

What is Magnet? Elevator Speech

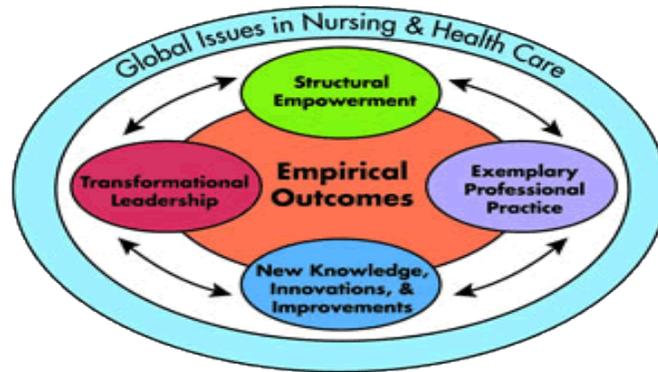
The Magnet Recognition Program® as we know it today is the culmination of over 30 years of research initiated by the American Academy of Nursing (AAN) in response to a nation-wide nursing shortage in the late 1970s/early 1980s. By studying the practice environments of hospitals that were able to successfully attract and retain nurses during this critical time, the AAN were able to identify similar qualities shared by these organizations, which they named the “14 Forces of Magnetism.”

Based on this research, the American Nurses Credentialing Center (ANCC) developed and continuously perfects the Magnet Recognition Program®, shaping the advancement of successful nursing practices and strategies worldwide. For example, the ANCC has refined the “14 Forces” into the “5 Magnet Components” we recognize today:

1. **Transformational Leadership** - strong nurse leaders have the vision, knowledge, and influence to guide their team to where it *needs* to go, not just where it *wants* to go.
2. **Structural Empowerment** - strong nurse leaders create an environment where the hospital's mission and vision come to life, and all nurses are encouraged to achieve desired results by being involved in decision-making structures that establish standards of practice and address opportunities for improvement.
3. **Exemplary Professional Practice** - nurses practice, work together, communicate, and develop professionally to achieve the highest quality of care for patients and the community.
4. **New Knowledge, Innovations, & Improvements** - nurses take the lead in research efforts, and have an ethical and professional responsibility to contribute new findings, evidence, and quality improvement to the nursing profession.
5. **Empirical Outcomes** – strong nursing structures and processes are in place to achieve good outcomes, but nurses go further to show results and the impact of those results. Empirical outcomes move beyond what nurses do and how they do it to focus on: "What difference have you made?"

How Do We Achieve Magnet Recognition®?

Health care facilities on the Magnet Journey® have voluntarily entered into the rigorous Magnet® designation process, which requires thorough examination of their care environment, nursing practice, and patient outcomes. Participating hospitals must submit a written document with 78 sources of evidence to demonstrate their excellence in four key focus areas, as seen in the ANCC Magnet Model® below:



To achieve Magnet recognition, we must pass an assessment process which depends on widespread RN staff involvement. This includes:

1. SMUCLA's **nurse sensitive indicators** (*any measurable outcome that is influenced by Nursing Care – for example CAUTI rates, CLABSI rates, Surgical site infection, falls, pressure ulcers, ventilator associated pneumonia, etc.*) are measured against and found to exceed the national benchmark (NDNQI).
2. Nurses are encouraged to contribute their Best Practice stories, Performance Improvement Projects, Innovative Clinical Interventions, etc., from all areas of SMUCLA to our Magnet document. These stories, along with supporting qualitative & quantitative evidence, are used to satisfy the elements (aka 'Sources of Evidence' or 'SOE') of the 5 Magnet components.
3. The SMUCLA Magnet document was completed and submitted to ANCC on August 1, 2015 and revisions will be submitted January 19, 2016.
4. An on-site visit with three Magnet appraiser(s) will be scheduled within 6 months of application approval. The appraisers will visit all SMUCLA units (inpatient and outpatient) and gathers nurses for discussions regarding their Magnet journey throughout a 3-4 day site-visit. **For sample questions, see below.**
5. Our document and notes from the Magnet appraiser will be reviewed and voted upon by the Commission on Magnet (COM), determining whether Magnet recognition will be granted. After Site-Visit this process can take up to 4-8 weeks to hear back from the Magnet office if the Magnet Designation was achieved for SMUCLA.

Why is Magnet Recognition Important?

Magnet Status is the highest honor awarded by the ANCC and nationally recognizes nurses' ability to provide quality patient care and initiate innovations in their professional nursing practice. As the public grows increasingly medically savvy, they rely on Magnet designation as an important indication of quality patient care when choosing healthcare providers.

The Magnet Recognition Program® advances 3 goals within health care organizations:

1. Promote quality in a setting that supports professional practice
2. Identify excellence in the delivery of nursing services to patients and families
3. Disseminate best practices in nursing care

Bottom line:

Magnet Status =

Empowered, Engaged Nurses =

Better Patient Outcomes

How does Magnet Benefit:

Nurses	Interdisciplinary Team	Patients and Families
<ul style="list-style-type: none"> • Improved Work Environment & Professional Autonomy <ul style="list-style-type: none"> - Culture that supports & encourages RN clinical decision-making at the bedside - Enhanced interdisciplinary collaboration & teamwork - Empowers nurses to utilize their full scope of practice & assume leadership positions - Environment recognizes & celebrates nurses' accomplishments • Advance Nursing Standards & Practice <ul style="list-style-type: none"> - Professional growth & development opportunities - Educational opportunities - Leadership opportunities • Attract & Retain Top Nursing Talent <ul style="list-style-type: none"> - Increased RN retention - Increased RN job satisfaction - Lower nurse burnout - Lower turnover rates - Decreased RN vacancy rate • Focus on Improving Patient Care <ul style="list-style-type: none"> - Increased patient satisfaction - Decreased mortality rates - Decreased pressure ulcers - Decreased falls - Improved patient safety & quality 	<ul style="list-style-type: none"> • Patient safety and quality care is an organizational priority. • All disciplines strive for a community of mutual respect, trust, and strong working relationships. • Healthy work environments are supported to enhance quality of care. • Important specialized resources such as Ethics Consultations, Care Coordination, and Palliative Care are available to address patient and family needs. • Health care teams evaluate outcomes (such as infection rates) and work collaboratively to design and implement innovative solutions. • The health care team supports its responsibility to the greater community by leading initiatives to improve the health and well-being of the community they serve. • Health care team members, including nurses, are engaged in decision-making across the organization to ensure the quality of care delivery. • All staff—both clinical and non-clinical—benefit from Magnet designation, because collectively each employee is recognized as being part of a safe, caring, and quality organization. 	<ul style="list-style-type: none"> • Patient safety and quality care is an organizational priority. • Lower mortality and morbidity rates, better patient outcomes, and a shorter length of stay. • Medical and nursing care is driven by research and evidence based guidelines. • A care delivery model (Relationship based Care) directly addresses the individual needs of the patient and family. • Nurses who continually assess, plan, and evaluate the care they provide to identify ways to improve current practice. • Uses patient feedback to evaluate the patient experience and care. • Health care team members, including nurses, are engaged in decision- making across the organization to ensure the quality of care delivery. • Magnet facilities promote low nurse-to-patient ratios to help ensure that nurses have adequate time to give patients. This means our patients and their families receive care that is compassionate, patient-centered, and always reaching for a higher standard. • Hospitals that achieve Magnet status not only have proven themselves as quality patient care providers; they are able to attract and retain skilled and experienced nurses and allied clinical professionals.