



November 2004

# HORIZONS

## W-ONE Nurse Leader of the Year

Congratulations to Diane Postler-Slattry, Chief Operating Officer at Aspirus Wausau hospital on being recognized as the 2004 W-ONE Nurse Leader of the Year. Diane was selected from a field of nominees based on her significant contributions to health care as a nursing leader. The award was presented in September at the Wisconsin Hospital Association's Annual Convention in Lake Geneva.



Nominees for the award are evaluated for their contributions to the nursing profession and the health care field. In addition to participation in the Wisconsin Organization of Nurse Executives, criteria for selection includes displaying creativity in nursing leadership, promoting the nursing profession, sharing of knowledge and expertise, demonstrating positive interdepartmental relationships and participating in civic and health-related activities.

Diane has been a member of W-ONE since 1996. She has served as a board member, chairs the Professional Development and Research Committee that has recently developed mentorship materials for the membership, and co-chairs the Marketing Committee besides being a presenter at our Spring Conferences.

At Aspirus Wausau Hospital, Diane has provided strong leadership for many years, recently being promoted to the Chief Operating Officer role after serving as Vice President for Nursing. She has led their organization to a shared governance model with unanimous support from her Board. She has also been instrumental in the collaboration of a two-year and four-year nursing program to develop a baccalaureate degree program for their region.

She is also very involved in her community including serving on the boards of the United Way, Cerebral Palsy, Wausau Conservatory of Music, Visiting Nurses Association, Wausau Child Care, Hope Pregnancy Center, and the United Way Executive Committee. Diane was personally involved with the start up of the Hope Pregnancy Center and has seen amazing results due to this resource being present in their community.

In nominating her for this award, Paul Spaude, President, Aspirus Wausau Hospital said, ". . . Diane oversees all hospital operations and stands for outstanding patient outcomes. She continually demonstrates creativity in nursing management and administration. Diane is a talented, energetic and goal-oriented person, who is admired by our physicians as well as her peers and staff." Stuart R. Carlson, Chairman, Aspirus Wausau Hospital Board of Directors said, "An outstanding

....continued on page 2

## *continued from page 1 -- W-ONE Nurse Leader of the Year*

spokesperson and advocate for the hospital and the entire nursing profession, Diane has actively served on numerous professional and community organizations. She is an energetic, compassionate professional with an unrelenting drive for excellence in all she does."

Diane received her B.S. in Nursing from the University of Wisconsin – Eau Claire in 1981. She went on to obtain a Master's Degree in Nursing Administration in 1988 from the same school and a Doctorate in Education Administration from the University of Wisconsin – Madison in 1995. She has held numerous positions at Aspirus Wausau Hospital starting in 1983 as a staff nurse, then Director of the Special Care unit, Director of Educational Services, and Director of Human Resources before becoming the Vice President of Nursing.



### President's Message

As we head toward the holidays, I am pleased to share with you our progress on the W-ONE strategic plan for 2004.

**Goal I.** – W-ONE will assume leadership in efforts to create positive and healthy work environments essential to practice excellence.

We have developed an evidence-based position paper defining guiding principles related to staffing in acute care settings. This draft has been shared with our membership and we are awaiting comment. In addition, we have approached the leadership of the Wisconsin Nurses Association to determine if they are able to support this. It is our intent to use this paper as a tool to discuss with legislators, in a proactive manner, concerns related to ratios or mandatory overtime.

**Goal II.** – W-ONE will implement strategies for enhancing the development of and increasing the number of nurses holding and aspiring to managerial leadership.

Mentorship resources have been identified and are now listed on the W-ONE web site. In addition, a request for individuals willing to serve as mentors will be sent to our membership before the end of the year.

**Goal III.** – W-ONE continuously creates new value in membership and engagement in the organization.

A process to welcome new members has been defined and will be implemented with members new to W-ONE in 2005. Also, a survey to the membership is being developed to send out in the near future. In addition, one of our members has volunteered to assist in the evaluation of our web site and make recommendations for improvement. Lastly, an evaluation of the feasibility of having a paid Executive Director position was completed. It was determined that a membership of 350-400 would be necessary to support such a position. Current membership is approximately 250.

**Goal IV.** – W-ONE will influence Wisconsin Initiatives that impact health care policy.

We have continued to represent W-ONE at the Wisconsin Nursing Leadership Council in developing a strategic plan for the creation of a Center for Nursing. Carol Winegarden, Assistant

...continued on page 3



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.

2004 W-ONE Board of Directors: President, Faye Deich; Secretary, Susan Peterson; Treasurer, Janice Giedd; Past President, Gerri Staffileno  
2004 W-ONE Board Members: Peg Sebastian, Bev Hoege, Jan Hutchens, Gini Davis, Joan Beglinger, Mary Ann Clark, Diane Strack  
Editors: Peggy Ose and Gini Davis

## ***continued from page 2 -- President's Message***

Administrator/Patient Care Services, St. Mary's Hospital, Green Bay, provided a presentation at our Spring Conference on this topic. Also, we have worked to strengthen our ability to influence legislators related to health care issues. Our position paper noted above is part of this. In addition, we are inviting a legislator to meet with the W-ONE Board of Directors at their upcoming November 19 meeting.

It has been a busy and successful year for W-ONE. We will be meeting again in January to develop our plan for 2005 and beyond. If you have any feedback on our accomplishments toward our goals this year or any recommendations regarding goals for 2005, please contact me by e-mail, and I will be happy to include it in our discussions at the Board Planning Retreat.

Lastly, thanks to all of you, our members, for continuing to make W-ONE the great organization that it is!

*Faye Deich, President*

## **WHA is Moving in December**

**The Wisconsin Hospital Association is moving so W-ONE will have new mailing and shipping addresses! Effective December 4, 2004, our new addresses will be:**

### **Mailing address:**

Wisconsin Organization of Nurse Executives  
PO Box 259038, Madison, WI 53725-9038

### **Street address/Shipping address:**

Wisconsin Organization of Nurse Executives  
c/o Wisconsin Hospital Association  
5510 Research Park Drive,  
Madison, WI 53711

A map to the new location is available online at

<http://www.wha.org/about/whamap.pdf>

The W-ONE phone and fax numbers will **remain the same:**

Phone: 608-268-1806 Fax: 608-274-8554

Update your records and share this information with anyone in your organization that may need to know.

## **Wisconsin Nursing Leadership Council for Strategic Planning**

*By Carol Winegarden*

The work of the Leadership Council is nearing completion. The Council met on October 20 to assess progress of the goal action teams and to define the structure of the Wisconsin Center for Nursing. The members are setting the stage for the Center for Nursing to assume responsibility to move forward the action plan that will ensure the future of nursing in Wisconsin.

Short term funding in the amount of \$50,000 was obtained from the Wisconsin Hospital Association to continue our work – a big THANK YOU goes to WHA. Funding for the next three years is being sought, while the long term funding goal continues to be from RN license renewal fees.

A significant portion of our meeting time was spent clarifying the structure and function of the Wisconsin Center for Nursing. It was clearly identified that the Center is to be a statewide center, in a neutral location, that addresses the needs of both urban and rural facilities, academia and practice. We envision that the Center will have an executive director, a research assistant, and a marketing consultant. The plan is to have a board of directors and an advisory council. Position descriptions and the associated functions are being formalized. Much work still needs to be done, but the progress is exciting.

The 4<sup>th</sup> Annual Wisconsin Nursing Redesign Consortium Conference has been scheduled for March 4, 2005 at the Country Inn Hotel and Conference Center in Waukesha. The conference will feature Rebecca Bowers-Lanier, EdD, RN, MPH, deputy director of the Robert Wood Johnson Colleagues in Caring: Regional Collaboratives for Nursing Work Force Development. She will present a national perspective and provide us with strategies to ensure our work force. Mark your calendars now!

## Nurse Leader of the Year Nominees

Congratulations to all of the excellent nominees for Nurse Leader of the Year!

### Nurse Leader of the Year:

Diane Postler-Slattery  
Chief Operating Officer  
Aspirus Wausau Hospital  
Wausau



### Other Nominees:

Lynn Adams  
Vice President of Patient Care Services  
Rogers Memorial Hospital  
Oconomowoc

Jim Mugan  
Vice President, Patient Services  
Agnesian HealthCare  
Fond du Lac

Joan Ellis Beglinger  
Vice President-Patient Care Services  
St. Marys Hospital Medical Center  
Madison

Kristi Hund  
Vice President, Patient Services  
Stoughton Hospital  
Stoughton

Linda Frank  
Vice President and CNO  
Luther Midelfort Mayo Health System  
Eau Claire

Carol Winegarden  
Assistant Administrator, Patient Care Services  
St. Mary's Hospital Medical Center  
Green Bay

Carol Wrabl  
Vice President of Patient Care Services  
Saint Joseph's Hospital/Ministry Health Care  
Marshfield

## Election Results

Congratulations to the new members of the W-ONE Board!

### President Elect

Carol Winegarden (Green Bay)

### Secretary

Peggy Ose (Wisconsin Rapids)

### Board Members

Peg Haggerty (La Crosse)  
Randy LeRoy (Milwaukee)  
Susan Peterson (Milwaukee)

### Nominations

Mary Lu Gerke (La Crosse)  
Gayla Ketterer (Milwaukee)

Many thanks to those outgoing members of the Board:

Peg Sebastian (Janesville)  
Gini Davis  
(Oshkosh - will be taking over HORIZONS)  
Jan Hutchens (La Crosse)

## Legislative Committee

The Legislative Committee of W-ONE cancelled the October 15, 2004 meeting. A huge thank you is extended to Karen Lautermilch who has chaired the legislative group for the past several years. She has relocated to Seattle to be closer to her family, and we certainly wish her the best.

We are in need of a chairperson for the Legislative Committee. Legislative and public policy work is very interesting and crucial to the activity of W-ONE and health care.

Anyone interested in serving as chair of this vital group, please contact Faye Deich, President of W-ONE at [fdeich@shc.hshs.org](mailto:fdeich@shc.hshs.org), or Beverly Hoege at [bhoege@ramchealth.org](mailto:bhoege@ramchealth.org).

## Mark Your Calendar For a Trip Back in Time ...to the late 1960s/early 1970s and the W-ONE 2005 Annual Convention

Dig way into the back of your closet and pull out your bellbottoms, the fringed vest, and your peace-sign jewelry – it's time for "The Beat Goes On," the 60s and 70s-themed W-ONE 2005 Annual Convention.

This year's convention is scheduled for March 30 to April 1, 2005, at the Radisson Hotel in La Crosse, so mark your calendar and plan to attend. Registration information will be distributed through the mail in early February and be available on the WONE website at <http://www.w-one.org> at that time as well.

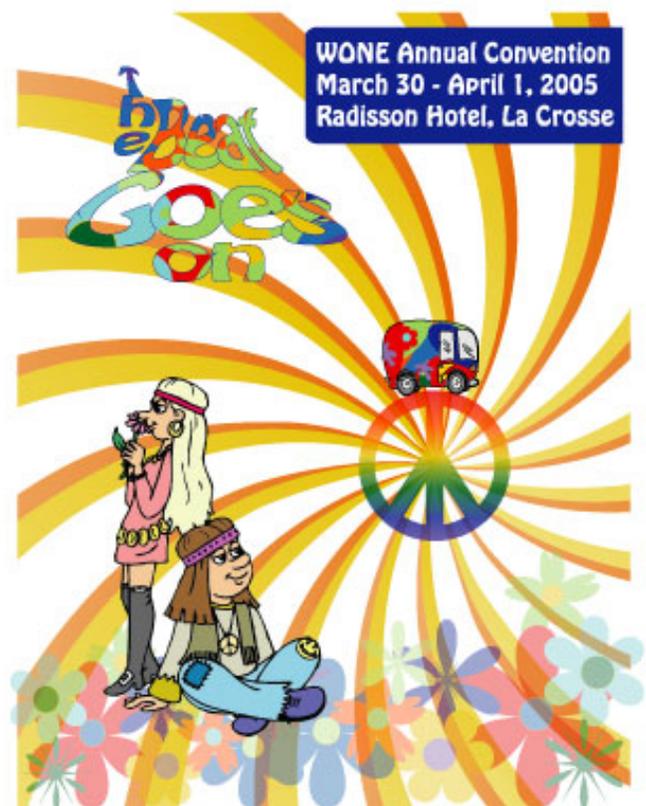
Pamela Thompson, MS, RN, FAAN, chief executive officer for AONE, will open the convention as the keynote speaker, where she'll discuss the future of health care and the role of nurse leaders in shaping that future. A variety of other interesting breakout sessions will be offered as well.

Important items to note:

- ◆ Group discounts of \$50 per person for facilities that have 5 or more staff registered to attend.
- ◆ We will have a "guest meal" registration option for the Thursday night meal and entertainment.
- ◆ Nursing CEUs will again be offered, thanks to Aurora Health Care.

**Calling all flower children - W-ONE needs your help...** We are in need of vendors to exhibit at the convention. It is vendor support that allows W-ONE to continue to offer a better convention each year and maintain the reasonable registration fee. The vendor exhibit fee is \$1,000, which includes one full convention registration. They will have access to almost 150 of Wisconsin's nurse leaders while they are exhibiting, and can exhibit throughout the day on Thursday, March 31. Your role in this is to make initial contact with a vendor. Once you get him/her to see all the benefits of exhibiting, forward his/her name and contact information to Jennifer Frank at [jfrank@wha.org](mailto:jfrank@wha.org). If that vendor commits to exhibit at the convention, you will receive a \$100 DISCOUNT off of your registration fee (that's 50%!).

You don't need to be a W-ONE member or an RN to attend, so bring a co-worker who has responsibility for leading nurses (and maybe was a flower child) to attend as well. Watch for more information.





*Judy Warmuth*

This month I had the opportunity to attend a national summit on the nursing shortage in Kentucky. Dean Mary Mundt, School of Nursing, University of Louisville, spoke on the current situation in nursing education programs and offered the results of a poll she had conducted of fellow deans on their *greatest needs*. Here is her list, in order of importance.

- Faculty
- Space
- Advising and support staff
- Supplies, equipment and computers
- Protection from \$ cuts
- More pre-requisite classes (not enough space in those classes for pre-nursing students)
- Flexibility from regulators
- Support for innovation in teaching methods
- Scholarship-loan programs

It is an interesting list. Many of you have supported your local nursing programs with items on the list. Some of the others are food for thought. When you are talking with legislators, mention the list and suggest which items are the most urgent for programs in your area.

Other speakers on the agenda presented innovative teaching strategies that impressed me. One was the use of 'standardized patients.' These are individuals who have been trained to act as patients in a lab setting. They have been coached on symptoms and history and come complete with the appropriate make-up for convincing physical evidence. Another was increased use of simulation, including videotaping of experiences and peer review of those tapes. Both examples were aimed at more efficient use of faculty and clinical time. Another aim was to assure that students graduate from clinical programs with a 'core' of experiences.

On a more local level, I have been talking with directors of nursing education programs in Wisconsin. I am getting the message further increases in enrollments will be very difficult. Most feel they have grown as much as possible within the limits of their physical facilities. Despite increases by every program, all continue to turn away qualified applicants.

Also, a reminder that WHA is moving.

On December 3 we will leave the Odana Road address and reopen on December 6 at 5510 Research Park Drive, Madison 53711.

Phone numbers and email addresses will remain the same, but our mailing address will change to P.O. Box 259038, Madison, WI 53725-9038.

Driving directions are available on the WHA website at <http://www.wha.org/about/whamap.pdf>

## Wisconsin Nursing Coalition

Wisconsin Nursing Coalition (WNC) met on Thursday, September 23, 2004, at the WNA Office in Madison.

The action plan surrounding Palliative and End of Life Care (PEOLC) was reviewed and discussed. The four goals are:

1. Promote activities that support the use and improvement of Palliative and End-of-Life Care in Wisconsin.
2. Promote activities that address the needs of caregivers (family members).
3. Develop a public policy agenda with WNC members that address the needs of persons related to Palliative and End-of-Life Care.
4. Promote activities that address needs of professionals.

If anyone would like a complete action plan, please contact me and I will send it to you.

It is believed care at the end of life is a major driver of healthcare costs and needs to be addressed in a respectful and meaningful way.

The nursing agenda for health care reform position – principles and concepts – paper was presented for feedback. It is reflective of a unified picture of a work plan, one of the goals of the Nursing Redesign Consortium. Suggested policy concepts included are:

1. Increased access, extended care with resultant improvement in the health of the public through increased utilization of nursing services
2. Access and coverage for all individuals
3. Essential services
4. Principles in redesigning the health care financing system
5. Basic Tenet One – Prevention
6. Basic Tenet Two – Health Literacy
7. Basic Tenet Three – Patient Safety
8. Basic Tenet Four – Coordinated Disease Management

This position paper is being taken to the October WNA Meeting to seek approval from WNA membership. Other groups can sign on in support of the position.

The third issue is the WNA emergency preparedness education and training grant. A basic course for all RNs, advanced course for MDs and other interested RNs, incident management and care of self in mass casualty management is being offered in 1-1½ hour segments. Each group in the coalition is requested to have a representative take the course and serve as a trainer for other organizations throughout the state. Anyone interested in becoming a trainer is requested to contact me for further information.

Wisconsin Nursing Redesign Consortium is seeking funding for the Wisconsin Center for Nursing. The potential for dollars from licensing fees is being explored. Adequate and continued funding is required for this project to move forward in a meaningful way.

The next WNC meeting is November 18, 2004 at the WNA office building in Madison.

*Bev Hoege*

## W-ONE Board of Directors 2004

### President

Faye Deich  
Assistant Adm./Chief Nursing Officer  
Sacred Heart Hospital  
900 West Clairemont Avenue  
Eau Claire, WI 54701  
Hospital: 715/839-4131  
Fax: 715/839-4458  
[fdeich@shec.hshs.org](mailto:fdeich@shec.hshs.org)

### Secretary

Susan Peterson  
Dir., Quality Improvement and Risk Management  
The Wisconsin Heart Hospital  
10000 W. Bluemound Road  
Wauwatosa, WI 53226  
Hospital: 414/778-7815  
Fax: 414/778-7821  
[speterson@twhh.org](mailto:speterson@twhh.org)

### Treasurer

Janice L. Giedd  
Patient Services Division Mgr.  
St. Joseph's Hospital  
2661 County Hwy. I  
Chippewa Falls WI 54729  
Hospital: 715/726-3342  
Fax: 715/726-3302  
[jgiedd@sjcf.hshs.org](mailto:jgiedd@sjcf.hshs.org)

### Past President

Gerri Staffileno  
VP, Hospital Operations/Nurse Executive  
Columbia St. Mary's - Ozaukee Campus  
13111 N. Port Washington Rd.  
Mequon, WI 53097  
Hospital: 262/243-7364  
Fax: 262/243-7416  
[gstaffil@columbia-stmarys.org](mailto:gstaffil@columbia-stmarys.org)

### Board Members

Joan Beglinger  
VP, Patient Care Services  
St. Marys Hosp. Med. Ctr.  
707 South Mills Street  
Madison WI 53715  
Hospital: 608/258-6735  
Fax: 608/259-5327  
[joan\\_beglinger@ssmhc.com](mailto:joan_beglinger@ssmhc.com)

Mary Ann Clark  
Nurse Executive  
Cumberland Memorial Hospital  
1110 Seventh Avenue  
Cumberland WI 54829  
Hospital: 715/822-2741  
Fax: 715/822-2740  
[maryannclark@cumberlandmemorialhospital.com](mailto:maryannclark@cumberlandmemorialhospital.com)

Gini Davis  
Mgr. of Quality Enhancement  
Aurora Medical Center-Oshkosh  
855 N. Westhaven Drive  
Oshkosh WI 54904  
Hospital: 920/456-7607  
Fax: 920/456-7601  
[gini.davis@aurora.org](mailto:gini.davis@aurora.org)

Jan Hutchens  
Adm., Med/Ophthal. Serv.  
Franciscan Skemp Healthcare  
700 West Avenue, South  
La Crosse WI 54601  
Hospital: 608/785-0940  
Fax: 608/791-9429  
[janice.hutchens@mayo.edu](mailto:janice.hutchens@mayo.edu)

Peg Sebastian  
Vice President & CNO  
Mercy Health System Corp.  
1000 Mineral Point Avenue  
Janesville WI 53548  
Hospital: 608/741-6974  
Fax: 608/755-6999  
[psebastian@mhsjvl.org](mailto:psebastian@mhsjvl.org)

Diane Strack  
VP, Nurse Executive  
West Allis Memorial Hospital/  
Aurora Health Care  
8901 W. Lincoln Avenue  
West Allis WI 53227  
Hospital: 414/328-6820  
Fax: 414/328-8536  
[diane.strack@aurora.org](mailto:diane.strack@aurora.org)

Beverly Hoegel  
Nursing Coalition Member Rep.  
Executive Vice President  
Reedsburg Area Medical Center  
2000 North Dewey Avenue  
Reedsburg, WI 53959  
608/524-6487  
Fax: 608/524-6566  
[bhoegel@ramchealth.org](mailto:bhoegel@ramchealth.org)

## W-ONE Committee Chairs 2004

### Program

Chair: Jeff Euclide  
V.P., Nurse Executive  
Aurora Medical Center-Hartford  
1032 East Sumner Street  
Hartford, WI 53027  
Hospital: 262/670-7509  
Fax: 262/670-7620  
[jeff.euclide@aurora.org](mailto:jeff.euclide@aurora.org)

### Bylaws

Patricia Van Acker  
Administrator  
Eagle River Memorial Hospital  
201 Hospital Road  
Eagle River, WI 54521  
Hospital: 715/479-0326  
Fax: 715/479-0280  
[vanackerp@hyhc.com](mailto:vanackerp@hyhc.com)

### Legislative

Beverly Hoegel  
Nursing Coalition Member Rep.  
Executive Vice President  
Reedsburg Area Medical Center  
2000 North Dewey Avenue  
Reedsburg, WI 53959  
608/524-6487  
Fax: 608/524-6566  
[bhoegel@ramchealth.org](mailto:bhoegel@ramchealth.org)

### Professional Development

Diane Postler-Slattey  
Chief Patient Care Executive  
Aspirus Wausau Hospital  
333 Pine Ridge Boulevard  
Wausau, WI 54401  
Hospital: 715/847-2988  
Fax: 715/847-2108  
[dianes@aspirus.org](mailto:dianes@aspirus.org)

### Marketing

Tim Gengler  
V.P., Nursing  
Aspirus Wausau Hospital  
333 Pine Ridge Boulevard  
Wausau, WI 54401  
Hospital: 715/847-2436  
Fax: 715/847-2108  
[timg@aspirus.org](mailto:timg@aspirus.org)

### Nursing Recruitment and Retention

Carol Winegarden  
Asst. Adm., Patient Care Svcs.  
St. Mary's Hospital Med. Ctr.  
1726 Shawano Avenue  
Green Bay WI 54303  
Hospital: 920/498-4604  
Fax: 920/498-1861  
[cwinegar@stmgb.org](mailto:cwinegar@stmgb.org)

### Membership

Dottie Hayden  
Nurse Manager-Obstetrics  
Myrtle Werth Hospital  
2321 Stout Road  
Menomonie, WI 54751  
Hospital: 715/233-7636  
Fax: 715/233-7557  
[hayden.dottie@mayo.edu](mailto:hayden.dottie@mayo.edu)

### Historian

Shirley Larson  
Executive Vice President  
Clement Zablocki VA Medical Center  
5000 West National Avenue  
Milwaukee, WI 53295  
Hospital: 414/384-2000  
ext. 42845  
Fax: 414/383-8010  
[shirley.larson@med.va.gov](mailto:shirley.larson@med.va.gov)

### Horizons

Editor: Peggy Ose  
Vice President-Patient Services  
Riverview Hospital  
PO Box 8080  
Wisconsin Rapids, WI 54495-8080  
Hospital: 715/421-7427  
Fax: 715/421-7551  
[vpps@rhahealthcare.org](mailto:vpps@rhahealthcare.org)

### Patient Care

Jan Hutchens  
Adm., Med/Ophthal. Services  
Franciscan Skemp Healthcare  
700 West Avenue, South  
La Crosse WI 54601  
Hospital: 608/785-0940  
Fax: 608/791-9429  
[janice.hutchens@mayo.edu](mailto:janice.hutchens@mayo.edu)

### Betsy Benz

WPSI Representative  
Director, Clinical Improvement  
St. Vincent Hospital  
PO Box 13508  
Green Bay, WI 54307  
Hospital: 920/431-3063  
Fax: 920/431-3249  
[betsy.benz@stvgb.org](mailto:betsy.benz@stvgb.org)

## Member Checklist

- Please contact Pam Aud whenever you have a change in either employment or residential address to guarantee timely mailings. e-mail [paud@wha.org](mailto:paud@wha.org) or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Gini Davis, 920/456-7607, [gini.davis@aurora.org](mailto:gini.davis@aurora.org).
- If you are interested in being a part of a specific committee, contact the committee chair.

### WHA Contact

Pam Aud  
Wisconsin Hospital Association  
5510 Research Park Drive  
PO Box 259038  
Madison, WI 53725-9038  
Work: 608/274-1820  
Fax: 608/274-8554  
E-mail: [paud@wha.org](mailto:paud@wha.org)

### WHA Liaison

Judy Warmuth  
V.P., Workforce Development  
5510 Research Park Drive  
PO Box 259038  
Madison, WI 53725-9038  
Work: 608/274-1820  
Fax: 608/274-8554  
E-mail: [jwarmuth@wha.org](mailto:jwarmuth@wha.org)