FAQs on Choosing an External Consultant to Partner with on the Magnet® Journey

We’re planning to hire an external consultant to help us with our Magnet® journey and it’s really important that they partner with us for long-term success. Who should we pick?

You will put a lot of time, energy, and resources into creating a culture of excellence, and you don’t want that to slip. Creative Health Care Management works not only with organizations on designation and re-designation, but in the years leading up to and following designation. CHCM will provide ongoing support so when it’s re-designation time, you won’t feel like you’re starting from scratch. Magnet® Preparedness is just one of the services CHCM offers. There is a team of consultants ready to support your health care organization in all aspects of cultural transformation.

Gen Guanci
gguanci@chcm.com
or
Marky Medeiros
mmedeiros@chcm.com
800.728.7766
www.CHCM.com
How can we be sure that our external consultant understands the complexity of the Magnet® journey?

The consultants who make up the Cultures of Excellence team have “lived” experience. They have gone through the journey themselves and know what it takes to be successful at this long-term, complex project. They know the ups and downs, the potential pitfalls, the stressors, and the celebrations. They have been Magnet® Program Directors and key stakeholders, leading their organizations to successful designation. They are experts in the inner workings of project management from education to document writing and set up (whether it be an electronic or paper version) to preparing for site visit.

My hospital tried getting Magnet® designated, and we put significant resources into what ended up being a failed attempt. We need someone to be straight with us and get us to where we need to be.

If you didn’t partner with an external consultant on your first attempt, you learned a valuable lesson. As you found out, pursuing Magnet® designation is like climbing a mountain—it’s not something you should attempt without an experienced guide. Hospitals that have partnered with CHCM on their journey have stated that our honest, no-nonsense approach was exactly what they needed. Our clients consistently tell us that they are awed by what they learn and how much they develop personally throughout the process of working with people who know exactly what it takes to become the kind of organization the ANCC is proud to recognize. 100% of the hospitals CHCM has partnered with on their Magnet® journey have obtained designation or redesignation. We meet you where you are and partner with you to get you where you want to go. Many organizations think of us as the go-to consultant group for all phases of the journey.

CREATIVE HEALTH CARE MANAGEMENT CULTURES OF EXCELLENCE CONSULTANTS

Gen Guanci, MEd, RN-BC, CCRN-K. Gen brings more than 30 years of national and international nursing experience and skills to her role as consultant. Her passion and expertise includes the development of a professional practice environment including the structures and processes to support all aspects of a successful initial or redesignation Magnet® journey. Gen was a participant of the 2013 inaugural ANCC Magnet® Academy which culminates in the attainment of ANCC’s new Magnet® related professional credential for consultants and healthcare professionals. Gen is the author of Feel the Pull: Creating a Culture of Nursing Excellence published by Creative Health Care Management. She is sought after for her ability to continuously mentor organizations to “raise the bar.”

Marky Medeiros, MSN RNC-OB. Marky began her journey as a staff nurse co-chairing an organization’s original Magnet® Steering Committee. She later went on to be the organization’s Magnet Program Director. She has led organizations through every phase of the Magnet® Journey and partnered with nurses in implementation of shared governance, mentoring programs, peer review/peer feedback, professional advancement program, development of a Nursing Professional Practice Model and many other foundational structures needed for a successful journey to excellence. Marky has a passion to advocate for and support front line staff nurses. In her consulting work she enjoys partnering with organizations and sharing “lived” experiences to support their journey to excellence.
Creating a Culture of Excellence: 
Magnet® Journey Support

Overview

In today’s health care environment of staffing shortages and high customer expectations, organizations need to attract and retain quality employees while supporting professional nursing practice and enhancing patient outcomes.

Creative Health Care Management has a proven track record of guiding organizations along the journey to organizational and nursing excellence, whether they are applying for formal award designation (including ANCC Magnet® recognition) or creating their own Cultures of Excellence. We provide the inspiration, infrastructure, education and evidence for each step in a successful Magnet® journey through the following services:

Magnet® Journey Support: Comprehensive, full-spectrum support including all of the following services as well as document review and feedback, document set-up, site visit preparation and mock site visits.

Organizational Assessment using 2014 Magnet Application Manual: Ground your planning and implementation phases with this comprehensive assessment of your organization tailored to you specifications.

Shared Decision-making Support: Create and/or enhance the infrastructure and improve the processes that support shared governance. Our support addresses both what it takes to succeed for both staff and leaders.

Professional Practice Model, Framework and Care Delivery System Design: Develop a professional practice model schematic and framework that enables your staff to articulate how it drives their practice. Increase the impact of your care delivery model with a framework that is unique to your organization and supports your vision for practice.

Professional Advancement Programs (Clinical Ladders): Recognize and foster advanced professional nursing performance, excellence in nursing practice, and professional growth with a customized advancement program. Create an advancement program framework that is easily adapted to other disciplines.

Effective Peer Review: Develop an active, supportive system that acknowledges and enhances your nurses’ professional performance. Our practical approach to peer review builds on the ANA tenets of professional practice.

Evidence-based Practice and Nursing Research: Foster evidence-based practice (EBP) and nursing research in organizations of any size. Use creative and customized strategies to develop a culture of clinical inquiry and nursing research regardless of resource constraints or organization size.

Using Outcomes to Drive Practice: Identify, collect, analyze and disseminate nurse sensitive data that is meaningful to those who can change practice – staff at the bedside. Develop reporting systems that are easily understood by those who use the results to drive practice.

Raising the Bar: Deepen your Magnet® culture, further enculturating structures and processes, and creating new ones as needed. Maximize organizational efforts to maximize re-designation success.

Workshops: Customized workshops, motivational as well as educational, for all levels of the organization.

Document Set-up Services: From traditional paper versions to electronic pdf versions to a customized live web-based versions CHCM has the expertise.

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Client Feedback

“Creative Health Care Management helped us raise the bar and pushed our hospital to where we needed to be in order to gain Magnet® designation.”

“Our re-designation journey was made easier with the wisdom and support we received from CHCM.”

“Our consultant was very honest and willing to give us “hard” news if it meant helping us accomplish our Magnet® goal. Her honesty was an important thing.”

“It felt like our consultant was part of our team—really in it with us the whole way.”

“The most valuable thing is CHCM’s expansive knowledge and connections. They have the latest and greatest intel about what other hospitals are doing.”

“People were really skeptical about the mock site visit; they came into the room grumpy. By the time they were done the meeting, they were really positive. They loved it and they felt ready.”

CHCM was 100% committed to our success.”

“The whole organization reacted well to our consultant. She inspired confidence. When she said, “let’s do this or that,” it wasn’t like it was something we’d just try. If CHCM recommended it, we knew it would actually work.”

The following comments are from past Cultures of Excellence workshop participants including CNOs and Magnet Program Directors.

“The Cultures of Excellence workshop exceeded my expectations. The teaching strategy was seamless, networking was wonderful and the content was exactly what I had hoped for.”

“It was as if I custom-ordered exactly what I needed right now. I think this work-shop is great for anyone on the Magnet® journey. I am so inspired by you.”

“Excellent content—I am walking away with some great new tools and fresh motivation.”

“Lots and lots of ‘aha!’ moments!”

“The information was phenomenal and a great basis to build on or interact with current practices.”

For additional information on how CHCM can support your Magnet journey please contact Gen Guanci at gguanci@chcm.com or via her direct line: 781.721.2268