

May, 2007

HORIZONS



President's Message

We just returned from the W-ONE annual convention entitled, "Leading Your Team in a New Age for Health Care." The conference content was energizing as we learned from Tim Porter-O'Grady about innovation and insight in leading our nurses, with moving concept to practical applications.

Numerous breakout sessions afforded opportunities to select content specific to individual learning needs. Marie Manthey closed our conference with a discussion on the concept of "Relationship-Based Care"-- a wonderful mix of theoretical and practical information.

The annual business meeting focused on the completed work of 2006 and the progress to date on the 2007 strategic plan. What a great opportunity to meet friends and colleagues – some new and some not-so-new. Kudos to all of the individuals who helped make this conference a success. Special thanks to the Program, Marketing, Legislative, Professional Development and Membership Committees. It is by the actions of many individuals that we are able to provide such a high quality event. Our lives are much richer from having participated in this annual event. Every year I wonder how it can possibly get any better and marvel every year when it does.

I also just returned from the AONE convention in Washington DC. I would like to thank W-ONE for affording me this opportunity to attend on your behalf. Many states are facing the same challenges that we are, and it is great to make contacts and learn from them.

The year is going by quickly. Much has been accomplished with plans for more to come.

We look forward to implementing action items identified from the leadership survey to develop aspiring nurse leaders. Already the call is going out for next year's elections and Nurse Leader nominations.

Please consider running for office or joining one of our committees. Come join our great team!

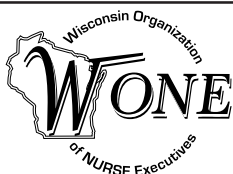
Carol Winegarden, W-ONE President

Principles & Elements of a Healthful Practice/Work Environment

The Nursing Organizations Alliance believes that a healthful practice/work environment is supported by the presence of the following elements:

1. ***Collaborative Practice Culture***
 - Respectful collegial communication & behavior
 - Team orientation
 - Presence of trust
 - Respect for diversity
2. ***Communication Rich Culture***
 - Clear and respectful
 - Open & trusting
3. ***A Culture of Accountability***
 - Role expectations are clearly defined
 - Everyone is accountable
4. ***The Presence of Adequate Numbers of Qualified Nurses***
 - Ability to provide quality care to meet client/patient's needs
 - Work/home life balance
5. ***The Presence of Expert, Competent, Credible, Visible Leadership***
 - Serve as an advocate for nursing practice
 - Support shared decision-making
 - Allocate resources to support nursing
6. ***Shared Decision-Making at All Levels***
 - Nurses participate in system, organizational, and process decisions
 - Formal structure exists to support shared decision-making
 - Nurses have control over their practice
7. ***The Encouragement of Professional Practice & Continued Growth/Development***
 - Continuing education/certification is supported/encouraged
 - Participation in professional association encouraged
 - An information rich environment is supported
8. ***Recognition of the Value of Nursing's Contribution***
 - Reward and pay for performance
 - Career mobility and expansion
9. ***Recognition by Nurses for Their Meaningful Contribution to Practice***

These nine elements will be fostered and promoted, as best fits, into the work of individual member organizations of the Alliance. ~ 2004 ~



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.

2007 W-ONE Board of Directors: President, Carol Winegarden; President-Elect, Peggy Ose; Treasurer, Betsy Benz; Secretary, Peg Haggerty
2007 W-ONE Board Members: Ellen Zwirlein, Joan Beglinger, Jeff Euclide, Lynn Frank, Pamela Maxson-Cooper, Doris Mulder
Editor: Paula Hafeman

Nurse Leader of the Year

The Wisconsin Organization of Nurse Executives honors a Wisconsin nurse leader each fall. Criteria for selection of the Nurse Leader of the Year include the following:

1. A member in good standing of the Wisconsin Organization of Nurse Executives.
2. Has provided service to the Wisconsin Organization of Nurse Executives through participation in special or standing committees or through elected offices.
3. Has demonstrated creativity in nursing management/administration.
4. Has promoted the profession of nursing and nursing management within the institution and the community; serves as a role model, mentor and coach to others.
5. Has demonstrated nursing leadership by sharing knowledge and expertise within and outside the institution through presentations in seminars, formal course offerings and/or publications.
6. Has developed positive intra-institutional relationships with other disciplines including administration and medicine.
7. Demonstrates compassion and spirit toward patients, families, colleagues, and subordinates.
8. Participates in a broad range of civic and health care related organizations; a political activist for nursing and health care.

Applications are on line at www.w-one.org as well as below.

See page 4 for an historical look at the W-ONE Nurse Leadership Award.

Nurse Leadership Award Nomination

Due Date: June 30, 2007

I request that the W-ONE Committee on Nominations and Recognition consider:

Name _____
Title _____
Institution _____
Address _____
City, State, Zip _____

for the 2007 Nurse Leader of the Year Award.

Having reviewed the criteria for this award, I believe this candidate has met them in the following ways:

Submitted by:

Name: _____
Title: _____
Institution: _____
City, State, Zip: _____
Telephone: _____

**RETURN TO:
W-ONE
PO Box 259038
Madison, WI 53725-9038**

Please Return by June 30, 2007

Historical Perspective -- W-ONE Nurse Leader Award

May 20, 1982 the Wisconsin Society of Nursing Service Administrators (WSNSA) Board approved a plan to recognize a nurse administrator each year. A Task Force was appointed to define the criteria and process: Mary Larter, Froedtert Memorial Lutheran Hospital, Milwaukee; Jon Hauer, St. Agnes, Fond Du Lac; and Lou Ann Tousey, Algoma Hospital.

The criteria established included:

- √ Professional relationships
- √ Institutional relationships
- √ Creativity in dealing with nursing management changes
- √ Areas of expertise
- √ Contributions to the community

The first award was scheduled for October 1982. There were 18 nominees; 3 withdrew.

1982-1985
Nurse Administrator of the Year.

1986-1995
Nurse Executive of the Year

1995-2006
Nurse Leader of the Year

1994-1995
Nurse Manager of the Year

Awarded by the Wisconsin Council of Nurse Managers

From March 1994 – 1997, the award was denoted for the previous year; eg 1993 Nurse Executive was honored in spring, 1994. Therefore in 1997, the 1996 award was presented at the spring conference and the 1997 award at the fall conference.

Respectfully submitted,
Shirley A. Larson,
RN, MSN, Historian

Year	Honoree	Organization
Oct 1982	Julie Lohman Director of Patient Care Services	Hudson Memorial Hospital
Oct 1983	Bruce Frederick Vice President Nursing	St. Joseph's, Marshfield
1984	None as award was moved to the Spring Conference in 1985	
April 1985	Gloria Jones-Bey Vice President Patient Care Services	Madison General Hospital
May 1986	Sue Ellen Pinkerton Vice President Patient Services	St. Michael's Milwaukee
May 1987	Julie MacDonald Vice President Patient Services	Lutheran Hospital LaCrosse
April 1988	Mary Larkin Director of Nursing and Associate Administrator	Black River Falls
April 1989	Jim Greer Vice President Nursing	Holy Family Medical Center Manitowoc
Spring 1990	Karen Thomas Executive Vice President	St. Clare Monroe
Spring 1991	Ron Fought Vice President Nursing	St. Agnes Fond Du Lac
Spring 1992	Bev Hoege Executive Vice President	Reedsburg Area Medical Center
Spring 1993	Marti Klug Vice President Nursing	Memorial Hospital Oconomowoc
March 1994	Mary Ann O'Brien Associate Administrator of Patient Care	Sauk Prairie Memorial Hospital
Spring 1995	Jeannette O'Neill Patient Care Administrator	Mrytle Werth Medical Center Menominee
Spring 1996	Mary Lou Holle Chief, Nursing Service	Zablocki VA Medical Center, Milwaukee, WI
Spring 1997	Mary Lou Gerke Director of ICU/IV Therapy	Gunderson Lutheran Medical Center, LaCrosse
Fall 1997	Cathy Rick, RN, MSN, Primary Care Division, Co- Manager	Zablocki VA Medical Center Milwaukee
Fall 1998	Faye L. Deich, RN, MSN Assistant Administrator	Sacred Heart Hospital, Eau Claire
1999	Carolyn Friese Chief Nursing Officer	St. Vincent Hospital, Green Bay
2000	Peggy Ose Vice President Patient Care	Riverview Hospital Association Wisconsin Rapids
2001	Betsy Benz Cardiac Medical Director	St. Vincent Hospital Green Bay
2002	Nancy Wilders Vice President Patient Services	Community Memorial Hospital Menomonee Falls
2003	Gerri Staffileno Director of Patient Services	Columbia/St. Mary's Milwaukee
2004	Dianne Postler-Slatery Chief Operating Officer	Aspirus Wausau Hospital
2005	Carol Winegarden Assistant Administrator Patient Care Services	St. Mary's Hospital Medical Center, Green Bay
2006	Mary Lou Gerke, PhD VP Clinical Operations	Gunderson Lutheran and Exec., UW Nursing W. Campus, La Crosse
Nurse Manager of the Year		
Fall 1994	Alicia Maki Clinical Nursing Director, Birthing Center	Community Memorial Hospital Medical Center, Green Bay
Fall 1995	Thomas Thelan Director Neurosciences and Trauma	Lutheran Hospital Eau Claire

Call for W-ONE Board Members

Dear W-ONE Members:

We are looking for a few strong nursing leaders. You may be the one we are searching for to serve W-ONE. It's time to elect new officers and committee members for several positions. If you are interested in being placed on the ballot, please indicate your interest by marking the position of interest. You may also nominate another person, be sure they are in agreement!

_____ Treasurer (two year commitment, must be an AONE member)

_____ Board of Directors - there are three open positions (two year term)

_____ Nominations Committee - there are two open positions (two year term)

Name _____

Title _____

Agency _____

Preferred mailing address _____

Telephone _____

E-mail address _____

Please return the completed application to the address below, no later than
June 30, 2007.

Thank you!

RETURN TO:
W-ONE
PO Box 259038
Madison, Wisconsin 54725-9038

Fax: 608-274-8554

Committee Reports:

WONE Program Committee

Thank you to all "Players" that attended the Spring Convention in Green Bay. This is one of the highest attendances we have ever had. There were many positive comments about the speakers, food, and accommodations. The costumes were great, the games fun, and the hospitality room was full both nights. It is always exciting to get so many nurse leaders together to network and share ideas. The speakers left us with a lot to think about.

WHA will be tabulating the evaluations as soon as they can. The program committee will review the final information at the next meeting. We will utilize the information to improve the conference for 2008. We will also inform any committee you might have signed up to join of your wishes to be an active member. It is a great way to be involved with WONE and most of the work is done by phone conferencing, so the travel time is limited.

My last thank you goes to the committee members and Jennifer Frank and Lisa Geishirt from WHA; we would not have such a successful conference without all the effort everyone puts into making this work.

I look forward to seeing you at the 2008 Convention April 16-18 at the Radisson Hotel in La Crosse. If you have any suggestions for topics, speakers, themes, or improvements, please email me to take to our next meeting.

Respectfully submitted
Jean Surguy, Chair Program Committee

Marketing Committee

I wish to thank all members who brought in logo, raffle, and silent auction items for the Spring W-ONE Seminar. Thank you also for supporting W-ONE by purchasing tickets and merchandize at the event. As a result, our revenue came in higher than budget. We don't have the final numbers yet, but due to your generosity, we surpassed expectations. The net results will go toward W-ONE expenses and allow W-ONE to continue to provide quality services to the membership.

Respectfully submitted,
Tim Gengler

Leader Task Force

Please consider active participation in W-ONE membership. At the annual meeting, the results of the W-ONE research project, "Perceptions of Nurse Leader Positions: A Contrast Between Staff Nurses and Nurse Leaders," was presented.

Our Strategic Planning Goal II, is to implement strategies for enhancing the development of nurses holding or aspiring to managerial leadership roles. One way for you to become engaged is to join a task force to help accomplish this goal. Please contact any of the following task force leaders to show your interest.

- Develop Mentoring Programs:
Kathryn Olson
- Formalize CNO Mentoring Program:
Jeff Euclide
- WHA Succession Planning for
Aspiring Nurses:
Tim Gengler
- Develop W-ONE Leadership
Academy:
Jan Giedd
- Expand Masters Degrees in Nursing
Administration:
Peg Haggerty

Respectfully submitted,
Tim Gengler

Membership Committee

Here is an update on our membership as an organization. As of April 2007 we have 252 members. 200 of these are renewals and 52 are new members. We have 57 members from last year that have not renewed in 2007.

The membership committee is reorganizing and looking for new members. If you are interested in joining this committee please contact Doris Mulder via email at dmulder@beloitmemorialhospital.org or telephone at 608-364-5530.

Respectfully submitted
Doris Mulder, Chair



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

Legislative Update

Wisconsin Biennial Budget: The budget is the current focus of the Legislature. WHA is focused on Hospital Tax, Raid on Medicaid and Tobacco Tax. You can read about these issues on WHA's website at http://www.wha.org/governmentRelations/hospitaltax_2007.aspx. Your help with legislative contacts on the budget would be appreciated.

There is an item in the budget that will alter the way professional licensing fees are calculated. Fees would be set each biennium based on the amount of work required by staff at the Department of Regulation and Licensing. Staff at the department predicts that RN licensing fees will not be significantly changed, but that smaller occupational groups may expect to see fee increases.

Health Care Reform: Most legislators are telling us that Health Care Reform is a major concern of the voters and will be debated this year. There are at least four major ideas out there on how the reform should look and they vary from single payer, end of the insurance industry plan on one end to small changes in HSAs and other incentives. This debate will be of interest to the health care consumer as well as the provider community.

Anticipated Bills: Senator Judy Robson announced at the Nursing Coalition meeting that she will introduce legislation with mandated Nurse-to-Patient Ratios this session. She says the evidence is in, and the time is right. We should all be preparing for a legislative hearing and conversations with our elected officials.

The Wisconsin Federation of Nurses and Health Professionals--a union representing nurses in some of our hospitals--has told us they will be working to have legislation introduced that will ban mandatory overtime. They have been successful in the past in getting this introduced.

Again, we should prepare for a hearing, but with a twist that may include discussion of limitation of voluntary hours of work as well.

A bill has been introduced that offers protection for any health care professional that reports a violation of law or clinical or ethical standard (AB224). WHA is watching this bill to see what impact it may have.

Bills on physician apology and anatomical gift are also expected.

Criminal Charges for Inadvertent Errors: WHA continues to work with a task force of organizations with concern about the criminalization of inadvertent medical error. The group hopes to have legislation introduced that would limit criminal charges to intentional acts and that would also protect our subsequent quality investigations from discovery.

Nursing Assistant Rules: There will be new rules proposed for Certified Nursing Assistant education programs and registry. An article in Valued Voice will alert you when those rules are out for comment.

Licensed Professional Midwives: Midwife licensing (note this is lay midwives, not nurse midwives) rules went into effect on May 1, 2007. Hospitals are likely to be asked to clarify differences between this group of Midwives and Certified Nurse Midwives (CNM), which you may have on your staff. The department of Regulation and Licensing has created a brochure on this group of workers, which can be found at: <http://drl.wi.gov/dept/savvy/MidwifeBrochure.pdf>

As always, I am happy to discuss any of the above issues with W-ONE members. Feel free to call WHA at 608-274-1820 or email at jwarmuth@wha.org.

Update on WHA Quality Measures Team And CheckPoint

The WHA Quality Measures Team that designs the content of the CheckPoint web site met on March 23 after a four month hiatus. The following is a brief summary of the topics of that meeting:

- 1 Debbie Rickelmann from WHA informed the team of the new coding requirement beginning October 2007 called the "Present on Admission" indicator (post meeting email update from CMS suggests a delay until January 2008). This will be a single digit code on the UB04 and signifies if a condition is present in the patient prior to the admission as an inpatient to the hospitals. One advantage of this new coding procedure pertains to administrative date. This data comes from billing systems and is often found to be difficult to utilize for quality purposes because it does not provide an accurate clinical picture. With this new indicator, the data can provide a more true picture of conditions present on admission vs. developed while hospitalized. It is important to develop accurate coding procedures and physician documentation because at some point in the future, conditions considered complications that develop during the hospital stay will not be reimbursed by Medicare. If they were present on admission, then the condition cannot be considered nosocomial.
- 2 There will be a new face to CheckPoint sometime in late May or June. Watch for communications.
- 3 All 16 hospitals audited in the last audit process successfully passed the process. This helps to ensure the data integrity of information posted to CheckPoint.
- 4 The next new addition to CheckPoint will be some of the AHRQ indicators on mortality rates for certain conditions. There will be a 5 case minimum for reporting volume measures and a 30 case minimum for reporting mortality measures. The reporting display will be different from past CheckPoint reports in that it will feature a "moon" symbol to rate the organization.
- 5 The next version of CheckPoint data collection will have a revised methodology eliminating some elements that previously awarded points to hospitals posting data. The new method will eliminate awarding points for a policy, using a process in multiple applicable departments, and reviewing the data before an official review body in the hospital. The new method of reporting data will rely solely on the Demonstrated Success Rate i.e. the audit results posted. It is anticipated that some hospital scores will drop as a result.

**Respectfully submitted,
Susan Peterson,
Director, Quality Improvement for The Wisconsin Heart Hospital
W-ONE Board Representative**

W-ONE Board of Directors 2007

President

Carol Winegarden
Assistant Administrator,
Patient Care Services
St. Mary's Hospital Med. Ctr.
1726 Shawano Avenue
Green Bay WI 54303
(W) 920-498-4604
Fax: 920-498-1861
cwinegar@stmgb.org

President-Elect

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

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
pahaggerty@cch-inc.com

Treasurer

Betsy Benz
Director, Clinical Improvement
St. Vincent Hospital
PO Box 13508
Green Bay, WI 54307
(W) 920/431-3063
Fax: 920/431-3249
betsy.benz@stvgb.org

Nursing Coalition

Member Representative

Beverly Hoeg
Executive Vice President
Reedsburg Area Medical Center
2000 North Dewey Avenue
Reedsburg, WI 53959
(W)608-524-6487
Fax: 608-524-6566
bhoeg@ramhealth.org

Board Members

Ellen Zwirlein, RN
Dir. of Nursing/RT/Pharm
Memorial Hospital
705 East Taylor Street
Prairie du Chien, WI 53821
(W) 608/357-2000
Fax: 608/357-2100
zwirleie@pdcmemorialhospital.org

Joan Beglinger
VP, Patient Care Services
St. Mary's Hospital
707 South Mills Street
Madison, WI 53715
(W) 608-258-6735
(H) 608-798-1388
Fax: 608-259-5327
joan_beglinger@ssmhc.com

Jeff Euclide
VP/Nurse Executive
Aurora Medical Center of
Washington County
1032 East Sumner Street
Hartford, WI 53207
(W) 262-670-7509
(H) 262-224-0886
Fax: 262-67007620
jeff.euclide@aurora.org

Lynn Frank
Vice President
Luther Midelfort-Mayo
Health System
Eau Claire, WI 54702
(W) 715-838-6682
Fax: 715-838-6688
Frank.lynn@mayo.edu

Pamela Maxson-Cooper
CNO-VP Patient Care Services
Froedtert Hospital
9200 W. Wisconsin Avenue
Milwaukee, WI 53226
(W) 414-805-2601
(H) 262-965-4408
Fax: 414-805-7790
pmaxson@fmlh.edu

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

W-ONE Committee Chairs 2007

Bylaws

Jo Ann Appleyard, PhD, RN
SWIFT Nurse Educator Project
Director
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

Anne Paremski
Franciscan Skemp Healthcare
700 West Avenue South
La Crosse, WI 54601
(W) 608-392-2677
(H) 608-526-3731
paremski.anne@mayo.edu

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
whitejacobs@blackriverhospital.com

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
olsonkz@stjosephs-marshfield.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

Center for Nursing Representative

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

Nominations

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*

Randy LeRoy
Director, Hospital Operations
Columbia-St. Mary's
13111 N. Port Washington Rd.
Mequon, WI 53097
(W) 262-243-7384
rleroy@columbia-stmarys.org

Historian

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

Horizons

Editor: 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.org

W-ONE Rep./100,000 Lives Campaign

Betsy Benz
Director, Clinical Improvement
St. Vincent Hospital
PO Box 13508
Green Bay, WI 54307
(W) 920/431-3063
Fax: 920/431-3249
betsy.benz@stvgb.org

Program

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

Liaison, CheckPoint/Quality Measures

Susan Peterson
Dir., Quality Improvement
The Wisconsin Heart Hospital
10000 W. Bluemound Road
Wauwatosa, WI 53226
(W) 414-778-7815
Fax: 414-778-7821
speterson@twhh.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 Paula Hafeman, 920/433-8204, *phafeman@stvgb.org*.
- If you are interested in being a part of a specific committee, contact the committee chair.