



December 2002

# HORIZONS

## Annual Nurse Leadership Award Presented to Nancy Wilde of Community Memorial Hospital

Nancy Wilde, Vice President of Patient Services at Community Memorial Hospital was selected to receive the Nurse Leader of the Year Award from the Wisconsin Organization of Nurse Executives for 2002. Wilde was chosen from a field of nominees based on her significant contributions as a nursing leader. The award was presented at the Wisconsin Hospital Association's Annual Convention on Thursday, September 19, 2002.



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.

Wilde has been a member of Community Memorial Hospital's leadership team since September 1988, providing guidance for nursing care as well as a number of major hospital initiatives, including the Mental Health Center, Health Ministry, Women's Health and the Admissions Center. Wilde has served as a role model in her commitment and dedication to patient care, staff needs and the evolving role of nursing in the health care arena.

"I am as excited about nursing today as I was the day I started," said Wilde. "I continue to see the major impact nursing has on patient care. There is a substantial body of research supporting the relationship of registered nurses and patient outcomes."

In his nomination of Wilde for the award, Bill Bestor, President and CEO of Community Memorial, stated "Nancy's compassion, care and concern for the general well being of her management team has earned their respect and loyalty. She shows respect for all staff and the contributions they make to the organization."

Wilde has been a member of the Wisconsin Organization of Nurse Executives since 1989, holding the offices of President and Secretary. She is also a current member of the Board.

Community Memorial Hospital, which specializes in cardiac care, women's health, mental health, cancer care and advanced surgical procedures, is a member of Froedtert & Community Health.



## President's Message

Dear Colleagues,

As the year soon comes to a close, November signals the time for W-ONE to develop its strategic plan for the upcoming year. This year our goals are a mixture of the old and new. Some goals and strategies designed last year will continue into the New Year as we continue to focus on membership. Although I am unable to articulate the specific goals and objectives for you yet because the action planning will continue into next year, the general direction is as follows:

- As the voice of nursing leadership, influence and actively participate in multidisciplinary efforts to promote Wisconsin Patient Safety

- Proactively participate in strategies aimed at enhancing Workforce Development in healthcare
- Increase membership by 10%
- Participate with Wisconsin nursing groups to create one voice for nursing
- Enhance communication with members

In the next issue of the Horizons in February of 2003, I will be able to share with you the entire strategic plan.

In the last issue, I shared information regarding the Governor's Health Care Worker Shortage Committee. The committee has completed its work and has identified four broad themes from the over 200 recommendations offered to solve the shortage. Very simply put, the four themes are to increase the number and diversity of individuals choosing health care occupations, increase retention rates of the current work force, redesign the health care system and become proactive in illness prevention and promotion of wellness, and establish a leadership committee that serves as an umbrella group coordinating the health care worker shortage solutions. The entire report outlines each goal and recommendations for meeting the goals. You can download the entire report from the Internet at <http://www.dwd.state.wi.us/ghcwsc/>.

W-ONE is once again trying to solidify collaborative efforts with WNA. As you know, we already have a link with the Patient Care Committee and the Legislative Committee and would like to continue pursuing these avenues of collaboration. Some new thoughts are to develop a connection between our Retention and Recruitment Committee and the efforts of WNA with perhaps a goal of developing a template for practice guidelines or identifying ANCC Magnet Criteria to name a couple of opportunities. An initiative we would also like to pursue is the development and dissemination of evidence based outcomes. Currently, WNA has a Research Council while W-ONE has no formal structure in place. Members of W-ONE who are currently on the Collaboration Task Force are: Carolyn Friese, Beverly Hoege, Carol Winegarden, Patricia Schroeder, Diane Postler-Slattery and Nancy Wilde. Feel free to contact one of the members if you have an opinion or thoughts you would like to share.

I would like to take this opportunity to thank members of the Board whose term is finished. Their collective wisdom and support have been much appreciated by this writer! They are:

Carolyn Friese, Past President  
Rosemary Ryan, Secretary  
Beverly Hoege, Board Member  
Marti Klug, Board Member

And welcome to Susan Peterson, Gini Davis, Jan Hutchens and Peg Sebastian as they join the Board.

So as the year 2002 unwinds...take the time to smell the roses...enjoy the holiday season...and raise your glasses in a toast to W-ONE! 2003 should be a very challenging year!

**Gerri Staffileno**  
**W-ONE President**



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.

2002 W-ONE Board of Directors: President: Gerri Staffileno; Secretary, Rosemary Ryan; Treasurer, Janice Giedd; Past President, Carolyn Friese  
2002 W-ONE Board Members: Beverly Hoege, Vicki George, Patricia Schroeder, Faye Deich, Marti Klug, Nancy Wilde  
Editor: Peggy Ose

## 2002 Membership Committee Report

The total W-ONE membership for 2002 is 243. We have had 173 renewal and honorary memberships and 70 new members. Thank you to all of the members who were so diligent in their efforts to recruit new members this past year.

The winner of the "Star Recruiter - Get Away" gift certificate was Shirley Frost, Director of Patient Care Services at Community Health Network in Berlin. Shirley was awarded her gift certificate at the Spring Conference held in Milwaukee. Congratulations Shirley!

An all member "Zoomerang Survey" was conducted in October of this year. We had a response rate of approximately 27% of our membership. The W-ONE Board will be reviewing the results of this survey and incorporating the results into the strategic plan and goals of the organization for 2003. Many valuable comments and suggestions were received especially related to communication to members, networking opportunities, program suggestions, and leadership development opportunities. Thank you to everyone who took the time to participate in the survey!

Membership renewal applications were mailed in November. We encourage you to renew your membership by the end of December of 2002. All renewals received by the end of the year will be eligible for a drawing of a \$50 gift certificate to be used for merchandise available from the marketing committee. This drawing will be held at the Spring W-ONE conference. If you have not received a renewal application, please contact the WHA office at 608-268-1806.

The best way to increase membership continues to be through its members. Encourage your peers to become involved and share in the benefits of our organization! We currently have 63% of the hospitals in Wisconsin represented in our organization, but would like to see that number grow. If you have questions regarding membership in W-ONE, contact: Dottie Hayden, 715/233-7636.

## An Opportunity to Learn More About Your Organization . . .

The W-ONE Board of Directors is excited to invite the members of W-ONE to any and all Board Meetings for which you can be available. Attending a Board meeting is an excellent opportunity to learn about your W-ONE organization and also the issues facing us on a statewide and national level. Let Gerri Staffileno know if you are able to attend a particular meeting. Lunch is provided and we wish to ensure that an adequate amount is ordered. All meetings are at the Wisconsin Hospital Association in Madison unless noted otherwise.

√ Friday, January 24, 2003 at 9:30 am

√ Friday, March 21, 2003 at 9:30 am

√ Wednesday, April 23, 2003 at the WONE Spring Conference in Madison. Time to be announced

√ Friday, May 16, 2003 at 9:30 am

√ Friday, July 18, 2003 at 9:30 am

√ Wednesday, September 24, 2003 at the WHA Fall Conference in Lake Geneva. Time to be announced

√ Friday, November 21, 2003 at 9 am

## Nursing Recruitment and Retention Annual Report

Carol Winegarden

The Recruitment and Retention Committee worked on three main projects this year, focusing on organizations, employees, and future employees. First, a Nurse Retention Survey attempted to gather best practice strategies across the state. Results were published in the February Horizons.

Second, WONE participated in the planning and implementation of the Wisconsin Health Care Employee Pride Program. This program focused on why people enter and stay in health care careers and the installation of pride in our workforce.

And finally, Business World 2002 focused on recruiting high school students into health care – specifically nursing careers. In a way, we looked at our past, our present and our future. We have learned and are better prepared to face upcoming challenges.

Recent dialog with the WNA has led WONE to establish a goal of participating with Wisconsin nursing groups to create one voice for nursing. This is particularly relevant in dealing with potential legislation on staffing issues that threatens to fragment the profession.

It has been a busy year and promises to be equally challenging next year. Anyone interested in becoming involved in the Nursing Recruitment and Retention Committee activities, please email Carol Winegarden at [cwinegar@stmgb.org](mailto:cwinegar@stmgb.org).

## Patient Care Committee

Once again, the Patient Care Committee would like to acknowledge the participants in the Excellence in Patient Safety Recognition program. We would like to thank those who took the time to share their patient safety initiatives. Thank you to Froedtert Hospital for their project on "The Application of Six Sigma in Healthcare to Reduce Patient Falls." We appreciate the work of Aurora Medical Center of Hartford and their sharing of information on their activities related to "Prevention of Patient Falls on General Med-Surg Units" as well as Aurora Medical Center's submission of their information on "Prevention of Decubiti in Ventilator Dependant Patients" and "Prevention of Decubiti on the Med-Surg Units." We also thank the team members at William S. Middleton Veterans Hospital in Madison for the information on "Prevention of Falls and Injuries from Falls in Acute Medicine." The participants offered posters for display at the Wisconsin Nurses Association conference this fall in La Crosse. They were also recognized by the committee through press releases, letters to their local politicians and administrators.

The Patient Care Committee continues to collaborate with the Wisconsin Nurses Associations (WNA) Nurse Practice Council. This collaboration has been very insightful. We encourage your participation on this committee as well as your participation and support of the "Innovations in Patient Safety Recognition" program (formerly excellence in patient safety). We will collect applications throughout the year and recognize participants in the fall of each year. You will find a copy of this application enclosed, please feel free to copy and distribute as many as you wish. If you would like to participate on this committee or have questions about the recognition, please call Betsy Benz at 920-431-3063 or e-mail [bbenz@stvgb.org](mailto:bbenz@stvgb.org)

### Update on Wisconsin Patient Safety Institute

The Wisconsin Patient Safety Institute (WPSI) recently held the fourth annual Patient Safety Forum in Oshkosh. Over a dozen poster presentations were displayed with staff available to answer questions on their patient safety initiatives. Many great projects were shared. The keynote and breakout speakers offered insights about other initiatives and challenges. Over 100 attendees enjoyed the networking and information provided.

### Maximizing Patient Safety in the Medication Use Process

WPSI has produced a 20 pages booklet on medication safety guidelines and demonstrated best practice. This booklet was developed with leadership from the Pharmacy Society of Wisconsin. The booklet describes practice guidelines and best practice for all areas of medication safety, including prescribing, preparation, dispensing, counseling, administration, as well as monitoring of patient and purchasing practices. To request copies of this document, e-mail [patientsafety@wismed.org](mailto:patientsafety@wismed.org).

A WPSI goal continues to be to enhance and promote safety. The institute will achieve this through education and knowledge exchange in the provider community, as well as education, increased awareness and providing resources to patients, families and the public. Within WPSI, several teams, structures and groups have been formed. We encourage your participation in these activities. The groups include:

- √ Planning patient safety forums
- √ Reviewing the initial 10 recommendations
- √ Evaluating medication use safety resources
- √ Developing local patient safety collaboration
- √ Defining public policy related to patient safety
- √ Developing Patient and Family Advisory Council
- √ Applying for Grants for funding for WPSI

Some of these work teams are up and running while others are currently being defined. If you have questions or would like to participate in any of these worthy activities, please contact A.B. Orlik at WPSI at 608-283-5497 or e-mail [patientsafety@wismed.org](mailto:patientsafety@wismed.org)

**Betsy Benz**

### Staff Development Committee Report

In the middle of July, we reviewed the 10 applications received for the \$1,000 BSN Stipend. Correspondence and award money was sent to Rebecca Timmerman the winner of the 2002 BSN stipend. Rebecca is currently employed at Southwest Health Center in Cuba City (during school breaks and summer). In June 2002, she started an internship in the emergency room at Gunderson-Lutheran Hospital in La Crosse. She will be attending Viterbo University in La Crosse this fall. We recently received a thank you letter from Rebecca.

We are working with Erin Nestle of the American Organization of Nurse Executives to put the MSN Stipend on the website. The AONE website has been experiencing some difficulties, so we will continue to work with Erin to fix the problems. We will also be putting the bylaws on the website.

## Nominations Committee Annual Report

Nominations Committee has the best job in all of W-ONE! We are given the opportunity to prepare the slate for the election of officers and the Board of Directors. Nominations also has the opportunity to recommend the Nurse Leader of the Year to your Board of Directors. Your committee this year consisted of: Jim Greer, Holly Halberslaben, Mary Ann Clark, Shirlee Larson, Randal LeRoy, Sue Straub and Carolyn Friese.

You, the membership, have elected Faye Deich as your President Elect. The Secretary will be Susan Peterson. New board members are: Gini Davis, Peg Sebastian and Jan Hutchens.

Nancy Wilde is the Nurse Leader of the Year for 2002. Others nominated were: Nancy Caldwell, Shirley Frost, Krisit Hundl, Nancy Korom, Rose Kabriola, Diane Peters, Diane Postler-Slattery and Ellen Zwirlein. Each of these people has made outstanding contributions to the profession of nursing and to their own organizations. It was a challenging task to choose only one as this year's honoree.

At the November Board meeting, your Board approved the following recommendations from Nominations Committee:

√ For Board and Officer Candidates, late or incomplete nominations will not be accepted

√ For Nurse Leader of the year, late, incomplete or nominations not including letters of reference will not be considered.

Be assured that the letters asking for nominations for both will include specifics regarding dates and completion of the application or nomination.

It has been my personal and professional honor and privilege to serve W-ONE membership in a variety of roles. As my year of chairing Nominations Committee comes to an end, I return to being a member and not an officer, board member or committee chair. I thank each of you for the support and encouragement you have given me in these various roles.

Respectfully submitted,

Carolyn Friese

Chair Nominations Committee

W-ONE Past President

## Horizons Annual Report

With this current issue of the Horizons in hand, the membership will again have seen four issues in 2002, February, May, August and December. Hopefully, the members of W-ONE found the reports from the various committees included in each issue both helpful and informative. The reports most consistently included in each issue were from the Legislative and Patient Care Committees, as well as reports from the Membership Committee welcoming new members. A major goal of W-ONE and the Horizons publication is to ensure that the members see that the voice of nursing leadership (W-ONE) is being heard in key places and that we are influencing legislative decision making. It is hoped that the information has demonstrated the effectiveness of our organization.

To date we are within our budget and should end the year under the amount we projected one year ago when the budget was developed. The relationship with WHA for clerical support continues to facilitate the timely layout, printing and mailing of each issue of the Horizons. Some of the expense of publication has again been offset by the running of advertisements which started in 2000. This has been an opportunity to disseminate information about available leadership positions to the W-ONE membership and a nice service for both the advertiser and the individuals who may be looking for a position change.

In 2003, we hope to continue to expand the number of advertisements in the newsletter and continue to welcome ideas for new columns, topics for articles or any other suggestions for improvement.

Peggy Ose, Editor

E-mail [vpss@rhahealthcare.org](mailto:vpss@rhahealthcare.org)

Phone: 715-421-7427

Fax: 715-421-7551

## Treasurer's Report

ASSETS (as of November 15, 2002):

Checking account: \$ 8,512.60

Certificate of deposit: \$10,000.00

Investment Account: \$30,139.49

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\$48,652.09

The income of W-ONE for this year (to date) is approximately \$8,000 under budget with both membership dues and program income being under budget.

However, year-to-date expenses are also under budget by approximately \$6,500.

The Board is currently planning the budget for the 2003 fiscal year.

## W-ONE Board of Directors 2003

### President

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## W-ONE Committee Chairs 2003

### Program

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### Bylaws

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## Member Checklist

- Please contact Andrea Walworth whenever you have a change in either employment or residential address to guarantee timely mailings.  
e-mail awalworth@wha.org or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Peggy Ose, 715/421-7427.
- If you are interested in being a part of a specific committee, contact the committee chair.

### WHA Contact

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### WHA Liaison

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# WONE Annual Convention 2003

Plan to join us for the "Rockin'" Spring 2003 WONE Conference



Save the date

When: April 23-25, 2003

Where: The Monona Terrace Community  
& Convention Center  
and The Madison Concourse Hotel

"Go to the hop!"

## ■ New this year: Group Discounts

- For any facility with 4 or more attendees, each attendee will receive a \$50 discount on the \$200 registration fee for the 2003 convention.
- Encourage any and all of your fellow managers/leaders to attend-- you do NOT need to be a WONE member or an RN to attend!

## ■ Request for Breakout Presenters

- Respond by calling 262-670-7509 or e-mailing [raleigh57@hotmail.com](mailto:raleigh57@hotmail.com) by January 10, 2003.



## ■ Request for CEAP sponsor for 2003 convention

- WONE is looking for a hospital/system to sponsor CEAPs for the 2003 convention.
- Contact Jennifer Frank at WHA, 608-268-1807 or [jfrank@wha.org](mailto:jfrank@wha.org), if your hospital is willing to sponsor CEAPs for the 2003 convention.
- Thank you to St. Vincent's Hospital in Green Bay for sponsoring the WONE Annual Convention CEAPs for the past two years!



**"Roll Down Your Bobbie Socks,  
Pull Out Your Poodle Skirts,  
Put On Your Leathers  
and Let's Go To The Hop."**



## "Let's Invite Some Vendors to the Hop!"

- Any convention attendee who gets a vendor commitment will receive a \$50 discount on his/her \$200 registration fee for 2003 convention.
- First-come with committed vendor, first-credited for the discount; one discount per attendee.
- To help secure vendors, here are some talking points for you to use with potential convention vendors:
  - Cost to exhibit: \$1,000
  - One of only 10 vendors allowed to exhibit at the convention
  - Receive 8' table/exhibit space and complimentary registration fee for one
  - Audience: Over 120 nurse executives, managers and others in leadership roles from Wisconsin hospitals – all decision-makers or decision-influencers.
- Submit form to Jennifer Frank at WHA, fax: 608-274-8554, with secured vendor information.

### Vendor commitment form

(To be completed by WONE member)

Vendor company name \_\_\_\_\_

Vendor contact name \_\_\_\_\_

Vendor contact phone \_\_\_\_\_

Vendor contact e-mail \_\_\_\_\_

Type of product/service offered by vendor \_\_\_\_\_

I've spoken with the above vendor and he/she agrees to exhibit at the upcoming WONE convention  Yes  No

Submitting WONE member name \_\_\_\_\_

Submitting WONE member hospital \_\_\_\_\_

Submitting WONE member phone \_\_\_\_\_

Submitting WONE member e-mail \_\_\_\_\_

Date submitted \_\_\_\_\_

*Submit to Jennifer Frank at WHA, fax: 608-274-8554 or e-mail [jfrank@wha.org](mailto:jfrank@wha.org).  
Jennifer will follow up directly with the vendor.*



*WNA/WONE Patient Care Committee presents:*

# ***Innovations In Patient Safety***

*This recognition has been established to showcase nurses involved in initiatives that promote and communicate patient safety innovations.*

***Criteria:***

The recipient will submit information on a project or process that is:

- Simple, yet innovative
- Demonstrates improved patient safety
- Easily replicated

***Such strategies should include:***

- Creative, problem solving approaches that positively impact quality of nursing care.
- Efforts that build a safer environment, decreasing adverse events.
- Methods to facilitate learning and sharing of knowledge.
- Demonstration of cost effectiveness.

***Benefits:***

- You will have demonstrated your commitment to patient safety.
- Statewide recognition among nurses
- WONE/WNA Patient Care Committee will:
  - announce your recognition to leadership of your organization
  - create a press release
  - notify legislators of your area
- WONE/WNA will share your recognition in appropriate newsletters
- WONE/WNA will share your recognition at respective Fall Conferences

***Complete application on reverse side and submit to:***

**WNA/WONE Patient Care Committee**

**C/O Wisconsin Hospital Association**

**PO Box 44992**

**Madison, WI 53744-4992**



# INNOVATIONS IN PATIENT SAFETY APPLICATION

Name of the Project \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Name Of The Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Type Of Organization:    Acute Care            Long Term Care            Home Care            Education  
   Public Health            Clinic            Behavioral health            Other \_\_\_\_\_

Team Members Involved (Name And Title) \_\_\_\_\_

What questions or concerns did you address? \_\_\_\_\_

Description Of Project with specific interventions: \_\_\_\_\_

Outcomes Achieved: \_\_\_\_\_

Future Implications Of Project: \_\_\_\_\_

Local Newspapers \_\_\_\_\_

*Attach supporting documents as needed*

*May Photocopy as needed*

