



November, 2006

HORIZONS

Congratulations to Nurse Leader of the Year 2006



Carol Winegarden and Mary Lu Gerke

Congratulations to Dr. Mary Lu Gerke, Vice President of Clinical Operations at Gundersen Lutheran in La Crosse and Executive of the UW-Nursing Western Campus, on being selected as W-ONE's 2006 Nurse Leader of the Year. Mary Lu was selected based on her significant contributions to health care as a nursing leader. The award was presented in September at the Wisconsin Hospital Association Annual Convention in Lake Geneva.

Nominees for the award are evaluated for their contribution to the nursing profession and the health care field. Criteria for selection include participating in W-ONE, 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.

Mary Lu has a long tenure with W-ONE, originally on the Council of Nurse Managers; she was instrumental in merging that group with W-ONE. Mary Lu has served W-ONE as a convention speaker and on various committees and task forces, including the office of President in 2000/2001. She has worked closely with WHA on the Professional Affairs Committee and the Public Policy Committee. At the local level, Mary Lu has been very active with the Wisconsin Nurses Association, holding various offices and being very active in politics. At the national level, as a member of AONE, Mary Lu served on the Center for Nursing Leadership, on the Learning Guide and as a member of the Clinical Nurse Leader Council.

Mary Lu is a proficient leader, speaker and author. Mary Lu gives of herself selflessly to the profession. In her spare time she serves the community on various activities such as the United Way, Polar Plunge for the Special Olympics, and Children Telethon activities. Mary Lu is the current President-Elect of the La Crosse area Girl Scout Chapter. She represents nursing and leadership wherever she goes.

In her role as VP of Clinical Operations, Mary Lu's span is over 20 regional clinics in three states. Mary Lu is described in terms of diplomacy and forming and maintaining relationships at all levels in the organization she serves. Her CEO describes Mary Lu as a "role model, a mentor, an educator, and a friend to many."

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Nurse Leader of the Year 2006 -- continued from page 1

In the words of a physician colleague who has worked with and known Mary Lu for over 20 years, "Her every day actions exemplify the highest levels of pride in the nursing profession and her dedication to its future. I cannot imagine a nurse leader more deserving of this prestigious award, and in my opinion Nursing has no better investment in its future than Mary Lu Gerke."

Mary Lu has been a life long learner, working and going to school her entire career. She holds a BSN from Viterbo in La Crosse; a MSN in Nursing Administration from Winona State; and most recently an MA in 2000 and a PhD in 2005 from Fielding Graduate University, Santa Barbara, California, in Human and Organizational Systems.

Our most sincere congratulations go out to Mary Lu on the attainment of this most significant honor and achievement!

President's Message



As my first year as your president comes to a close, I look back at all we have accomplished. A brief review of our strategic plan revealed the following activities:

- A nursing leadership survey, championed by Aspirus, was conducted and initial results were distributed. These results will be evaluated along with WHA focus group results to guide us in planning for the future.
- Organization members participated as speakers for WHA's Nursing Leadership Succession Program. Five programs were held statewide with a representative from 77 hospitals in attendance. The goals of

these sessions were to interest nurses in leadership roles, discuss their career plans, explore desired leader behaviors, and discuss barriers to choosing leadership roles.

- We participated in the Nurse Educator Shortage Task Force formed in 2006 to discuss and problem solve the current and future issues of numbers, distribution, and educational preparation of nursing faculty. A report is due back to the Legislature and the Board of Nursing.
- We participated in the Wisconsin Center for Nursing, during this, it's first year of operation.
- As an organization, we endorsed and circulated the nine Principles & Elements of a Healthful Practice/Work Environment.
- The Mentor Program has been operationalized.
- The Legislative Committee members taught us how to testify at hearings and become more politically savvy.

It has been an incredible year. Much has been accomplished and we look forward to the future. As we begin the new year, please join me in welcoming Peg Ose as your new President-Elect. As always, it has been my pleasure to serve you this year.

Carol Winegarden, W-ONE President

Mark Your Calendar

WONE 2007 Spring Conference April 18 - 20, 2007
K1 Center, Green Bay



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.

2006 W-ONE Board of Directors: President, Carol Winegarden; Secretary, Peggy Ose; Treasurer, Betsy Benz; Past President, Faye Deich
2006 W-ONE Board Members: Susan Peterson, Doris Mulder, Lynn Adams, Lynne Frank, Randy LeRoy, Peg Haggerty
Editor: Paula Hafeman

Legislative Report

Discussion was held on the attendance of the Advocacy Day in 2006 and the importance of attendance. In 2007, Advocacy Day is May 1. In 2006, only 21 members attended from W-ONE. This year the hope is to see larger numbers! Recommendation will be given to all Board members to become members of HEAT. The HEAT program of WHA is a way to keep up to date with major legislative issues. As a member you receive about four electronic newsletters a year. Fact sheets are also given out throughout the year discussing what issues WHA is actively working on. Aside from all of this, action alerts are sent out with talking points on hot issues that need addressed with legislators. Your membership would not only keep you current, but also help you become more comfortable in responding when needing to. Any member of W-ONE can join HEAT. This committee, of course, recommends that everyone join!

Judy provided an update on a variety of legislative, nursing and workforce issues. Items she covered included:

1. The most recent Board of Nursing meeting.
2. An update from the small faculty, industry, BON group discussing nurse faculty shortages.
3. DHFS materials on Shaken Baby Syndrome, to be handed to all new parents are not yet available.
4. States that have implemented a mandatory nurse residency post graduation and preNCLX (Kentucky & Connecticut)
5. WHA filed a written response to the new set of administrative rules for CAN expansion. Those rules include the following changes:
 1. Length of program to change from 76 hours to 120 hours
 2. Clinical hours changed to 40.
 3. No facility to work cooperatively with more than two programs at a time
 4. No patient can be assigned more than once to any student at one time. The new rule will be open to comments from the public in November. WHA will notify members when they are posted for comment.
 5. DHFS is holding a meeting with coroners and hospitals after receiving feedback from families that they felt there were pieces of the consent for tissue and organ donation that they were concerned with. They are looking at having a uniform consent with new language in it. If done this would need to be in place by November 1. It would cover tissue, organ and eye donations. The legislative committee members will review this. Legal representatives of the organ procurement centers will review it also.
 6. A major issue in the next legislative session will be Medicaid. Physician reimbursement took a 5% cut; outpatient and nursing home reimbursement is unacceptable!
 7. Three plans have been proposed for Health Care Reform with the goal "Health Care will be Affordable for everyone." This will be a main topic also next session. At the next Legislative meeting we will have a presentation from WHA on these three proposals.
 8. There is also some proposed legislation on fingerprinting all new licensures. Nursing schools continue to ask for standardization among hospitals on Criminal background. Their concerns are on the process and pre-clinical health requirements.
 9. Nurse leaders succession project will be repeated this year.
 10. Access to clinical facilities for student experiences remain an issue.

Respectfully submitted,
Sue Sullivan

Update on WHA Quality Measures Team And CheckPoint

In the last issue of Horizons, I indicated that the WHA Quality Measures Team was in the process of forming a recommendation on future measures to be added to the CheckPoint public website as part of Phase 4 in the development of CheckPoint. At this time, there are four potential measure sets to be added to CheckPoint. The estimated timeline will be:

1. Appropriate Care Measure Indexes – December 2006

The Appropriate Care Measures (ACM) represents a patient level aggregation of process measures currently reported within the medical services section of CheckPoint. The ACM measures will include 4 indexes related to heart attack, congestive heart failure, pneumonia and surgical infection prevention.

2. Add remaining measures to medical and surgical services data sets – March 2007

The medical and surgical services measures in CheckPoint today, are a sub-set of the measures in the heart attack, congestive heart failure, pneumonia and surgical infection prevention measure sets. The committee recommends adding the remaining measures in these measure sets which are currently already collected and reported elsewhere.

3. Lift 25 case minimal threshold and create trend reports – March 2007

Hospitals have indicated that they would like to have their rates reported on CheckPoint even if they do not meet the 25 case minimum thresholds. In addition, CheckPoint now has enough historical data to provide trend reporting for some measures. The recommendation is to provide rates for all hospitals that report the heart attack, congestive heart failure, pneumonia and surgical infection prevention measures.

4. AHRQ Inpatient Quality Indicators – June 2007

The Agency for Health Care Research and Quality (AHRQ) Inpatient Quality Indicators (IQI) include utilization and mortality measures for several common diagnoses and procedures. These measures are the basis of the annual Wisconsin Inpatient Quality Report developed by the WHA Information Center. The recommendation is to add selected IQI measures to CheckPoint beginning with calendar year 2005 data.

5. H-CAHPS – September 2007 (Approved in phase 3. Timeline based on HOA) The Federal government's Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) is the nation's first standardized patient satisfaction survey and public reporting system. When these data become available, the plan will be to post them.

6. Perinatal measures – 2008

The recommendation is to pursue a partnership with PeriData to define measures for public reporting related to pregnancy and birth. Once the measures are identified, there would be a plan to obtain input from hospitals and other interested parties and obtain approval from the Measures Team, WI Quality Steering Committee and the WHA Board of Directors.

It has been a pleasure to represent W-ONE on this team for the past three years as a representative from the W-ONE board. While my board member role concludes at the end of this year, I have enthusiastically accepted an invitation to continue to work with the WHA Quality Measures Team and will continue to provide W-ONE updates.

Respectfully submitted,
Susan Peterson, Board Member

W-ONE Nominations Committee Report

A slate of candidates was prepared for elections and the following individuals were selected by the membership through ballot.

President Elect: Peggy Ose
Secretary: Peggy Haggerty
Board of Directors: Joan Beglinger
Jeff Euclide
Pamela Maxson-Cooper
Nominations Committee:
Randy LeRoy
Maureen McClausand

Congratulations!

Respectfully Submitted,
Faye Deich, Past President

Professional Practice and Research Committee Report

The Professional Practice and Research Committee is pleased to announce that the recipient of this year's W-ONE Masters Degree education stipend is Crystal Rinka, RN, BSN. Crystal resides in Fairchild, Wisconsin and is currently employed full-time at



Luther Midlefort Hospital in Eau Claire as a staff nurse in the Neuro/Peds/Trauma ICU department. Crystal is a graduate of the University of Oshkosh nursing program and is currently pursuing her Masters degree for Family Nurse Practitioner from the University of Wisconsin Eau Claire. She continues to work full-time while pursuing her advanced degree on a full-time basis.

Crystal states that ever since high school she has dreamed of working in the medical field and she loves working with children.

W-ONE wishes Crystal all the best in accomplishing her career goal as a Nurse Practitioner.

Wisconsin Organization of Nurse Executives--Application for Nursing Administration Research Grant

The Wisconsin Organization of Nurse Executives, Inc. makes monetary awards that fund Wisconsin nurses in conducting research in Nursing Leadership. Accepted proposals will be awarded up to a maximum of \$1,000. Grant applications seeking this support from W-ONE must be postmarked no later than April 1, 2007.

Criteria for Selection of Award Recipients

1. The research must be relevant to nursing leadership.
2. The principal investigator must hold a Wisconsin license and be a resident of the State, or employed in Wisconsin.
3. The principal investigator has not received W-ONE funding for research in the three previous years.

Procedure

1. Include a brief description of the proposed research (5 page minimum – proposals of more than 5 pages will not be reviewed). A suggested format is included.
2. If the applicant is a student, a letter of reference from the major professor should be sent directly to the Chairperson of the W-ONE Professional Development and Research Committee.
3. Attach current Curriculum vitae or resume.
4. Attach all data collection tools.
5. Applications must be postmarked by April 1, 2007. Funding will be made available to recipients by September 1, 2007.
6. Submit completed applications to:
Kathryn Olson, RN, MA
Director Patient Care Services
Saint Joseph's Hospital
611 Saint Joseph's Avenue
Marshfield, WI 54449
Telephone: 715-387-7592
Email:olsonkz@stjosephs-marshfield.org

....more information on page 6

Wisconsin Organization of Nurse Executives, Inc. Suggested Format for Outline of Research Proposals

1. Statement of Problem: State the purpose of the project and the research question(s) to be addressed. Be concise. Include assumptions underlying the study and the significance to nursing.
2. Background, Purpose, and Justification of the Study: Give a brief overview indicating the nature of the problem and why you chose to investigate it.
3. Review of the Literature: Include a brief overview of the literature, indicating the present status of knowledge and research in the area to be investigated. If appropriate, provide the theoretical/conceptual framework from which the study is organized. Include hypothesis to be tested, if appropriate for study.
4. Method: Include sources, collection, and analysis data.
5. Protection of Human Subjects: Describe precautions to be taken to safeguard the rights and welfare of human subjects who may be involved.
6. Budget: Submit a proposed budget and specify the amount being requested. Specify other sources of funding being requested. Specify other sources of funding being requested or that have already been awarded, and the cost sharing by individual(s) or employer.
7. Timetable: For completion of the project.
8. Reference List

Wisconsin Organization of Nurse Executives, Inc. Instructions for Award Applicants and Recipients

1. WONE, Inc. only pays direct cost e.g., postage, copying costs, etc. Indirect costs such as mileage are not paid.
2. WONE, Inc. prefers to fund projects that have not been implemented and that have not had previous funding.
3. The monetary award will be made to the applicant.
4. Funds awarded must be spent within one year. An abstract and final financial report are due within 60 days of the end of the year. All non-expended funds must be returned to WONE, Inc.
5. Verification of approval of the research/project by the appropriate review committee/instructor must accompany the application.
6. Verification of approval from the Administration of the institution at which the research will be conducted must accompany the application.
7. For research involving human subjects, verification of approval by an Institutional Review Board (IRB) for the Protection of Human Subjects must accompany the application. If the co-operating institution does not have an IRB, approval must be obtained from an institution adhering to federal guidelines for the protection of human subjects and acceptable to the agency where the research is conducted.
8. Grant recipients may be expected to provide a poster or lecture presentation at the WONE, Inc. spring or fall conference.
9. Any publications resulting from the research project must acknowledge: "Funded in part by the Wisconsin Organization of Nurse Executives, Inc."
10. Applicants will receive notification of committee selection for awards. This notification will not include a critique of the proposal.

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- Please contact Pam Aud whenever you have a change in either employment or residential address to guarantee timely mailings. E-mail paud@wha.org or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Paula Hafeman, 920/433-8204, phafeman@stvgb.org.
- If you are interested in being a part of a specific committee, contact the committee chair.

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