Influencing our Profession: How will YOU Drive Change?

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SVP/Chief Clinical Officer and Chief Nurse
Learning Objectives

- Review what influence and impact really mean
- Describe key nursing leader’s contributions to the profession of nursing
- Apply their lessons shared to your future goals
Five Realities for Healthcare

• Healthcare is borderless
• Patient experience will be the differentiator
• Payments are tied to quality, cost and access
• Social services are integrated with healthcare
• Healthcare is adapting to new business models
Why is This Important to Nursing?

- Healthcare Reform
  - Changing reimbursement picture
  - Accountable care organizations
- Scope of practice issues
  - APRN Consensus model
- Patient needs:
  - Non-communicable diseases
  - Shift in demographics
  - Patient engagement
A Mess

The Health Care Mess
Diagnosis, Prognosis & Treatment
Robert Bear Smith, M.D.

10 Ways To Cure The Health Care Mess

TIME

HEALTH SCARE
The Truth Behind America’s Health Care Crisis
RENE P. MORET

getwell: network®
A complex system of interacting problems that must be addressed as a whole or systematically if it is to be treated effectively.

Formella, N, Rovin, S. Creating a Desirable Future for Nursing, Part 2. JONA June, 2004
INFLUENCE: THE POWER TO CHANGE OR AFFECT SOMEONE OR SOMETHING:

THE POWER TO CAUSE CHANGES WITHOUT DIRECTLY FORCING THEM TO HAPPEN

Merriam Webster, 2014
IMPACT: THE POWER TO BRING ABOUT A RESULT ON ANOTHER

Miriam Webster, 2014
IF YOU THINK YOU ARE TOO SMALL TO HAVE AN IMPACT:

TRY GOING TO BED WITH A MOSQUITO IN THE ROOM.
MOST COMPANIES HAVE LOTS OF CREATIVITY AND PLENTY OF TECHNOLOGY. WHAT THEY LACK ARE MANAGERIAL SKILLS TO CONVERT IDEAS INTO IMPACT.

Govindarajan & Trimble, 2010
The Other Side of Innovation
Our Superheroes
Gertrude Rodgers
Chief Nurse
Fairfax Hospital

The Power of Tenacity
"Applying for Magnet nursing/hospital status is a leap of faith. For a hospital...to take this step is a bold and gutsy gamble with no guarantee of success. It requires a nursing leadership with an uncommon confidence, energy, and focus."
“Well Karen, we’ll just go back again month after month until we wear them down.”
Vernice Ferguson
Chief Nurse of the VA
The Power of Staying Focused
Vernice Ferguson

“Sometimes you just have to stay home and do your work”
Dr. Hazel Johnson Brown
Brigadier General
US Army Nurse Corps

The Power of Communication
Dr. Hazel Johnson Brown
Brigadier General
US Army Nurse Corps

“No complaining, after all you have e-mail”
Dr. Margretta Madden Styles

President ANCC

The Power of Using your Influence to make Changes
Dr. Margretta Madden Styles

“Imagine a world without nurses”
Dr. Loretta Ford
Birthmother of nurse practitioners

The Power of Standing Alone
Dr. Loretta Ford
Birthmother of nurse practitioners

“For a long time, I was not popular”
Dr. Maggie McClure

President, American Academy of Nursing

Chief Nurse, NYU Medical Center

Recognize your Power
Dr. Maggie McClure

"One of the things we do not understand as nurses is that we are very powerful people."
Dr. Gail Wolf
Chief Nurse, UPMC
ANCC Magnet Commission Chair
The Magnet Model

Global Issues in Nursing & Health Care

- Structural Empowerment
- Exemplary Professional Practice
- New Knowledge, Innovations & Improvements
- Transformational Leadership

Empirical Outcomes
“What are our stretch goals?”
BE THE CHANGE.

Mahatma Gandhi
THERE IS NO ASPECT OF OUR PROFESSION THAT WILL BE UNTOUCHED BY THE INFORMATICS REVOLUTION IN PROGRESS.

Dr. Angela McBride, Distinguished Professor and University Dean Emeritus, Indiana University School of Nursing
No person should be on the outside looking in on their own care.

Michael O’Neil
O’NEIL CENTER
getwell:)network
Advancing the science of patient and family engagement
Clinical

Finance and Operations

Health IT
We have conditioned people to be passive recipients of care.

Bev Johnson, RN Executive Director,
Institute for Patient and Family Centered Care
TO HELP PEOPLE TAKE AN ACTIVE ROLE IN THEIR HEALTH JOURNEY
WE CANNOT SOLVE A PROBLEM BY USING THE SAME KIND OF THINKING WE USED WHEN WE CREATED THEM.

Albert Einstein
MINDS ARE LIKE PARACHUTES. THEY WORK BEST WHEN OPEN.

T. Dewar
How can YOU influence the profession?
THE BEST ADVICE I’VE EVER RECEIVED IS:

NO ONE ELSE KNOWS WHAT THEY’RE DOING EITHER.

Ricky Gervais
How can YOU influence the profession?

FIGURE OUT WHAT YOU LOVE
MAKE A PLAN

How can YOU influence the profession?

What’s the plan?
How can YOU influence the profession?

TALK TO PEOPLE
SOMETIMES, THE PEOPLE YOU THINK DON'T WANT TO TALK TO YOU ARE THE ONES WAITING FOR YOU TO TALK TO THEM..
How can YOU influence the profession?
How can YOU influence the profession?

BE A MENTOR
How can YOU influence the profession?

You don't have to see the whole staircase, just take the first step.

Martin Luther King, Jr
How can YOU influence the profession?

VOLUNTEER
How can YOU influence the profession?
http://www.youtube.com/watch?v=LdojxtLI25g
Three Questions

1. Where do you have influence as a nurse?

2. Outside of your current role, where could you bring the voice of nursing to make an impact?

3. What formal or informal leadership role could you take on right now to share the “voice” of nursing?
IF YOU WANT TO BE A LEADER – THEN LEAD.

Marilyn Chow, Chief Nurse
Kaiser Permanente
YOU HAVE TO THINK ANYWAY, SO WHY NOT THINK BIG?

Donald Trump
Questions?
Thank you

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