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Inaugural Edition
by Gen Guanci, MEd, RN-BC, CCRN-K, Consultant

Welcome to the inaugural edition of Creative Health Care Management's Cultures of Excellence (CoE) Exchange newsletter! We appreciate you taking time to read and participate in the exchange of ideas related to creating a culture of excellence that results in national recognition. Our newsletter will be published quarterly (February, May, August and November) and is dedicated to addressing best practices, hot topics, answering your questions, celebrating successes, and spotlighting solutions in the wide variety of journeys to excellence that we support. We encourage you to share the newsletter with your colleagues.

Our CoE team taps into the expertise of individuals who have real life experience in all aspects of leading organizations to national recognitions including the ANCC Magnet Recognition Program®. In addition to the Magnet® journey, our team provides expertise and supports for organizations seeking a wide variety of national awards and recognitions including the ANCC Pathways to Excellence® designation, all levels of the AACN Beacon Award for Excellence™, ENA® Lantern Award, the Malcolm Baldrige National Quality Award, and the state-level quality awards that many organizations use as a bridge to the Baldrige Award.

Client Success!

Congratulations to Lowell General Hospital, Lowell, MA, for their successful Magnet® redesignation!

Lowell General submitted their document in October, 2014, received notification in January, 2015 that they were granted a site visit, and completed their site visit in March, 2015. Susan Santana, MSN, MBA, RN, Director of Professional Practice and Magnet® Recognition Program, had the following to say about their redesignation process, "At Lowell General, we used our Magnet Redesignation journey as a blueprint to help us merge two cultures and support sustainability of best practices. The Magnet standards set the bar for us to be successful in integrating culture as well as standards of practice."

Email Gen Guanci

Email Marky Medeiros

Excellence Exchange
Q: My CNO wants to "go for Magnet®" and has asked me to craft a list of top elements that we need to be sure our organization has in place. Can you shed some light on these?

A: Outcomes, outcomes, outcomes! The 2014 Magnet® Application Manual clearly articulates that while structures and processes are vital, what is different as a result of these structures and processes is critical! In addition to outcomes, organizations must have structures and processes in place that address professional practice, care delivery, clinical nurse voice in decision-making, operationalization of evidence-based practice and nursing research, and peer feedback as well as mentoring and succession planning. These elements are the more common gaps or opportunities for improvement that we see in organizations that are early in their journey. Your organization may have other, more specific elemental needs. We recommend that organizations take the time early in their journey to complete a thorough readiness assessment to identify your strengths, opportunities for improvement, and gaps.

Q: I hear people use the terms Magnet® application and the Magnet® document interchangeably. Is there a difference?

A: Yes there is a difference, and it is very significant. The Magnet® application is an on-line process that signals to ANCC your intent to pursue Magnet® recognition by the submission of required documentation within a specified time period. Submission of this application includes attestations that your organization meets the eligibility requirements. The Magnet® document on the other hand, is your organization’s written demonstration that validates the required elements and speaks to the requested sources of evidence found in the Magnet® Application Manual.

Magnet® is Going Green!
Will you be ready?

As of February 1, 2016, all documents submitted to the Magnet Recognition Program® must be in an electronic version. This includes web-based, CD, or thumb/flash drive.

When it comes to deciding which way to go - web-based, CD, or thumb/flash drive, there are several things to consider. Take the following survey to help you determine what you are looking for in your electronic format and what is BEST for your organization.

- We want to access our document anytime, from any computer and any location.
- We want to be able to make our own document edits or have them be done by our document partner.
- We want expert guidance, review, and feedback regarding our document contents to maximize our potential for

**Upcoming Events**

**CHCM Webinars**

**Save the date!**

**It's Electric! Going Green with your Magnet® Document Submission**

Presented by: Gen Guanci, MEd, RN-BC, CCRN

**September 18, 2015**

12 pm - 1 pm CST

Cost: FREE

Registration coming soon.

**CHCM Consultant Public Appearances**

**May 18, 2015**

**Donna Wright** will present a workshop on Competency.

AACN’s National Teaching Institute & Critical Care Exposition (NTI)
San Diego, CA

**June 18, 2015**

**Marie Manthey** will deliver a keynote address.

The Multi-Faceted Nurse Leader: Tools & Strategies for Success
Harrisburg, PA

**July 13-14, 2015**

**Donna Wright** will deliver pre-convention workshops on competency.

Association for Nursing Professional Development (ANPD) Annual Convention
Las Vegas, NV

**July 16, 2015**

**Gen Guanci** will present on web-based Magnet® document creation in the vendor pavilion theater.

Association for Nursing Professional Development (ANPD) Annual Convention
Las Vegas, NV

**July 16, 2015**

**Traci Hanlon** will present on See
We want a live, "always on" website that eliminates the stress of a "launch" date.
We want to be independent of our IT department as they are so busy, therefore not able to support the development of our electronic document.
We want to host a Magnet® document website, but there is no room on our server.
We want a structure and process to help facilitate accountability to our document timeline.
We want to have the option of submitting our document via a website or flash drive and not have to make an early decision on which electronic format to use.
We want a proven solution that appraisers have said is easy to use and meets their requirements including being able to copy, cut, paste, and make notes.
We want a solution that enables us to easily create the enduring copy required by the Magnet® Program office.

If you answered yes to any of the above, CHCM has a solution that provides you with all of it! Our cutting edge innovations in document set-up are user friendly, fiscally responsible, and meet the ANCC requirements for electronic document submission. Our solution gives you a customized live website that uses your organization's look and branding standards. For a free demo or additional information, please contact us at 800.728.7766.

**Feel the Pull!**

*Feel the Pull: Creating a Culture of Nursing Excellence* is for nurse executives and leaders, nursing professional development specialists, managers, Magnet® program coordinators, anyone who wants to improve patient and nurse satisfaction. More than simply navigating through any one application process, Gen Guanci takes readers on the phenomenal experience of cultural transformation. She uses plain language and clear examples to help readers figure out what it takes to bring a culture of excellence to their organization. No matter where you are on your journey to nursing excellence, *Feel the Pull* will be an invaluable guide book. Nursing excellence IS possible!

Visit the [CHCM online bookstore](#) to purchase your copy.
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