts to recognize colleagues.



Finally, thank you for your membership in WONE and supporting the initiative to be the recognized voice of nurse leaders in Wisconsin. Together, we will pave the way for future nurses. Please demonstrate your support by sharing our message, membership opportunities, conference attendance, and don't forget to purchase a nursing specialty license plate.

I wish everyone a healthy and prosperous New Year!

Doreen Kluth
WONE President

Registration is Open WONE Annual Convention April 4-6, 2018, Oshkosh

The Wisconsin Organization of Nurse Executives (WONE) will host its annual convention for nurse leaders and managers on April 4-6, 2018, at the Best Western Premier Waterfront Hotel, Oshkosh. The 2018 theme is "Creating and Sustaining a Culture of Resilience: Priorities for Today's Health Care Leaders." The convention will open with a keynote presentation from Diane Sieg, RN, who worked in emergency rooms across the country for 23 years. Now a speaker, author, life coach, and yoga teacher, she brings resilience skills to organizations through her keynotes.

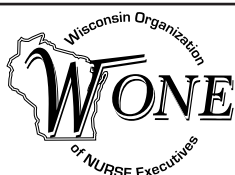
Closing speaker Kelly Swanson will present a hilarious and powerful motivating program based on her book *Who Hijacked My Fairy Tale?*, which will focus on busting the negative mindsets that block the path to peace and prosperity.

The agenda also includes a variety of sessions, including a legislative and regulatory update, ways to find clarity, purpose and balance, and strategies to enable staff to remain effective in challenging times. The convention will also include opportunities to network and share with other nurse leaders and managers.

Anyone who has responsibilities for leading and managing RNs will benefit from the educational agenda and is welcome. For registration questions, contact Sherry Collins at 608-274-1820 or email at scollins@wha.org.

[Click for brochure and to register:](#)

Dena Jarog, DNP, RN, CCNS
WONE Program Committee Chair



Horizons is published quarterly as the newsletter of the Wisconsin Organization of Nurse Executives. Articles on nursing, management and health care issues, and letters to the editor are welcome. Display and classified advertising are accepted. For information, contact the editor.

2018 WONE Board of Directors: President: Doreen Kluth; Treasurer: Sharon Cox; Secretary: Tonja Ramthun; Past President: Joan Beglinger

2018 WONE Board Members: April Hansen, Dennise Lavrenz, Ginger Malone Sue Rees, Tom Veese, Sharon Warden.

Time to Renew Your Membership

Please remember to renew your WONE membership and encourage other nurses in your organization to consider becoming a member of the Wisconsin Organization of Nurse Executives (WONE). WONE is the organization that shapes the future of nursing, health care administration and management through service, education and research here in Wisconsin. Please ask your colleagues to join us and don't forget to encourage your up and coming nurse leaders to join us as well. In 2016, the WONE Board expanded our Bylaws to allow our membership to include aspiring nurse leaders of the future.

At our website you will find a membership application form as well as the purpose and goals of the organization. The value and benefits gained by your membership includes an opportunity to broaden your leadership skills and network with colleagues across the state. The network of nurse leaders you will have access to as a member is invaluable. We also have a formal mentoring program available to all members; more information about this program is also available at our website. We offer a Nursing Leadership Academy three times per year in different areas of the state to assist with training of "Aspiring Nurse Leaders" in your organization.

You have the option to join and pay dues electronically or by mail. Electronically please access our website www.w-one.org to sign up and pay with a credit card. If you prefer not to pay with a credit card, you can print off the application and mail it with your check. The mailing information is located on the application form.

To achieve our goal in serving as a leadership voice for healthcare, we would like to have all nursing leaders in Wisconsin represented in our organization. We want to have a diverse group of individuals including various age groups as well as various health settings reaching beyond the doors of the hospital setting. Please encourage those you know from long-term care, hospice, correctional settings, etc. to join us in 2018.

If you would like to speak with someone about WONE, please call 608-268-1806 to leave a message or you can contact me directly at 608-873-2376 or tlindfors@stohosp.com.

Teresa Lindfors, FACHE, RN
CNO/VP Patient Services

WISCONSIN NURSE LEADERSHIP ACADEMY

2018

WNA
WISCONSIN NURSES ASSOCIATION

Enhancing Leadership Competency and Abilities for Aspiring Nurse Leaders

Now accepting nominations for these 2018 Programs!

WNLA-1: March 1-2 and April 13	Aurora Medical Center Grafton in Grafton
WNLA-2: May 17-18 and June 22	HSHS St. Vincent Hospital in Green Bay
WNLA-3: September 19-20 and November 1	Mayo Clinic Health System in La Crosse

Visit <http://bit.ly/wnla-program> to learn more

Legislative Committee Updates

1. **APRN Modernization Act** – Legislative bills introduced and assigned committees. The APRN Modernization Act, was developed to reflect the national consensus regulatory model for Advanced Practice Registered Nurses. The legislation proposes APRN licensure, identifies the four roles of APRNs (Certified Nurse Midwife, Certified Registered Nurse Anesthetist, Clinical Nurse Specialist and Nurse Practitioner). The legislation defines and describes the practice and the criteria to practice as an APRN in Wisconsin. 2017 Senate Bill 497 and the companion bill 2017 Assembly Bill 568 have been referred to the two Health Committees. Currently working through the language of the proposed bills.
2. **Community Paramedic Bill** was signed by the Governor on November 27, 2017. AB151 advances opportunities for non-emergency healthcare services in Wisconsin by creating and defining community paramedics (CPS) and community emergency medical technicians (CEMTs). It also creates a framework allowing hospitals, private ambulance companies, and municipal EMS providers to develop new strategies for delivering quality care, in the right place, at the right time. While the bill will authorize DHS to approve services that can be provided by a community paramedic program, it prohibits any community paramedic from duplicating services already available to the patient.
3. **eNLC** - The new compact (Wisconsin Act 135) took effect January 19, 2018 prior to the February licensure renewal period for all registered nurses in Wisconsin. The approximately 112,000 Wisconsin nurses that currently hold a multistate license that was issued on or before July 20, 2017, will be “grandfathered” into the eNLC and need not apply for an eNLC multistate license to continue to enjoy the benefits of interstate licensure portability. The eNLC reduces regulatory burden on nurses, state agencies, and health care organizations.
4. **Emergency Detention and EMTALA Alignment** – The Assembly Mental Health Committee received testimony from WHA and its members on October 24th in support of Assembly Bill 538. The Bipartisan bill reconciles Wisconsin’s emergency detention law with federal EMTALA (Emergency Treatment and Active Labor Act) requirements for appropriate transfers of patients and provides additional liability clarity for health care providers treating patients during mental health crisis.
5. **Advocacy Day** is March 21, 2018 in Madison at the Monona Terrace, registration is required. See the WHA [website](#) for details.

*Jan Bauman
Legislative Chair*

WONE Board Seeks Liaison to the WI Board of Nursing

The WONE Board is seeking a member to serve as Liaison to the state Board of Nursing. This is a new role being created to ensure that WONE remains current on issues being addressed by the Board and has an opportunity to offer comment on issues of interest and concern to the organization.

The Board of Nursing meets monthly at the Office of the Department of Safety and Professional Services (DSPS), 1400 East Washington Ave., Madison, WI. Meetings are typically at 8:00, though meeting times may be changed with limited notice. All meetings are posted on the DSPS website. The WONE Liaison will attend the portion of each Board of Nursing meeting that is open to the public and will report to the WONE Board at its regularly scheduled meetings. In person attendance will be required, as there is no phone conference option. The Liaison will also attend the regularly scheduled meetings of the WONE Board (6 per year) to report on issues being addressed by the Board of Nursing and to elicit input for WONE public comment on Board of Nursing matters.

Qualifications for this role are:

- Member in good standing of WONE
- Commitment to attend monthly meetings of the Board of Nursing and regularly scheduled meetings of the WONE Board

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Expectations:

- Attend the public portion of meetings of the State Board of Nursing in person
- Attend WONE Board meetings
- Keep the WONE Board apprised of issues being addressed by the Board of Nursing that may be of interest and/or concern to the WONE members
- Articulate WONE positions to the Board of Nursing in writing, if indicated, and/or as public comment during meetings

Interested candidates should submit a brief bio (please limit to no more than one page) to Joan Ellis Beglinger, WONE Past President, at jebdesigningtomorrow@charter.net by March 15, 2018. Please include information on your participation in WONE, your professional history and why you are interested in serving as the liaison. In the event of multiple, interested candidates, the WONE Board will determine a selection process. All candidates will be notified of the outcome. If you have questions about this role, please contact Joan Beglinger. Thank you for your interest.

Do you know your “pickle?”

April Hansen, RN, MSN, Vice President of Clinic Services for Aya Healthcare

Who in your organization is focusing ONLY on employee happiness? This is a tough question for most healthcare organizations to answer. The thought that any one particular person or group can have “employee happiness” as a job almost feels a bit foreign to most of us in the healthcare industry. Believe me, the first time I was introduced to this concept I questioned it too!

But when we think about the concept of having teams that focus on happiness outside of healthcare, some very real examples come to mind. For example, have you ever ordered something from Zappos and had an issue? If you did, you likely called or emailed the customer service line and within minutes the issue was resolved without stress, hesitation, or escalation. With the demand and pressure to provide world-class customer service experiences like this for patients and their families, the issue of creating a culture that embodies happiness is more real for healthcare leaders than ever before.

If organizations expect employees to perform this type of customer service for patients and their families, what have we, as nursing leaders, done to ensure the employees are in a good

place themselves? Research demonstrates that clinician satisfaction is highly correlated with patient satisfaction, and many of us have this topic as top-of-mind today in our roles. The pace of change in healthcare has led us to a place where vacancy is a real problem, turnover is painful, and the way we did things yesterday just doesn't work today.

The organizations who win the race for talent and have mastered the art of employee retention are doing something very different – yet relatively simple. They are focusing on employee happiness very intentionally. Contrary to some beliefs, though, this intentional focus does not require a new strategic initiative or goal in your organization to become effective. You, as a nurse leader, can immediately start impacting your own employees' happiness. This series of articles in the 2018 issues of Horizons will highlight different strategies to help you improve employee happiness in meaningful ways.

Before launching into this series, though, I would first like to introduce you to Mr. Bob Farrell, the founder of Farrell's Ice Cream Parlour.

Continued from page 5 - Do you know your “pickle?”

Bob isn't a nurse or healthcare leader, but Bob is an expert on keeping customers happy. When Bob's long-term customer complained that an employee wanted to suddenly start charging for extra pickles, Bob quickly recognized that the employee didn't understand the future value of the customer, nor was the employee empowered to serve the customer first. Bob's advice to the employee was simple: Give em' the Pickle!

As leaders, it makes sense that giving away an 8-cent pickle is worth keeping a long-term customer's repeat business. This experience changed Bob's approach to leadership and his entire customer service philosophy. Bob's employees are now empowered to serve customers first, they are expected to choose their attitude when coming into work, they uphold the highest of standards, and they deliberately build each other up as a great team. In return, the employees are happy, they serve with pride, and they stick with Bob.

In Bob's business, customer happiness can be created through great service and empowered employees. Bob knows his “pickle.” In your business – in your unit – do you know your “pickle?” An imperative first step in increasing employee happiness is to find your pickle!

Although this may sound strange, I challenge each of you to start thinking differently about what keeps your employees happy.

You may be surprised to learn that many of the barriers to employee happiness in your organization are self-imposed. Rigid PTO policies, rules-upon-rules for just about everything, and impossible access to the necessities of life – life hydration, food, and rest while on shift- are really, really important to your employees. Death by policy and regulation doesn't work in today's workforce. As an example, when is the last time you reviewed your PTO policy? Do you know if your employees have actually used their time off? I challenge each of us as nursing leaders to revamp at least one outmoded policy and introduce a more flexible “rule” for staff this quarter. Keeping employees happy requires a relentless focus on creating an amazing culture and environment for employees first. The future articles in this series will focus on tactics you can implement as a nurse leader to create real, meaningful impact on employee happiness. But in the meantime, you may want to dedicate time to finding your pickle – your employees will thank you.

Registration is open.

WONE Annual Convention

April 4-6, 2018

Best Western Premier Waterfront Hotel, Oshkosh

[Click here for brochure.](#)

[Click here to register.](#)

WHA Update



Ann Zenk

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Op-Ed, Ann Zenk

Wisconsin Hospital Association

November 27, 2017

It's hard to top a career pathway where you can increase your salary by more than four-fold in as little as six years, and with perks like tuition support, flexible scheduling and employment while you pursue advancement. That's the career path open to those who enter the health care workforce, and a career path highlighted in the Wisconsin Hospital Association's [2017 Wisconsin Health Care Workforce report](#). I personally pursued that career path, from food service while in high school, to certified nursing assistant while in college, to registered nurse and nurse executive while in grad school, now rounding out my career as WHA's resident expert on workforce. Health careers are endlessly interesting and rewarding. With health care employment expected to grow by 30 percent in the next decade, it's a pathway with boundless prospects for the future.

The opportunity for advancement creates constant turnover and high vacancy rates (we call it churn) in entry level positions as individuals leave their role as a dietary aide or nursing assistant to follow their career path. While this creates concerns for health care employers, who can't close the doors in this 24/7/365 business, they know advancement fills the need for nurses, advanced practice clinicians and other health care professionals. That means churn in entry level positions may be health care's new reality.

At WHA's urging, our state policymakers are acknowledging and supporting the continuous investment required to build and sustain a health care workforce. The Rural Wisconsin Initiative, part of the Wisconsin 2017-2019 state budget, provides a chance for health care employers and educational entities to team up and apply for matching grants to create training programs for allied health professionals and advanced practice nurses. These funds will let us grow the workforce locally we need to assure Wisconsin citizens have access to the best health care in the nation.

Nursing has successfully used this career path to grow the profession. We had 10,000 more nurses in Wisconsin in 2016 than in 2012, and with 26,000 Wisconsin nurses expected to retire by 2030, we will need even more.

WHA challenges health care organizations, educational entities and professional associations to make their career pathways more visible and attractive to new workers for allied health professions, like respiratory therapy and physical therapy, where the vacancy rates in hospitals for these occupations have nearly doubled since 2014.

The Rural Wisconsin Initiative enhances our ability to maintain and sustain the workforce we need to meet the growing demand for medical services in communities across Wisconsin.

Editor's Note: See WHA 2017 Health Care Workforce Report: http://www.wha.org/pdf/2017workforcereport_web.pdf

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- Please contact Marcia Egle whenever you have a change in either employment or residential address to guarantee timely mailings. E-mail megle@wha.org or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Kim Franzen, 920/433-8918, kimberly.franzen@hshs.org
- If you are interested in being a part of a specific committee, contact the committee chair.

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