



February 2005

HORIZONS

President's Message

We have completed a great year in the Wisconsin Organization of Nurse Executives!



At a recent Board Retreat, we reviewed our 2004 Strategic Plan Accomplishments, which were many. Several key successes were noted:

- The paper "Guiding Principles in Determining Appropriate Nurse Staffing: Standards of Practice for Acute Care" has been developed and disseminated to members and is gaining support with other professional nursing organizations across the state.
- Mentorship resources have been developed.
- A member survey has been conducted. It was utilized to drive our 2005 Strategic Plan.
- A decision to move our web site host to assure improved content and consistent availability has been made.
- New member socialization has been enhanced.
- We have continued to assist in leading efforts to develop a Wisconsin Center for Nursing through the Wisconsin Nursing Leadership Council.
- The Board met with a legislator in November and will be working to strengthen the role of the organization in the legislative process.

A new plan for 2005 was also begun during our Board Retreat. Although this is yet to be refined, consensus was achieved around a number of areas that include the following:

- Implementing strategies for dissemination and utilization of the paper, "Guiding Principles for Determining Appropriate Staffing."
- Developing a plan for implementation of a selected recommendation from the IOM Report "Keeping Patients Safe: Transforming the Work Environment of Nurses."
- Implementing strategies for dissemination and utilization of the Mentorship Program.
- Continuing involvement with the Wisconsin Nursing Leadership Council in the development of the Wisconsin Center for Nursing.
- Strengthening W-ONE's ability to influence legislative positions related to health care.

I was also recently able to attend an AONE Chapter meeting with all Chapter Presidents from across the country. Our state was commended for its work on our evidence-based paper on staffing principles. In addition, we heard information on AONE's Guiding Principles for Future Patient Care Delivery Models. This is driven by an agenda for change from the Institute of Medicine Report, "Crossing the Quality Chasm."

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The Model components are puzzle pieces surrounding the patient population at the center. The puzzle pieces include the following:

- The Core of Nursing is Knowledge and Caring
- Care is User-Based
- Knowledge is Access-Based
- Knowledge is Synthesized
- Relationships of Care Presence/Virtual
- Managing the Journal

AONE will continue dialogue around this work to assist in further defining the Model.

Lastly, please be sure to join us at our annual convention March 30 through April 1, 2005 in La Crosse. It will provide inspiration as well as great opportunities for networking. See you there!

Faye Deich
W-ONE President

Committee Annual Reports

Bylaws Committee

Pat Van Acker

The Bylaws Committee modified the website to reflect changes approved in 2003, and that process is now complete. The Committee did not meet to review Bylaws in 2004; however, we will be meeting in 2005 for review and to standardize language found in the AONE Bylaws with ours. Recruitment of members for this committee is needed.

Program Committee

Jeff Euclide

The committee members that helped us put on such a wonderful program in the spring of 2004:

- Barb Hassemer
- Joan Klehr
- Jim Mugan
- Jennifer Frank
- Jeff Euclide

Our financial goals were based on growth from the previous year both in attendees and vendors. We budgeted \$20,200 in expenses and actually spent \$14,836.99, which is a difference of \$5,363.01. We budgeted \$30,400 in revenue and actually brought in \$27,179, which is a difference of \$3,221. A profit of \$10,200 was budgeted, and we actually realized a profit of \$12,342.01. We projected 7 vendors, and 7 vendors participated.

Annual Convention evaluations were very positive. 84.97% of attendees agreed that the stated objectives were well achieved. Comments were also very positive. We have taken suggestions and applied them in the planning for our 2005 conference.

We lost one of our committee members, Barb Hassemer. She has been a wonderful member on our committee.

Four (4) new members joined our committee, and they are a wonderful addition to our team:

- Jacalyn Lee
- Jean Surguy
- Deborah Tidquist
- Denise Dorpat



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.

2005 W-ONE Board of Directors: President, Faye Deich; Secretary, Peggy Ose; Treasurer, Janice Giedd; Past President, Gerri Staffileno
2005 W-ONE Board Members: Joan Beglinger, Mary Ann Clark, Peg Haggerty, LeRoy Randy, Susan Peterson, Diane Strack
Editor: Gini Davis

Wisconsin Nursing Coalition

Beverly L. Hoege

Wisconsin Nursing Coalition (WNC) meets alternate odd months of the year at the WNA office in Madison.

The coalition is composed of approximately thirty (30) various nursing groups with the expressed purpose of establishing commonalities between the nursing groups and developing a plan of action for specific issues.

Areas of focus in WNC include the following:

- Palliative and end-of-life care in Wisconsin with support of caregivers, patients and professionals.
- Nursing agenda for health care reform – principles and concepts.
- WNA emergency preparedness education and training grant.
- Wisconsin Nursing Re-design Consortium is seeking funding for the Wisconsin Center for Nursing. The potential for dollars from licensing fees is being explored.

The annual planning retreat was held January 27, 2005 in Madison.

It has been a privilege to serve as the W-ONE liaison to WNC. Thank you.

WHA Moved in December

The Wisconsin Hospital Association moved so W-ONE has new addresses:

Mailing address:

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

Street address/Shipping address:

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

A map to the new location is available at:
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 others.

2005 W-ONE Annual Convention

March 30 - April 1

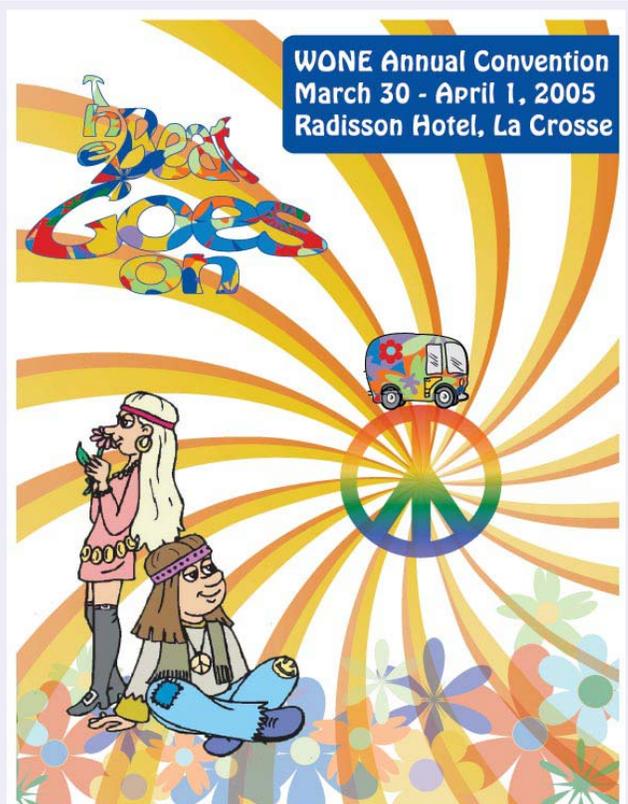
Radisson Hotel, La Crosse

The Beat Goes On...

Although the 2005 theme celebrates a time passed, the education agenda is filled with sessions focused on moving nurse leadership forward. Pamela Thompson, MS, RN, FAAN, chief executive officer for AONE, will open the convention by discussing the future of health care and the role of nurse leaders in shaping that future. In line with this year's 60s and 70s theme of "The Beat Goes On," a variety of contests and prizes for trivia, games, costumes and more will be held during the evening events, so don't forget to dress the part. Register today and register a friend or co-worker - you don't have to be a W-ONE member or an RN to attend.

Find the brochure at: <http://www.w-one.org/aone/wone/events.html>

or at: <http://www.wha.org/education/pdf/2005woneconvention.pdf>



Legislative Committee

Beverly L. Hoege

A goal of the Legislative Committee is to create an active relationship with legislators. Rep. Leah Vukmir attended the November Board meeting. She was the first legislator to attend and present at a W-ONE Board Meeting.

Jodi Bloch, WHA's VP of Government Relations, informed the Board and committee chairs about the legislative process. It is essential for each nurse executive and other senior staff to develop a relationship with their legislators, become informed about legislative issues, and become active in the legislative arena.

Mary Beth White-Jacobs has assumed the leadership role of the legislative committee, since Karen Lautermilch moved to Seattle. We wish both well and look forward to a continued active relationship. Anyone interested in learning and participating, please contact Mary Beth at Black River Falls or me.

Nurse Recruitment and Retention Committee

Carol Winegarden

The Nurse Recruitment and Retention Committee met via teleconference four times in 2004. Our goal this year was to continue work on the statewide plan for nursing initiated by the Wisconsin Nursing Leadership Council for Strategic Planning. Specifically, our task was to refine the goals and objectives on the Nurse Retention component of the plan.

After research and discussion, the Nurse Recruitment and Retention Committee recommended the adoption of the Institute of Medicine (IOM) Report, "Keeping Patient's Safe: Transforming the Environment for Nurses." This document identifies specific recommendations and strategies that improve patient safety and are proven to increase nurse satisfaction. The W-ONE Board of Directors endorsed this concept at the June 18, 2004 meeting.

The recommendation to adopt the IOM Report was subsequently submitted back to the Wisconsin Nursing Leadership Council for Strategic Planning for inclusion into the statewide plan in October 2004.

Nurse Recruitment and Retention Membership includes the following members:

- Joan Beglinger, St. Marys in Madison
- Diane Buss, St. Marys in Madison
- Jim Greer, Department of Corrections
- Kristi Hund, Stoughton Hospital in Stoughton
- Vicki Jess, Myrtle Werth Hospital in Menomonie
- Suzanne Shaw, Holy Family in Manitowoc
- Mary Stangel, Holy Family in Manitowoc
- Carol Winegarden, St. Mary's Hospital Medical Center in Green Bay
- Ellen Zwirlein, Memorial Hospital in Prairie du Chien

Cardiac Care Online Course

- Contact hours approved by WNA.
- 16 individual modules designed for **enhancing level of knowledge and clinical skill level** for people caring for cardiac patients.
- Beneficial as preparation for **ANH cardiac nursing certificate exam**.
- Take one module or many – at your computer, your schedule, your convenience
- Bundled course (**all 16 modules**) also available as contract option for hospital staff training.

This course was highlighted in the 9/2004 issue of *Nursing Management Journal*.

For more information/brochure, contact Theresa Gutsch, MS, RD, Health Education Coordinator, Northcentral Technical College, Wausau. 1-888-NTC-7144 x. 1335 or gutsch@ntc.edu. Visit our website: <http://www.ntc.edu>



Patient Care Committee

Jan Hutchens

The Board of Directors accepted a recommendation to disband the Patient Care Committee at the January 14, 2005 Strategic Planning meeting. The recommendation came after a discussion among committee members regarding our struggle to identify specific goals for this committee over the past few years. As W-ONE has developed and changed over the years, so have our goals and purposes. The Board will establish a task force on an as-needed basis to address any specific patient care related issues.

I would like to thank all who have participated in this committee. I would also like to thank those of you who have contributed articles and reports to this committee.

Marketing Committee

Tim Gengler

The Marketing Committee profit from the Annual Meeting was \$1,752.08, which was very close to meeting budget. Silent auction ticket sales were the primary reason for success. Logo items sold well, but inventory was not received on time for the meeting. Therefore, sales might have improved if inventory would have been available at that time. Our inventory has been depleted, so we can expect higher than normal expenses in fiscal year 2005 to replenish stock. W-ONE logo tie-dyed t-shirts will be available for purchase at this year's convention to go along with the 60s and 70s theme of "The Beat Goes On."

Horizons

Peggy Ose

The Horizons newsletter was published four times this year as scheduled. The Editor has been Peggy Ose. Those duties were transitioned to Gini Davis in November when Peggy moved into the position of W-ONE Secretary.

A major goal achieved in 2004 was distribution of the newsletter online to our membership. This is a more efficient and less costly process than distribution by mail. This process began with the May issue and has been successful. Another goal was to generate revenue for the organization by continuing to allow ads to be placed both within the newsletter and via e-mail in the months between issues of the Horizon. We realized revenues of \$2,000 this year compared to a budget of \$1,800.

I hope the Horizons continues to serve our members well as an important vehicle for timely communication. Please feel free to offer suggestions at any time to enhance this tool.

Membership Committee

Dottie Hayden

Members of the Membership Committee for 2004 were:

- Margaret Olson
- Linda Masih
- Marti Klug
- Sarah Trunkel
- Sue Horkan
- Judith Murphy

Lynn Adams and Ellen Zwirlein joined the committee at the end of the year. Margaret Olson and Dottie Hayden are retiring members. The committee thanks them for their support of our organization.

The Membership Committee met three times during the year. Meetings were held at Mile Bluff Medical Center in Mauston, with Sue Horkan as our hostess.

Total membership for 2004 was 265. There were 11 honorary members and 57 new members; 115 members selected not to renew their membership; 70% of the hospitals in the state were represented in W-ONE during the past year.

Accomplishments during the year included the following:

- Revised the membership application.
- Revised the membership criteria.
- Recognized new members at the Annual Convention, in conjunction with the program committee.
- Provided a hospitality room at the Annual Convention.
- Conducted a Zoomerang survey of members in November. Results were used in strategic planning for 2005.
- Compiled a folder of information about W-ONE to be provided to new members joining in 2005.



Report From WHA

Judy Warmuth

WHA has created and published a Workforce Report to update legislators and the public on the current hospital workforce situation and, more importantly, the issues related to future workforce availability. W-ONE members are familiar with factors such as the aging workforce, impending retirements, and the changing demographics of Wisconsin's population. These factors make it very likely that a serious workforce shortage will again develop unless action is taken now and continues into the future. That report is available on WHA's web site at <http://www.wha.org>.

WHA and the Wisconsin Department of Workforce Development are cosponsoring a conference on Safe Patient Handling. The conference is an outgrowth of the Retention Committee of the Governor's Select Committee on the Health Care Workforce. The conference is aimed at middle managers, lift committee members, risk managers, quality staff and others who might be involved in the development of lifting protocols and policies and who might evaluate and select equipment. The conference is March 16 at Chula Vista Resort in Wisconsin Dells and cost to attend is \$75. The brochure is also available on the WHA website at <http://www.wha.org/education/quality.aspx>.

The Office of Vital Statistics will be soon be sending out RFPs for software to use in electronic submission of birth records. It is the hope of the State Registrar, John Keisow, to find existing software that will meet the needs of the state as well as reporting agencies and have a system in place in the near future. As I know more about that process, I will keep W-ONE members updated.

The Government Relations Department at WHA is involved in numerous issues, including the following:

- Seeking increases to Medicaid rates, including payment increases
- Creating the right environment for increasing tobacco taxes by \$1.00 per pack
- Enhancing quality and price transparency
- Addressing workforce issues such as transfer of credit, school waiting lists and availability of faculty

Many of these issues will be dealt with in the state budget, which was unveiled February 8 in the Governor's Budget Address. Legislative hearings will follow over the course of the next few months, as a compromise will need to be worked out between the two legislative houses and the Governor's version of the budget. This work is scheduled for completion by June 30.

Just a reminder - **WHA is in a new home.** WHA's phone number remains the same 608-274-1820, but we have moved to Fitchburg. W-ONE's phone number also remains the same 608-268-1806.

As always, call or message me at jwarmuth@wha.org if you have questions or if I can be of help.

AONE Nominating Committee

Roberta Fruth, Region 5

Have you ever thought about running for national office? This election does not look for skeletons in your closet, misappropriations, inhaling, or any other fun things you may have enjoyed in your less mature days. No, this election seeks nurses who are committed to making AONE the best it can be and are interested in becoming involved at the national level.

This year Region 5 (Illinois, Indiana, Michigan, Ohio, Wisconsin) will nominate two candidates for the nominating committee. Next year Region 5 will nominate two candidates for the Region 5 board position. The nominating committee member will work with the entire nomination committee to select candidates from all regions to present the candidate slate to the membership for the fall election. Interested?

This position offers you a great way to become more involved without adding significantly to your agenda. Rather than more on your plate, this is an appetizer. The position involves a one-hour conference call in February to discuss the process and review the timeline and a second one hour call in March to share information about any interest generated. If you attend the annual AONE meeting, you are expected to attend the one-hour open discussion with members interested in learning more about running for office. Once the application process closes (Monday, May 30, 2005), the national office will organize each candidate's file and email the file to each committee member. It takes about eight hours to review all the files, make notes and prepare for the committee meetings. The committee meetings involve two conference calls scheduled for two hours each. One call focuses on the slate for the board positions and the other for the slate for the nominating committee and officer positions. This is a two-year position.

The fun of this committee is that you meet new people, reconnect with colleagues, and have a voice in determining the AONE leadership. In addition, this position is well defined, the work is manageable and scheduled at your convenience; you do not have to travel, and it does not grow more complex as you become involved. The national office staff offers support for the details of the slate preparation.

If you are interested or would like more information, contact me at rfruth@ameritech.net. I would be delighted to answer any questions you have. I have enjoyed the experience and encourage you to self-nominate.



Toolkit of On-line Resources Now Available from WHA

On February 18, WHA introduced the WHA Toolkit, a new one-stop resource available on its web site. The Toolkit includes major issues affecting hospitals and health care. For each issue, in one convenient place, you'll find a concise Issue Summary, talking points, PowerPoint presentations, printed materials, WHA expert staff contacts, and links to the other related resources available from WHA.

Hospital leaders and senior managers, who need to address boards of trustees, employees, personal membership groups, or other community groups regarding health care issues, can use the information in the Issue Summary and related resources in part or in its entirety.

The Toolkit addresses the issues affecting hospitals and health care, as well as state and federal policy issues tracked by WHA. These issues are currently included:

- Billing and Collection Practices
- CheckPoint
- Critical Access Hospitals
- Emergency Room Usage
- Medicaid
- Medicare
- Physician Workforce
- PricePoint
- Public Reporting
- Rate Increases
- Regulatory Relief
- TABOR (Taxpayer Bill of Rights)
- Tax Exemption
- Technology and Construction
- Transparency
- Uncompensated Care
- Workforce

There's easy access to the WHA Toolkit via WHA's home page at www.wha.org. Click on the Toolkit logo to view the many issues. The WHA Toolkit will be maintained to always include the latest and most pertinent information and resources. And check back often, as new issues and the related resources will be added. For questions regarding use of the Toolkit, contact Jennifer Frank at WHA, 608-274-1820 or jfrank@wha.org.

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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 Gini Davis, 920/456-7607, gini.davis@aurora.org.
- If you are interested in being a part of a specific committee, contact the committee chair.

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