

CEO News & Views

an update from Bruce Schroffel



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Get to Steppin'



Summer is almost officially here, so let's get moving!

I strongly encourage everyone to participate in our next phase of "Step into Gear," which begins June 10th. I hope you will join me for the kick-off and that

Magnets attract

In the last issue of CEO News and Views, I mentioned the importance of the annual RN survey, which is currently underway. While we always encourage our nurses to participate in the survey, this year participation is doubly important because it directly affects our impending Magnet re-designation effort.



Several people stopped me after they read that issue and asked, quite earnestly, why maintaining our Magnet designation was important for the organization -- wasn't this just a "nursing" recognition? In a word: no. Magnet recognition, which is awarded by the American Nurses Credentialing Center (ANCC), belongs to all of us. This designation is given to hospitals that demonstrate nursing

excellence and provide positive work environments, yet the benefits extend far beyond any one area.

A little history

UCH was the 44th hospital in the U.S. and the first hospital in Denver to achieve Magnet designation; even now we are one of just seven Magnet hospitals in Colorado. We've sustained Magnet status since 2002, and this October, we'll submit documents for our third designation. Currently, of the 334 hospitals in the U.S. that have Magnet status, just 6% -- fewer than 20 out of more than 5,000 hospitals nationwide -- have been designated three or more times.

Clearly, then, we have to be particularly diligent, disciplined and focused to achieve this for a third time.



Professional nursing's ultimate benchmark

Magnet designation is the ultimate benchmark of professional nursing and the "gold standard" of high-quality care. For nurses, working in a Magnet hospital means being surrounded by highly skilled and educated peers who strive to achieve the best that professional nursing has to offer. Magnet hospitals have the structures and processes in place to ensure autonomous nursing practice, which results in satisfied nurses who understand they have a voice in decision making and are valued members of the health care team.

Because they maintain high standards of professional practice,

you will encourage your colleagues to join us, as well.

Meanwhile, look for other "moving" opportunities this month. On June 23rd, for example, the Bluff Lake Nature Center, located just 1.5 miles from the Anschutz Medical Campus, will host us for a nature walk and tour led by the center's executive director and a volunteer naturalist. The center is a great place to spot birds, plants and other wildlife and take advantage of some great hiking. And if you're not up to facing the wildlife, consider participating in Bike to Work day on June 24th.

There will be a breakfast station for pedalers, located in front of Building 500, with food, beverages, music, fun and a chance to win a new bike.

Details about all of these events can be found on the HUB and in the next issue of the Insider.

Magnet hospitals also offer nurses opportunities for continuous career development. It's no accident, therefore, these institutions have been shown to have lower turnover and vacancy rates. In turn, nurses at Magnet hospitals enjoy better relationships with physicians, excellent staffing patterns, greater feelings of control over their practice, and generally higher levels of job satisfaction.

Magnet hospitals, moreover, are known to have positive work environments that are more collaborative and engaging than non-Magnet hospitals. All employees at Magnet hospitals -- not just nurses -- work together to reach the best possible patient outcomes. As a matter of fact, the ANCC views inter-professional collaboration as being so important that we are required to write about it in our documentation.



That's why as we traverse the path toward our third Magnet recognition, the Nursing staff is joined by multi-disciplinary representatives on the Magnet Steering Committee, including staff from Food and Nutrition Services, Respiratory, Engineering, Human Resources, Lab, Pharmacy, Social Work and Marketing. These non-nursing committee members have worked side by side with Nursing since November '07 to gather and write the examples for our documentation. This is a perfect example of knocking down "silos," an area identified in our recent Employee Opinion Survey as one that needed some work.

But we *all* have to own it

So while some in the past may have believed that Magnet recognition is something that affects only nurses, the reality is Nursing does not exist in a vacuum and as such the *entire* organization benefits, learns and grows from the redesignation process, and the *entire* organization will celebrate if we achieve Magnet status again.



In the coming weeks and months, you are going to hear a lot more about this process, how we all fit into this framework, and how you can participate and be a part of this journey. In the interim, I do hope you will continue to be supportive of this most important recognition.

Whether or not we are successful in achieving an amazing third consecutive Magnet designation, I want to remind all of you that on a daily basis the staff and physicians at the University of Colorado Hospital are committed to quality, excellence and collaboration. Regardless of the outcome, we as an organization will continue to push ourselves toward distinction in many areas. Doing so requires a collective mindset that is clearly inculcated into our culture.

*Kudos***HUB Team**

And speaking of the HUB, last week I had a chance to have lunch with and personally thank the team responsible for our new intranet site. **Bill Sonn** led a creative, hardworking team, consisting of **Kelly Davis, Bill Kaluza, Steve Nordstrom, Teresa Rodriguez, Carolyn Sanders** and **Ben Wankel**, that created a site that is much more dynamic and user-friendly than the former one. It's an impressive feat for a relatively small team, considering the size and complexity of the project! Well done!

Keep talking to me

Last Thursday morning about 80 of our colleagues from across the house joined me at our first "Talk to Me" session. It was the first of two sessions (the next one is June 11, at 4:30 p.m., in Room 2133 in the AIP) designed as a way for us to discuss what's on your mind. And might I say, it was great! It's hard to figure out how best to communicate with 5,000 employees, physicians and volunteers, but getting a chance to talk with some of you face to face was sure a terrific way for me to start the day.

I made a few introductory comments, but then opened it up for questions and discussions -- no topic (not even parking!) was off the table. Questions ranged from how we are doing with positioning ourselves to be a top 10 medical center to serving the increasing demands of underserved patients to RTD options - with lots in between. Please join me if you can on the 11th. And I pledge to you that we'll do these sessions periodically.



I hope everyone's gardens are thriving following our abundance of rain! Have a great week.

Sincerely,

Bruce

Something On Your Mind?

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University of Colorado Hospital | 12401 E. 17th Ave. | Leprino Building, 10th Floor | Aurora | CO | 80045