



Which Journey to Take – Pathway to Excellence® or Magnet®?

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For some organizations deciding which journey to take is a significant concern. A comparison of the purpose, similarities, differences, and cost can often help gain clarity and lead to the best decision for an organization.

	Pathway to Excellence®	Magnet®
Purpose	To recognize positive practice environment where nurses flourish.	To recognize organizations for excellence in nursing and patient care.
Similarities	<ul style="list-style-type: none"> • Grounded in cultural transformation • CNO must have bachelor’s degree or higher in nursing • Annual Conference • 4-year designation • Organizational demographic form (ODF) • Written document requirements (self-assessment) <ul style="list-style-type: none"> • Organizational Overview • Elements of Performance (EOP) • Electronic submission 	<ul style="list-style-type: none"> • Grounded in cultural transformation • CNO must have bachelor’s degree or higher in nursing • Annual Conference • 4-year designation • Demographic data collection tool (DDCT) • Written document requirements (self-assessment) <ul style="list-style-type: none"> • Organizational Overview • Sources of Evidence (SOP) • Electronic submission
Submission times	February, April, June, August, November	February, April, June, August, October
Interim report	Annual	Biannual
Nurse Satisfaction Survey	<ul style="list-style-type: none"> • On-line from ANCC • Items align with EOPs 	<ul style="list-style-type: none"> • Vendor driven • 7 potential categories
Nurse Satisfaction Participation	<ul style="list-style-type: none"> • RNs, APRNs, LPNs • FT, PT, PD, and agency • Includes leadership team 	<ul style="list-style-type: none"> • RNs at all levels, APRNs, • FT, PT, PD, and agency • Includes leadership team • At least 3 months on the unit
Nurse Satisfaction Requirements	<ul style="list-style-type: none"> • 60% of all nurses • After document is reviewed • Aggregated at org level • 75% favorable on 2/3 of the items • <50% favorable on ANY item stops process • Items align with EOPs 	<ul style="list-style-type: none"> • No completion minimum • Within 30 months of document submission • Unit-level data • Submit 4 categories (survey dependent) • Majority of units/areas exceed the benchmark 3 out of 4 categories.
Standards	<ul style="list-style-type: none"> • Shared Decision-Making • Leadership • Safety • Quality 	<ul style="list-style-type: none"> • Empirical Outcomes • Transformational Leadership • Structural Empowerment • Exemplary Professional Practice

Standards (continued)	<ul style="list-style-type: none"> • Culture of Well-Being • Professional Development 	<ul style="list-style-type: none"> • New Knowledge, Innovation and Improvement
Differences	<ul style="list-style-type: none"> • No onsite visit • CNO does not have to have a master's degree • No mandatory educational credentialing requirements for NM • No requirement to belong to an external database of nurse sensitive indicators. • Fees are significantly less 	<ul style="list-style-type: none"> • Onsite visit to verify, clarify and amplify document • CNO must have a master's degree • Nurse Leaders must have a bachelor's degree or higher in nursing • Must submit data to an external database of nurse sensitive indicators. • Fees are significantly higher
Total Cost Examples (Cost vary upon bed size. Refer to ANCC website for most up-to-date costs.)	<ul style="list-style-type: none"> • 100 beds: \$23,200 • 200 beds: \$33,200 • 300 bed: \$39,200 	<ul style="list-style-type: none"> • 100 beds \$48,650 (same as 200 beds) • 200 beds \$48,650 • 300 bed: \$60,550

As you can see, there are similarities and differences. Organizations would be wise to make a thoughtful decision on which journey to take. If you would like assistance walking through the decision-making process, we can help. If you would like a copy of our **What Journey to Take Self-Assessment**, please contact us.



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