

February 2010

HORIZONS



President's Message

Thank you for the honor of serving as the President of W-ONE for 2010 and 2011. The W-ONE Board met on January 7 and 8 to review and finalize the 2009 strategic plan as well as develop our strategic plan for 2010. We successfully completed the goals from 2009 which was something to be proud of as an organization. We have a truly dedicated, energized Board of which you can be very proud. At the Board meeting we recognized the outgoing Board members for their contributions to

nursing leadership and their work on our strategic plan.

A special thank you to those nurse leaders who have served on the Board:

- √ Peg Ose - President, remaining as Past President
- √ Betsy Benz - Treasurer
- √ Doris Mulder - Board Member, remaining as Membership Committee Chair
- √ Jan Giedd - Board Member

Welcome to our incoming Board Members:

- √ Peg Ose – Past President
- √ Sally Lersch - Treasurer
- √ Connie Bradley - Board Member
- √ Suzanne Marnocha – Board Member

The 2010 strategic plan will be finalized at our next meeting on Thursday, February 18 and will be posted on the W-ONE website, www.w-one.org. Each year we review what is happening nationally through the AONE strategic plan and what is happening at the state level. Based on this review, we did add a new goal: "W-ONE will lead efforts to support the development of competent, appropriate supply of nurses for the future." We completed the goal: "W-ONE will continuously enhance the value of membership and foster engagement in the organization." Our membership has been over 250 members strong and we will continue to look for opportunities to engage our members.

One of the new benefits of being a member of W-ONE is the opportunity to network via the website forums and share your knowledge with other nurse leaders or ask questions of your peers and gain insight into what others are doing within the state.

The WONE Mentoring Program pairs New Nurse Leaders or aspiring Nurse Leaders (Mentee) with Accomplished Nursing Leaders (mentor) in our Health Care community. These relationships enable Mentees to

continued on page 2

President's Message - *continued from page 1*

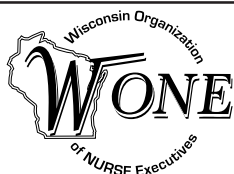
develop an understanding of career progression and the skills and abilities required for successful leadership. Mentees also gain valuable individual feedback and other learning opportunities as decided. If you are interested or know someone who could benefit from this program, check out the website and you will find all the information you need to be part of a great program.

This is an exciting time to be leading the nursing profession and we have many opportunities over the next year. The Board invites you to join us at any of our Board meetings throughout the year.

**Respectfully,
Paula Hafeman, RN, MSN, FACHE
W-ONE President**

W-ONE Board Meetings 2010

| | | |
|-------------------------|-----------|--|
| Thursday, February 18 | 1030-1500 | Board Meeting WHA Headquarters |
| Wednesday, April 21 | TBD | Board Meeting W-ONE Spring Conference |
| Thursday, April 22 | TBD | Annual Business Meeting W-ONE Spring Conference |
| Thursday, June 17 | 1030-1500 | Board Meeting WHA Headquarters |
| Friday, Aug 20 | 10-1430 | Board Meeting WHA Headquarters |
| Wednesday, September 15 | TBD | Board Meeting WHA Annual Conference |
| Friday, Nov 19 | 10-1430 | Board Meeting WHA Headquarters |



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.

2010 W-ONE Board of Directors: President, Paula Hafeman; Treasurer, Sally Lersch; Secretary, Peg Haggerty; Past President, Peg Ose
2010 W-ONE Board Members: Ellen Zwirlein, Constance Bradley, Jan Bauman, Amy Dwyer, Suzanne Marnocha, Susan Peterson
Editor: Carol Winegarden

AT THE BEDSIDE: STAFF NURSES AND QUALITY

Good ideas on engaging staff nurses in quality

Successful Strategies to Increase RN Engagement in Shared Decision-Making

By: Dorothy Davis, RN and Becky Pogacar, RN, MS

Aurora West Allis Medical Center

The nursing leadership team at Aurora West Allis Medical Center, a 204 bed Magnet designated community hospital, recognized there were varying degrees of engagement in the shared governance activities by nurses at the site. An initiative to increase nurse engagement in shared decision-making was executed by the staff nurse Nursing Coordinating Council Chair and the Nurse Executive, recognizing that not every nurse can be a member of the shared governance council but they can have an active voice in hospital affairs. The goal of the initiative was to provide a supportive environment to discuss work environment issues as well as share best practice projects.

The initiative focused on two tactics. The first tactic was the creation of a biannual Area Coordinating Council Chair meeting. The purpose of the meeting was to orient the Chairs to their role and help them to understand how they are a vital communication link for their unit and their performance is an essential component in collectively achieving the site goals. A follow up meeting of the Area coordinating Council Chairs was held six months later to receive feedback on progress toward unit or site goals and provide assistance with barriers where identified.

The second tactic was the implementation of Nursing Highlights meetings. The meetings were held monthly. Agenda items included staff presentation on their unit's performance improvement projects, administrative updates, and an open forum for dialog. Topics included:

- The Heartwatch Program
- The Comprehensive Breast Health Program
- The Ventilator Associated Pneumonia Project
- The Pain Management in the Emergency Department Performance Improvement Project
- Maintaining Infant Skin Integrity
- Patient Care Rounding

In 2010, all units with RNs will be participating in the monthly presentations and have utilized a presentation calendar to schedule them well in advance.

At the initial Highlights meetings it was apparent that the attendance was weighted heavily with the site leadership. The Nurse Executive asked the site leadership to be creative in how they were staffing the units on meeting days and to support staff attendance. The leadership was invited to attend when their staff was presenting at the meeting. An evaluation was provided to the attendees at every Highlights meeting. The nurses stated that the meetings were interactive, informative, and allowed for open discussion of topics and issues. A sample of narrative comments demonstrates how the nurses have taken ownership of the Highlights meeting by offering their suggestions for future meetings and providing comments on what went well.

"Continue to have presentations that inform us on patient care improvement"

"The flow of the meeting and presentation were wonderful."

"Staff were encouraged to speak, and the (nurse executive's) openness to the group was what worked well."

[....more information on page 4](#)

Successful Strategies - continued from page 3

As a result of this initiative, the nurses at Aurora West Allis Medical Center scored above the Magnet mean or median on nurse participation in hospital affairs, nursing foundations for quality care, and nurse manager ability, leadership, and support of nurses on the RN satisfaction survey (Practice Environment Scale). The Nursing Coordinating Council Chair and Nurse Executive dyad were successful in mentoring nurses in the process of shared decision making and developing a practice environment where all opinions were valued and respected.

The Role of the Nurse Executive in Patient Safety

The *AONE Guiding Principles for the Role of the Nurse Executive in Patient Safety* defines the role of the nurse executive as one that leads patient safety best practice development and develops the right culture across the multidisciplinary organization. There are four guiding principles that will assist the nurse executive in the area of patient safety initiatives.

The first guiding principle is to “Lead Cultural Change.” The cultural change is from a hierarchical culture of blame to an open team oriented culture. There are four subcultures to consider – a reporting culture, a just culture, a flexible culture and the learning culture.

The second guiding principle is to “Provide Shared Leadership.” This principle recommends a shared leadership model as essential to lead patient safety. Shared governance creates a forum of collective wisdom by creating standards of practice, fostering an environment that empowers the team to continually improve its processes and practice.

The third guiding principle is “Build External Partnerships.” Driving the patient safety initiative involves building collaborative partnerships with external partners; academia, technology providers, communities, policy makers, regulatory agencies, state and federal agencies and professional organizations. An example is reaching out to academia to drive effective curriculums that reflect working realities and principles of safety.

The fourth and final guiding principle is “Develop Leadership Competencies.” AONE identified the competencies needed by nurse leaders to lead patient safety as well as methods that can be used. A few interesting methods listed were to create an annual patient safety award to recognize outstanding teamwork in making patients safe; create and audit/monitoring plan, report progress to the board, executive leadership team and throughout the organization.

The three competency domains are listed below and are essential to the development and implementation of a practice environment of safety:

- Core Patient Safety Technology Competencies
- Patient Safety Leadership Competencies
- Culture of Safety Competencies

There is a detailed list of competencies for each of the domains in the *AONE Guiding Principles for the Role of the Nurse Executive in Patient Safety* which can be referenced on the AONE website, www.aone.org.

Respectfully submitted by
Susan Peterson and Paula Hafeman

Aligning Forces for Quality (AF4Q) 2009 Year End Report

- **Promotion of AF4Q in Wisconsin** – Quality Reports for the second and third quarters were released to hospital leadership and QI management in Wisconsin Hospital Association (WHA) member facilities across the state. Feedback obtained thus far indicates the Quality Reports are very helpful to key hospital leaders as they contain “actionable” information and strategies.
- **Measurement and Public Reporting** – The Nursing Sensitive Measures (NSM) Advisory Team met in late 2009 to refocus and set new direction due to the fact that the Robert Wood Johnson Foundation (RWJF) development grant was not awarded. The group is exploring options such as: focusing on nursing workforce measures; or developing an informational guide on working with vendors. Judy Warmuth, Vice President - Workforce Development at WHA, is gathering feedback from the W-ONE Board of Directors and the WHA Workforce Committee on the current practice of gathering nursing sensitive measures data and the interest in focusing on these measures.
- **Quality Improvement Education and Engagement** – A calendar of events has been developed for 2010. As of January 15, 2010, an application to Wisconsin Nurses Association (WNA) for Continuing Education Units (CEU’s) will be issued for the self-study on-line offerings, “QI 100 Learning Series.” Content building and pilot testing for this series of offerings will occur throughout January and February, with the target date for launch set for March 15. The kick-off for the Quality Improvement Forum webinar series was launched January 21.
- **HCAHPS** – Stephanie Sobczak, WHA Manager, Quality Improvement (AF4Q grant) along with other staff are using the HCAHPS Advisory Team’s Best Practice format and are soliciting participation from top performing hospitals (based on CY 2008 data). Best Practice content will be gathered and formatted into a reference booklet for hospitals and clinics around the state.
- **Nursing Leadership** – A speaker has been retained for the W-ONE annual conference scheduled for April 21 – 23, 2010. The topic is: “Engaging Front Line Staff.” Dates have been determined for the Nurse Leader quarterly webinar series and will be published soon. Data has been collected from W-ONE nurse leaders on a slate of priorities for engaging nurse leaders in Quality Improvement. WHA is awaiting feedback from RWJF/AONE on the possibility of a statewide Transforming Care At The Bedside (TCAB) project.

Upcoming AF4Q Work Planned for January – March 2010:

- 1) Launch Quality Improvement Forum monthly webinars – January 21
- 2) Distribute 2010 Calendar of Events
- 3) Establish continuing education (CEU’s) processes for QI 100 Learning Series
- 4) Launch QI 100 Learning Series with March 15 as the target date
- 5) Share draft of HCAHPS Best Practice Guide
- 6) Promote the WHA Quality Center web site across the state
- 7) Build a web page for the AF4Q work on the WHA Quality Center web site

Respectfully submitted,

Kathryn Olson – Chair W-ONE Professional Development Committee
Stephanie Sobczak, WHA Manager, Quality Improvement (AF4Q grant)

2009 W-ONE Legislative Committee Annual Report

In 2009, 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: Proposed legislation to Ban Mandatory Overtime; Potential bill to mandate Nurse staffing ratios; Increases in Nursing licensing fees and mandatory survey; Funding for Schools of Nursing; Physician orders for end of life care (POLST); Physician Assistant prescriptive authority and co-signatures

The committee facilitated or encouraged member 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.
- Encouraging member participation in WHA’s Advocacy Day This year a special meeting was held for Nurse Leaders
- Arranging a meeting with a legislator and the W-ONE board. The board met with Sandra Pasch (Milwaukee) on 1-8-09 to discuss current issues and approaches to advocacy.
- Legislative Committee Day at the Capitol, October 27, 2009 (7 attended)

Outcomes of committee activity in 2009 include:

- Educational sessions for members attending the Spring Conference and Legislative Day at the Capitol including a legislative update, guidance for participating in hearings and meetings with Legislators
- Mandatory Overtime Toolkit was developed and posted on the W-ONE website
- Developed and posted a “Position Statement of the W-ONE, Scheduling Practices”

Members of the committee in 2009 were: Mary Beth White-Jacobs, Co-Chair, Mary Cieslak-Duchek, Co-Chair, Theresa Brauer, Margaret Callahan, Mary Ann Clark, Wendy Damm, Laurie Diske, Bev Hoege, Kay Kuchta, Ann Popelars, Ruth Risley-Gray, Jennifer Rutkowski, Joyce Schaefer, Missy Tate, Vonda Wall

The committee wants to thank Judy Warmuth and Jennifer Boese of WHA for their input and assistance in 2009.

Respectfully submitted,
Mary Beth White-Jacobs Mary Cieslak-Duchek
Co-Chairs

Annual Conference Marketing Committee Request

The W-ONE Marketing Committee is once again sponsoring a silent auction and a variety of give-aways at the W-ONE Spring Conference on April 22 and 23 in Green Bay. 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 hospital logo items 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 items to the W-ONE Marketing booth at the spring conference. We appreciate your contributions; each one helps offset W-ONE expenses and to our overall success. Thank you.

Respectfully submitted,
Tim Gengler, Marketing Committee Chair

W-ONE Professional Development and Research Committee

During 2009, the W-ONE Professional Development and Research Committee launched the Nurse Leader / Executive Mentoring Program. The program information, including a list of mentors, is found on the W-ONE web site (www.w-one.org).

Please take a look if you are interested in pursuing a mentoring relationship in your professional career. W-ONE would like to thank Jeff Euclide, VP Nurse Executive, Aurora Medical Center, Hartford, Wis., for his contributions toward this effort. Jeff was also featured in Nursing Matters for his article on Mentoring this past year.

The Professional Development and Research Committee was pleased to announce that five recipients had been selected for W-ONE Scholarship Grants. The MSN grant was awarded to Carrie Bilicki. The BSN grants were awarded to Dawn Correll, Todd Sann, Jamie Wolf, and Heidi Wincentsen. Each recipient was awarded \$1,000 toward their educational expenses. Congratulations to these scholarship winners!

The research grant was not awarded due to lack of applications submitted.

The 2010 application process for all grants will again be conducted online. Please go to the W-ONE web site (www.w-one.org) soon for more information and to access the online application forms.

Respectfully submitted,

Kathryn Olson, RN, BSN, MA, NEA-BC
Professional Development and Research
Chair W-ONE
Director Patient Care Services
St. Joseph's Hospital Ministry Health Care
Marshfield
Kathryn.Olson@ministryhealth.org

Program Committee

Mark your calendars for April 21-23 to join us at the Green Bay KI Convention Center. We have a great program lined up for you. Liz Jazwiec will be our keynote speaker and Bobbie Staten will be our closing speaker.

One of the highlights on Friday will be members of the State Board of Nursing speaking about the new impaired professional program.

Something new this year is WHA will be sponsoring a pre-conference featuring Barbara Farrell of AONE as the faculty for the three-hour optional Wednesday afternoon workshop focused on engaging staff nurses.

We have also changed our conference in regards to not having a costume and games session. Instead of the DJ, we will be working with the membership committee to host a gathering after dinner and not have a hospitality room. The room has gotten too small for our group so, look forward to the many changes and let us know what you think.

Also please remind students about the poster presentation space available for their research study. You should have received the application to share.

Look forward to seeing you in Green Bay.

Respectfully Submitted
Jean Surguy, Chair

W-ONE Annual
Convention

KI Convention Center,
Green Bay

April 21-23, 2010

The Wisconsin Nursing Coalition Annual Retreat

The Wisconsin Nursing Coalition (WNC) met January 28, 2010 at the Epic Center in Madison for the annual retreat. WNC is comprised of representatives of approximately 28 different specialty nursing organizations and meets on alternate months. Shirley Larson, Betsy Benz and Beverly Hoege attended the planning session.

The chairperson is the WNA president and rotates every 2 years. Dr Carolyn Krause currently is the chair and is serving as the chairperson of WNC. WNA Gina Dennick-Champion coordinates each meeting. WONE is a member organization and is represented by Beverly Hoege & Shirley Larson.

The purpose of the retreat was to identify current national & state strategies and activities related to the collection and reporting of nurse sensitive quality indicators and develop a strategy for engagement and /or response to current initiatives.

Dr. Norma Lang presented an overview of national initiatives which involve identifying, measuring and reporting quality patient care including nursing. She discussed the need to have useful data available in an intelligent information system which can contribute to decision support, collection, analysis and reporting of essential nursing data. Where is nursing data reported and used in obtaining "meaningful use" for electronic systems? She discussed the role of National Quality Forum (NQF) in obtaining and using nursing related measures. Measures come from ANA, NDNQI, CMS, TJC, CDC & NQF. Dr Lang presented examples of

NQF measures and raised the question "can one click do it all?"

Dr Carolyn Krause discussed the history and purpose of NDNQI. Currently, about 1,374 hospitals across the nation participate in NDNQI data collection. The goal of NDNQI is to develop national data on the relationships between nurse staffing and patient outcomes.

State initiatives involving quality patient care including nursing were presented by Cindy Schloug who discussed the Wisconsin Collaborative for Healthcare Quality role. Bob Beaverson presented the WHA PriceCheck and Dr. Judy Warmuth discussed CheckPoint measures and publicly reporting nurse sensitive measures from the perspective of workforce. Several states such as Illinois, Colorado and Massachusetts publicly report workforce measures such as voluntary turnover, staffing mix, average number of patients/day. Transparency is essential for healthcare consumerism and it is the right thing to do.

A panel presentation included several initiatives from home care agencies, public health and community clinics currently being reported in Wisconsin. The issue here is "extra clicks" to document . . . takes time and effort and as a result does not always get done. Translating science into evidence and practice takes time and effort.

From a personal perspective, I believe the day was well worth the time to learn about the various initiatives. Thank you for the opportunity to attend.

Submitted by,
Beverly Hoege



Judy Warmuth, WHA Liaison
 VP, Workforce Development
 Wisconsin Hospital Association
jwarmuth@wha.org
 608-274-1820

WHA Update

RN License Renewal and Workforce Survey

Cathy Pond, Director of Credentialing, Department of Regulation and Licensing reports that both the survey process and the relicensure process are going well. At the end of January, about 50% of nurses had renewed their licenses and 94% of them had renewed on line. She also reported that some nurses are having problems obtaining their PIN, which is needed to access both renewal and the survey. Cathy is concerned that nurses who wait until the end of February to renew, will have trouble getting their PIN on that weekend when the Department is not open. Those nurses will likely be unable to renew in time to meet the March 1 date. She asked that Nurse Leaders encourage staff not to wait until that last weekend, or at least to obtain their PIN prior to that time.

Department of Regulation and Licensing Forum for Registered Nurses

The Department of Regulation and Licensing (DRL) is holding forums with licensed professionals to share timely information, introduce DRL staff members and Board members. The first forum was held January 29 for Registered Nurses in south central Wisconsin. Approximately 40 nurses attended. Secretary Celia Jackson informed the group that nursing licensees constitute almost one third of all individuals credentialed by the Department. Those attending received an update on RN Relicensure, were introduced to DRL staff supporting Nursing and the Board of Nursing, and heard from a panel representing the Wisconsin Center for Nursing (Sue Schuler), the Wisconsin Nurses Association (Gina Dennik-Champion) and the Wisconsin Hospital Association (JW) discuss workforce planning and use of the Workforce Survey data. DRL intends to hold forums for other licensed groups in other locations in Wisconsin.

Webinar

The first Aligning Forces Webinar for Nurse Leaders is scheduled for February 25. These webinars are designed to help nurse leaders engage staff nurses in quality. Speaker for the first program will be Heidi Fields, Advance Practice Nurse, Professional Practice and Systems at St. Louis Children's Hospital. Heidi will be repeating a session that she offered at the most recent Magnet Conference on engaging staff nurses. The program will be offered at no charge and an email will be coming out to W-ONE members in the near future.

Board of Nursing

For the first time in a very long time, the Board of Nursing has a full compliment of members. The newest addition is an LPN from Milwaukee. The full list of members is:

| Board Member | Office | Board Member Type | Term Expiration |
|-------------------------|-------------------------------|---------------------------------|-----------------|
| Coppens, Kay E | Chairperson | Licensed Practical Nurse Member | 7/1/2010 |
| Joseph, Maria | | Licensed Practical Nurse Member | 7/1/2013 |
| Kaufmann, Marilyn A | | Registered Nurse Member | 7/1/2010 |
| Lowe, Gretchen R. | | Public Member | 7/1/2013 |
| Merriett, Evelyn Nadine | Secretary Vice Chairperson | Registered Nurse Member | 7/1/2007 |
| Nelson, Julia A | | Registered Nurse Member | 7/1/2010 |
| Sullivan, Kathleen Lou | | Registered Nurse Member | 7/1/2011 |
| Weix, Lou Ann M | | Registered Nurse Member | 7/1/2012 |
| Wood, Margaret | | Public Member | 7/1/2007 |

W-ONE conference session on Impaired Professionals

Julia Nelson and Kathleen Sullivan, members of the Wisconsin Board of Nursing will present a session at the WONE spring conference on Impaired Professional. These two members have much experience with nurses who have impairment. They will discuss:

- Reporting requirement
- Types of board actions that may result from a complaint
- Voluntary entry into an impaired professionals program
- Employing nurses with board actions against their license

This will be a very informative session addressing questions that I most often heard from nurse leaders.

Legislative Activity

Legislative activity in Madison has taken on a predictable sense of urgency as the remaining number of session floor days continues to diminish. The last general business floor period ends in mid-April, which means all proposals that haven't passed at least one house of the legislature will be dead for this session. A limited business floor period is scheduled for the first week in May to take up those bills that have already passed at least one house. WHA's effort continues on a number of workforce bills including those seeking licensure for new groups, bills altering medication dispensing by pharmacists, proposals providing for time away from work for employees and the ban on mandatory overtime. Often overriding legislative interest in these and other legislative proposals is the attention lawmakers must understandably pay to the state's increasingly difficult financial situation. Because of this, results in all issue areas are difficult to predict.

Vice President Chief Nursing Officer

Our VP is responsible for leading a team of professionals and support personnel in providing overall leadership, management, and direction of assigned clinical departments and services in the organization. This position reports to the President/CEO.

Qualified candidates must be a Registered Nurse. Masters degree preferred. Experience as an executive or progressive nursing management required. Strong interpersonal skills and communication with people at all levels of an organization required.

Mile Bluff Medical Center is a health system that features a JCAHO accredited acute care hospital, 2 skilled nursing homes, 3 clinics, retirement housing and a home health agency. \$55 mil net revenue, an active medical staff of 25, and over 700 employees. Located in a community of 4,200 on Interstate 90/94, 60 miles from Madison and La Crosse. Excellent outdoor recreation area.

For more information about Mile Bluff Medical Center, visit our website at: www.milebluff.com. Application procedure: Send a detailed resume with salary requirements to:

Mile Bluff Medical Center
Sue Waffle
Director of Human Resources
1050 Division Street
Mauston, WI 53948

E-mail to: swaffle@milebluff.com

W-ONE Board of Directors 2010

President

Paula Hafeman
Chief Nursing Officer
St. Vincent Hospital
Green Bay, WI 54307-3508
(W) 920-433-8204
(H) 920-371-8244
Fax: 920-431-3215
phafeman@stvgb.or

Secretary

Peg Haggerty
VP of Patient Care Services
Columbus Community Hosp.
1515 Park Avenue
Columbus, WI 53925
(W) 920-623-1269
(H) 920-210-6488
Fax: 920-623-3546
phaggerty@cch-inc.com

Treasurer

Sally Lersch
St. Vincent Hospital
835 S. Van Buren Street
Green Bay, WI 54307
(W) 920/433-8934
Fax: 920-856-6446
sally.lersch@stvgb.org

Past President

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

Board Member Liaison, Checkpoint/ Quality Measures

Susan Peterson
Vice President, Chief
Quality Executive
Waukesha Memorial Hospital
725 American Avenue
Waukesha WI 53188
(W) 262-928-2127
Fax: 262-928-7810
susan.peterson@phci.org

Board Members

Ellen Zwirlein, RN
Director, Patient Services
Memorial Hospital
705 East Taylor Street
Prairie du Chien, WI 53821
(W) 608/357-2000
Fax: 608/357-2100
zwirleie@pdcmemorialhospital.org

Jan Bauman
VP, Patient Care Services
Divine Savior Healthcare
2817 Pinery Road
Portage, WI 53901
(W) 608-742-4131
jbauman@dshealthcare.com

Amy Dwyer
Chief Nursing Officer
Assistant Adm.-Patient Services
Sacred Heart Hospital
900 W. Clairemont Avenue
Eau Claire, WI 54701
(W) 715-839-4268
Fax: 715/839-4458
adwyer@shcc.hshs.org

Suzanne Marnocha
Undergraduate Program Dir.
Univ. of WI Oshkosh College
of Nursing
800 Algoma Boulevard
Oshkosh, WI 54901-8660
(W) 920-424-1028
Fax: 920-424-0123
Marnocha@uwosh.edu

Constance Bradley, RN, MSN,
NEA-BC
VP of Patient Care Services,
Chief Nurse Executive,
Eastside Campuses
Columbia St. Mary's
2025 E. Newport Avenue
Milwaukee, WI 53211
(W) 414-961-3613
(H) 262-293-9492
Fax: 414-961-3813
cbradley@columbia-stmarys.org

Liaison, Leadership Academy

Janice Giedd
Patient Services Division Mgr.
St. Joseph's Hospital
2661 County Hwy. I
Chippewa Falls, WI 54729
(W) 715-726-3342
Fax: 715-726-3302
jjgiedd@sjcf.hshs.org

W-ONE Committee Chairs 2010

Membership

Doris Mulder
Vice President
Beloit Memorial Hospital
1969 West Hart Road
Beloit, WI 53511
(W) 608-364-5530
(H) 608-362-2816
Fax: 608-363-5797
dmulder@beloitmemorialhospital.org

Bylaws

Jo Ann Appleyard, PhD, RN
Director, Undergraduate Program
UW-Milw. College of Nursing
P.O. Box 413
Milwaukee, WI 53201
(W): 414-229-5760
Cell: 414-731-9241
Fax: 414-229-3382
jaa5@uwm.edu

Legislative Co-Chairs

Mary Cieslak-Duchek
Dir. of System Nursing
Integration
Aurora Health Care
3000 W. Montana
Milwaukee, WI 53201
(W) 414-647-6493
(C) 262-385-0122
Fax: 414-647-6389
mary.cieslak-duchek@aurora.org

Mary Beth White-Jacobs
Director, Patient Care Services
Black River Memorial Hospital
711 West Adams
Black River Falls, WI 54615
(W) 715/284-1304
Fax: 715/284-7166
whitejacobsm@brmh.net

Professional Development

Kathryn Olson
Director Patient Care Services
Saint Joseph's Hospital
611 St. Joseph Avenue
Marshfield, WI 54449
(W) 715-387-7592-
(Fax) 715-387-7616
kathryn.olson@ministryhealth.org

Marketing

Tim Gengler
Chief Nurse Officer
Aspirus Wausau Hospital
333 Pine Ridge Boulevard
Wausau, WI 54401
(W) 715-847-2436
Fax: 715-847-2108
timg@aspirus.org

Historian

Shirley Larson
Division Manager
Clement Zablocki VA Med. Ctr.
5000 West National Avenue
Milwaukee, WI 53295
(W) 414-384-2000
ext. 42845
Fax: 414-383-8010
shirley.larson@va.gov

Horizons/Website

Carol Winegarden
Director of Quality and Medical
Staff Services
Community Memorial Hospital
855 South Main Street
Oconto Falls, WI 54154
(W) 920-846-3440 Ext. 1328
(C) 920-373-5085
carolwi@cmhocontofalls.org

Liaison/TEAM Wisconsin

Pamela Maxon-Cooper
Nursing Consultant
Froedtert and Community
Health
9200 W. Wisconsin Avenue
Milwaukee, WI 53226
(W) 414-530-8786
(H) 262-965-4408
pmaxson@fmlh.edu

Program/ Center for Nursing Representative

Jean Surguy
Vice President Patient Services
Ripon Medical Center
933 Newbury Street
Ripon, WI 54971
(W) 920-748-9159
(H) 920-926-9747
Fax 920-748-0452
jeansu@rmcnet.org

Nursing Coalition Member Representative

Beverly Hoegel
Executive Vice President
Reedsburg Area Medical Center
2000 North Dewey Avenue
Reedsburg, WI 53959
(W)608-524-6487
Fax: 608-524-6566
bhoegel@ramchealth.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 or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Carol Winegarden, 920/846-3444, carolwi@cmhocontofalls.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

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