



February 2008

# HORIZONS

## President's Message



2007 has been a busy, exciting, interesting, and fun time in the life of W-ONE. I hope for more of the same in 2008 as I begin my term as President. I also look forward to the opportunity to work closely with many of my old friends and to make many new friends as well. There are so many committees and projects to become involved with in W-ONE, and I encourage all of you to share your talents within this wonderful organization! Don't hesitate to contact me or a committee chairperson if you have interest in a particular activity.

The Board and Committee Chairpersons convened in January for a routine business meeting and then to embark on the annual strategic planning process. W-ONE's strategic plan is our road map into the future, a blueprint which provides focus and gives us something to strive for. Then, what really puts the wheels in motion for us are the action steps. They help us move progressively into the future in a timely fashion. This is where people are assigned specific tasks. In reviewing our plan from last year, it is evident that we have a vibrant and accountable team as a great deal of progress was made.

During our meeting, we began by reviewing and making some revisions to our Mission and Vision. We deleted the "purpose" and incorporated a portion of it into the vision. We also articulated six values, of which most are consistent with those of AONE. They are included here for your review and will be finalized at our Spring Membership meeting:

### **W-ONE Vision**

W-ONE is the recognized voice of nurse leaders shaping healthcare and public policy through innovative leadership.

### **W-ONE Mission**

W-ONE is a catalyst for the development of nurse leaders to influence healthcare through service, education, and research.

### **W-ONE Values**

Creativity  
Excellence  
Integrity  
Leadership  
Stewardship  
Collaboration

## President's Message - *continued from page 1*

Our four goals remain as they were in 2007; however, many action steps have been added or modified. The goals are as follows:

1. W-ONE will lead efforts to create positive and healthful practice environments in nursing and health care.
2. W-ONE will implement strategies to enhance the development of nurses holding and aspiring to managerial leadership roles.
3. W-ONE will continuously enhance the value of membership and foster engagement in the organization.
4. W-ONE will influence Wisconsin initiatives that impact health care policy.

The entire strategic plan along with the action steps, resources needed, leaders and measures of success, will be sent out and/or posted to the W-ONE website in the near future for your review.

As would be expected, a great deal of time was also spent at the meeting developing and refining the budget for 2008. We are at a good time with sufficient funds to cover what we need to accomplish within our organization. I would like to thank all of the Board members and committee chairpersons for sharing their time and talents. Your active participation in W-ONE helps to keep us strong. Again, I encourage all of our members to become involved. Active participation truly helps to get the most from your membership. Do mark your calendar for the Spring Conference to be held in La Crosse on April 16 through April 18, 2008. The agenda looks wonderful and I am sure this will prove to be an exciting and productive conference. I hope to see you all there!

**Respectfully,  
Peg Ose  
W-ONE President**

### **W-ONE Marketing Committee Annual Report**

The W-ONE Marketing Committee organized and facilitated a fundraising campaign for W-ONE at the organization's annual spring conference in April 2007. Fund raisers included: sale of W-ONE logo items, a silent auction, and a raffle of donated items from membership. Actual income from the event was \$3,667 versus a budget of \$3,000. Actual expenses were \$1,488 versus budget of \$1,750. Net income was \$2,179. Proceeds are used for W-ONE functions to keep membership dues down. Feedback from members who attended the function continues to be positive with requests to continue. Plans are underway to facilitate the fundraising campaign for the W-ONE 2008 Annual Spring Conference.

**Respectfully submitted,  
Tim Gengler  
Marketing 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.

2008 W-ONE Board of Directors: President, Peggy Ose; Past President: Carol Winegarden; Treasurer, Betsy Benz; Secretary, Peg Haggerty  
2008 W-ONE Board Members: Doris Mulder, Jan Giedd, Ellen Zwirlein, Joan Beglinger, Jeff Euclide, Pamela Maxson-Cooper, Doris Mulder  
Editor: Paula Hafeman

# Mark your calendars for the WONE Spring Conference April 16-18, 2008

## Update on WHA Quality Measures Team And CheckPoint

The WHA Quality Measures Team met on December 14 regarding the recommendation to the Steering Committee on the Phase 5 addition of quality measures to CheckPoint. Here is a recap of that meeting, current CheckPoint status, and potential future state.

There is still some work left from the plan for Phase 4. The selected AHRQ (Agency for Healthcare Research and Quality) Inpatient Quality Indicators have been tabulated and now the CheckPoint web site is being prepared. These measures represent what is termed "administrative data" and tend to fall into three categories: volume, mortality and utilization. Phase 4 plan also calls for the H-CAHPS Patient Experience of Care data to be posted to CheckPoint once available from CMS's Hospital Compare initiative. Lastly, a subcommittee was created to identify Peridata Measures.

New recommendations for Phase 5 in years 2009-2010 are listed below. While approved, the Phase 5 measures will still need development work.

- **Surgical Care Improvement Project Measures (SCIP):** Propose adding the additional measures in the SCIP set not currently reported on CheckPoint such as VTE prophylaxis, appropriate hair removal, beta blocker therapy prior to admission to be received in perioperative period, and maintenance of postop glucose control for cardiac surgery patients. Another option is an aggregate SIP measures.
- **Outpatient Surgery:** This proposal is to report the two antibiotic measures as is currently done for inpatient surgery procedures. This is part of the new CMS initiative to report some outpatient related measures.
- **ER Transfer Measures for AMI:** These measures are also part of the new CMS Outpatient Measures development. These include aspirin at arrival, median time from ETR arrival to fibrinolysis, percent of fibrinolytic therapy received within 30 minutes, median time from ER arrival to ECG and median time from ER arrival to transfer for primary PCI.
- **Stroke Measures:** This proposal breaks from the routine of adding the same content as exists on the CMS Hospital Compare web site. The rationale is based in part on several State of Wisconsin initiatives. The Stroke Measures are a set currently required for Joint Commission Primary Stroke Center Certification and are part of a Get With The Guidelines database. This proposal would be targeted for late Phase 5 to allow more hospitals to determine their interest in reporting.
- **Hospital Acquired Infections (HAI):** Exact measures have not been determined at this time. This proposal would need to be developed in concert with state APIC representatives. Potential considerations could be process measures for ventilator-associated pneumonia, catheter-associated urinary track infections, and central line-associated blood stream infections in ICU. Other options might be health care worker influenza vaccination rates and surgical site infections for 6 procedures.

Respectfully submitted,  
Susan Peterson, W-ONE Board Representative

## Legislative Update

With this Horizon's Newsletter, the Legislative Committee has committed to begin a Quarterly Legislative Update for our members. Schedules are busy and many of us just don't have the time to search out "What's new" in our government. Learning about the hot topics early will enhance your ability to have a voice in shaping the future of healthcare-related legislation in our state.

**Quality Improvement Act:** (will likely be proposed in early spring)

\* Redefines criminal behavior for healthcare professionals as those that are "reckless or intentional"

\* Protects the use of data and reports, collected and created during an occurrence's investigation, from being used against an individual in a court case.

\*\*\* Look for a Fact Sheet in your mail so that you can send your opinions on this bill to your legislator.

**Standardization of Wristband Colors:** (WHA patient safety project)

\* WHA has convened a work group to establish a standardized set of colors for patient wristbands in Wisconsin.

**Potential Legislative issue in 2009** These issues may be debated in 2009 once the elections have occurred

\* Staffing ratios (Illinois recently enacted a law requiring acuity-based staffing that takes into consideration the experience of the nurse assigned)

\* Staffing transparency (public availability of your staffing plans)

\* Worker Fatigue (potential for legislation regarding the length of shifts and rest time between shifts for healthcare workers)

How can you keep informed of these issues as they are happening? Become a member of the Hospital Education and Advocacy Team ("HEAT") WHA's grassroots advocacy program. The only commitment you will make is to be a more informed healthcare leader. Sign up today at: <http://www.wha.org/speakUp/heat.aspx>

Respectfully submitted,  
Mary Beth White-Jacobs RN BSN MHA

## Nominations Committee Report – 2007

We send our sincere thanks to those individuals who have served our W-ONE organization as a board member, officer, or committee chairperson. We also thank those who have been willing to be on the ballot for election to open positions. Listed below are the election results and changes that will occur in 2008. Please note that all board and committee chairs are listed on the back page of each Horizons newsletter, along with contact information. The most recent edition of the newsletter is always available on the W-ONE website.

Carol Winegarden	Immediate Past President
Peggy Ose	President
Betsy Benz	Re-elected as Treasurer
Doris Mulden	Re-elected to Board
Jan Giedd	Board
Ellen Zwerlein	Board
Mary Cieslak-Duchek	Nominations
Barb Pinekenstein	Nominations

Our appreciation is sent to those individuals going off the board – Lynn Frank and Lynn Adams. In addition, Maureen McClausand and Randy LeRoy have served their terms as Nominations Committee members. I thank them and continuing Nominations Committee members Del Nell and Sharon Bergsholm for their time and commitment to W-ONE.

Respectfully submitted,  
Peggy Ose, President-Elect  
Nominations Chairperson

## Annual Conference Marketing Committee Request

The W-ONE Marketing Committee is once again sponsoring a silent auction and a variety of give-away's at the W-ONE Spring Conference on April 16-18 in La Crosse. This is our major fund raising event for the year, and we need your help! The Marketing Committee would like to request that you donate a hospital logo item for the raffle, and/or any non-logo item valued at \$40.00 or greater (more is better for bidding) to include in the silent auction. You may bring your donated item to the W-ONE Marketing booth at the spring conference. We appreciate your contributions; each one contributes to offsetting W-ONE expenses and to our overall success. Thank you.

Respectfully submitted,  
Tim Gengler, Marketing Committee Chair

## 2007 W-ONE Legislative Committee Annual Report

In 2007, the Legislative committee worked to meet the strategic goal established by the board.  
***“Strengthen the ability of W-ONE to influence legislator position on issues related to healthcare.”***

### The committee met to discuss the following legislative issues:

- \* State of Wisconsin budget and its effect on healthcare (Hospital tax, Medicaid reimbursement, CAH, cigarette tax)
- \* Healthcare workforce (staffing ratios and transparency, worker fatigue, unionization, nursing education and the Doctorate of Nursing Practice, DPN)
- \* The criminalization of healthcare errors (definitions, current cases, peer review protection)
- \* Healthcare reform
- \* Member advocacy on healthcare-related legislation, interest and ability to testify at legislative hearings.

### The committee announced, facilitated or encouraged members to become more active in healthcare advocacy by:

- \* Encouraging member participation in WHA’s - Hospitals Education & Advocacy Team (HEAT) Campaign. HEAT provides email notification of current issues and a convenient way to contact your legislator.
- \* Emailing all members to announce the October “Grass-roots Leadership Training Workshop” offered by WHA to train healthcare leaders to learn more about current legislative issues and to become more active in grassroots advocacy
- \* Arranging for a meeting with a legislator and the W-ONE board. The board met with Terry Moulton (R- Chippewa Falls) on 9-19-07 to discuss current issues and approached to advocacy.

### Outcomes of committee activity in 2007 include:

- \* Increased member participation at WHA’s Advocacy Day on April 5, 2007 (Educational session for members attending the spring conference that will include a legislative update and guidance for participating at legislative hearings)

### Active members of the committee in 2007 were:

Anne Paremski, Co-chair; Mary Beth White-Jacobs, Co-Chair; Mary Cieslak-Duchek, Jennifer Rutkowski, Joyce Schaefer, Bev Hoege, Wendy Damm, Kay Wipperfurth.

The committee thanks Judy Warmuth and Jennifer Boese of WHA for their input and guidance.

Respectfully submitted,  
Mary Beth White-Jacobs and Ann Paremski  
Co-Chairs



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### Vice President of Patient Care Services

We are currently seeking a dynamic Senior Nurse Executive for Howard Young Health Care (HYHC), with hospitals in Woodruff and Eagle River, Wisconsin. Recognized for establishing national benchmark performances in a variety of specialties, our comprehensive continuum of care offers the opportunity to deliver exceptional service to our patients and their families. As a key member of HYHC Senior Management and the Ministry Health Care Leadership Team, your contribution will be instrumental in the formation of nursing policies and programs that ensure the best patient outcomes. With critical involvement in both hospital and corporate leadership, you will drive a wide range of initiatives with a focus on productivity management. Your strategic analysis and leadership strengths will guide all aspects of patient care services in our state-of-the-art facilities.

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## WHA Update

**Board of Nursing Meeting.** The Board of Nursing (BON) spent considerable time on three issues related to nursing practice at their January 24 meeting. The Department of Health and Family Services (DHFS) was present to discuss the collaborative relationship between advanced practice nurse prescribers (APNPs) and physicians. NUR 8, the administrative rule regulating APNPs indicates only that this relationship be documented. Surveyors from DHFS have asked for specific documents, and facilities have objected to this request. The BON declined to describe what specific documents, formats or meetings are necessary for a collaborative relationship, indicating that each APNP/physician must determine what is effective for their practice. The Board reaffirmed that facilities and their practitioners can establish policy relating to this documentation and must be able to demonstrate how the relationship is 'documented' on the survey. Hospitals must be prepared to present this documentation upon request by surveyors.

DHFS also asked the Board if psychotherapy is within the scope of practice for advanced practice registered nurses. DHFS is revising the administrative rule (HFS 35) and plans to eliminate the current process that provides approval for some providers (including RNs) to offer psychotherapy without a specific license or credential to do so. DHFS did indicate that they understood that this action could result in decreased access to mental health care in Wisconsin.

The third practice issue related to school nurses and their role in supervising and administering medications and treatments to children with complex care needs in the school environment. The Department of Public Instruction has asked that the BON assist them with policy in this area. The Board of Nursing will be meeting in Green Bay on April 3. This is a nice opportunity for you to meet board members and observe a meeting. The location has not yet been announced, but will be available on the Department of Regulation and Licensing website at <http://drl.wi.gov/index.htm>

**Employee References.** AB 224, which creates immunity from liability for a health care provider, health care facility, or employee of a health care provider that, in good faith, reports a violation of the law or of a clinical or ethical standard by another health care provider, health care facility, or employee of a health care provider or health care facility has passed the Assembly, and successfully passed out of committee in the Senate.

This bill provides safeguards for employers who are asked to supply employment references and report practice or ethical violations as part of references. Members have asked WHA for additional protections when providing references which this bill offers. Voicing your support of this bill to a Wisconsin Senator would be helpful.

**Nurse Leadership Proposal.** The WHA Foundation has submitted a grant proposal to the Robert Wood Johnson Foundation for a Nurse Leadership program. This proposal would bring nurses who participated in the Nurse Leader Succession projects of the last two years for career planning and mentoring. It would also assemble nurse experts to review and evaluate the barriers to leadership that these nurses have identified with the goal of developing recommendations for making leadership positions in hospitals more attractive. If funded, the program will begin in the second half of the year.

**Older Workers.** WHA will be releasing a workforce report this week that focuses on the aging of the workforce. The report will provide an opportunity for you to talk with the press about how you are adapting your policies and practice environments for a more 'mature' workforce of the future. Low lift projects, benefit changes and flexible schedules are example of things you may want the public and the press to know about.

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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](mailto: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](mailto:phafeman@stvgb.org).
- If you are interested in being a part of a specific committee, contact the committee chair.

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