


MIDEAST REGION
Wound, Ostomy, and Continence Nurses Society™
INDIANA | KENTUCKY | MICHIGAN | OHIO | WEST VIRGINIA

Navigating the challenges of 2020 to cultivate a stronger practice

save the date
September 23-25, 2021
at the Embassy Suites Noblesville, IN


There is more than corn in Indiana
Cultivate Your Evidence-Based Practice



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Disclosures

None related to this presentation

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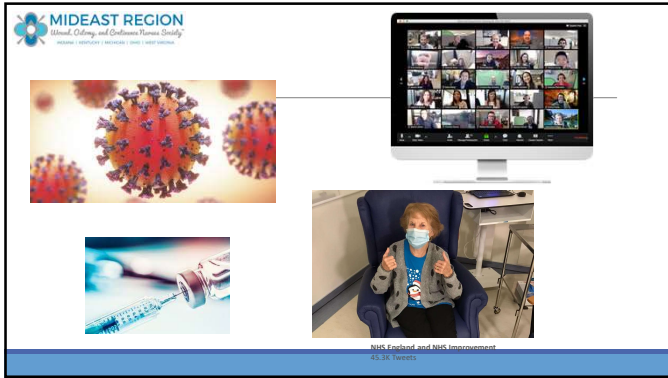
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Objectives

The attendee will be able to:

1. Identify challenges to WOC practice that occurred in 2020
2. Describe methods to cultivate WOC practice (pruning, fertilizing, reaping)

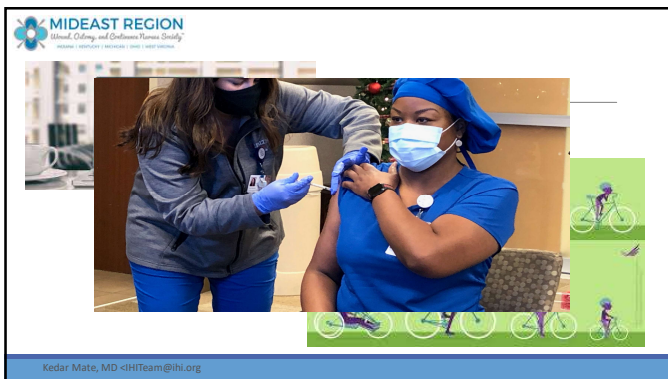
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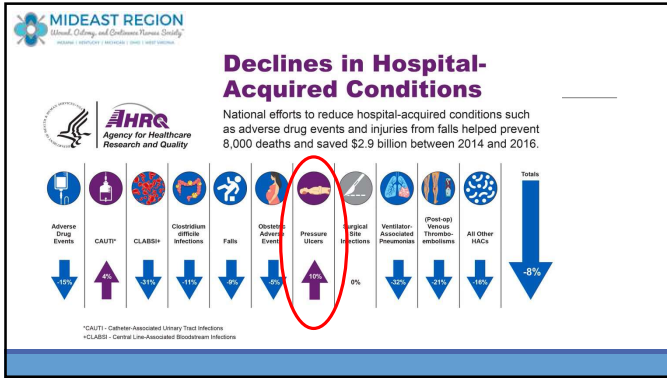
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- MIDEAST REGION**
United, Caring, and Continuous Patient Care™
HEALTHCARE SERVICES | MEDICAL GROUP | LABOR GROUP
- ### Challenges
- Complexity of patients
 - Nursing shortage
 - Staffing flexibility- floating to other areas
 - Quality priorities shift
 - Personal issues- health, safety for our children and elderly parents, fear of the unknown

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Cultivating your practice

The needs of people:

- Patient centered care
- Improved Patient outcomes
- Patient engagement
- Staff rousource
- Improved quality indicators- Zero HAPI, CAUTI

Patient Engagement

<https://sarep.ucdavis.edu/sustainable-ag>

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A *systems perspective* is essential. That often means **Profit:** the organization you work for, has to be profitable.

NC Trend: Health care and takeovers - Business North Carolina
<https://businessnc.com/nc-trend-health-care-and-takeovers>

American Health Systems' takeover of North Carolina system...
<https://www.beckershospitalreview.com/hospital...>

Portopiccolo bought more than 20 nursing homes during...
<https://www.washingtonpost.com/local/portopiccolo...>

FOUR MAJOR N.C. HOSPITAL DEALS

| | |
|--|--|
| HCA Healthcare - Mission Health (completed) | combined revenue: \$5.1 billion combined employment: 200,000 |
| Atrium Health - Wake Forest Baptist Health (completed) | combined annual revenue: \$1.15 billion combined employment: 70,000 |
| Sentara Healthcare - Cone Health (pending) | combined annual revenue: \$10.5 billion combined employment: 43,000 |
| Novant Health - New Hanover Regional Medical Center (pending) | combined annual revenue: \$6.5 billion combined employment: 26,000 |

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Cultivating Your Practice

The planet and the environment:

- Healthy workplace environment
- Psychological safety- trust and security. Can I take a risk?
- Dependability- ability to rely of each other
- Structure and Clarity- goals, roles/responsibility
- Meaning of work- has meaning personally
- Impact of work- value of the work

- Health equity- to all regardless of the color of their skin gender, sexual preference or disability.
- Management of resources- wise stewards, flexible

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Polling question :

Why do you go to work everyday? What drives you to get out of bed?

1. Pay check
2. Love my patients
3. Want to make a difference
4. Get away from my house (kids, husband, partner)

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Cultivating Your Practice

- Planting
- Pruning
- Fertilizing
- Reaping



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Cultivating Your Practice- Planting

Don't judge each day by the harvest you reap but by the seeds that you plant.
 Robert Louis Stevenson

How:

- Career path- Nursing
- Education- BSN, MSN, Terminal degree (DNP, PHD)? Certifications?
- Passion- WOC nursing
- Continuing education
- Conference attendance
- Just getting through the day







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Cultivating Your Practice- Pruning

Prune- to reduce by eliminating superfluous matter or ornamentation; to cut off or cut back for better shape and production (fruit)

- Are there areas in your practice that you need to prune?
 - We cannot become what we need to be by remaining what we are. Max de Pree
- Why is it so hard?
 - History- we have always done it like this
 - Resist change- hate change!
 - Too hard- path of least resistance?
 - Defeated attitude- tried that, didn't work
 - Take on too many tasks




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Cultivating Your Practice- Fertilizing

Fertilize- to make productive, to make able to produce seeds, to make richer and better able to support growth

Education is not the filling of a pail, but the lighting of a fire.
 William Butler Yeats

How do you light your fire?

- Professional growth
 - * Engagement
- Take care of yourself! **Empowered – WOCN**
- Try new things- techniques, procedures, technology
 - * Networking
 - * Education
- Conferences, webinars, etc.



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Repositioning reminder systems- Wearable sensors, integration with EHR systems (Yap 2013, Pichham 2018)

Pressure Mapping (Behrendt 2014, Siddiqui 2013)

Enhanced skin assessment technologies- Thermography, Subepidermal moisture measurement (Cox 2016, Farid 2012; Bates-Jensen 2008, 2009; Harrow 2014)

Pressure redistribution technology-High-tech support surfaces- Dynamic micropressure pressure overlay (Karg et al 2019, Joseph et al 2019; Ezeamuzie et al 2019)

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Cultivating Your Practice- Fertilizing

Wound, ostomy, and continence (WOC) nurses are selfless individuals. From their everyday routines to their advanced understanding of compassion, these professionals are strong, smart, and independent—and it is our job to ensure those qualities are consistently supported, nurtured, and revitalized.

THE WOCN SOCIETY WELCOMES YOU TO OUR EMPOWERMENT CENTER.
Our one-stop destination featuring insightful resources for your head, heart, and hands.

The emPOWERment Center is supported by an educational grant from Medela.

<https://www.wocn.org/empowered/>

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Polling Question

Let's Commit!

How do you plan to fertilize?

1. Go back to school
2. Take more CE courses
3. Check out the WOCN Empower website
4. Eat healthy
5. Be more active
6. Try new technology
7. Network with peers
8. Other _____ fill in the blank

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Cultivating Your Practice- Reaping

Reaping- to collect the results of the sowing. To obtain as a result of effort. To obtain a result or reward.

The reward of a thing well done is having done it...Ralph Waldo Emerson

How?

- Satisfaction when a treatment succeeds
- Satisfaction when a pouch holds!
- EBP Project- present to unit, organization
- Disseminate results
- Speaking invitations
- Promotion
- See staff you have precepted or mentored succeed

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Cultivating your Practice



<https://whatsnext.nuance.com/healthcare/celebrating-nurses-week-through-the-voice-of-our-modern-day-super-heroes/>

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Polling Question

How do you want people to describe you?

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Cultivating your Practice



Act as if what you do makes a difference. It does. William James

It is our attitude at the beginning of a difficult task which, more than anything else, will affect its successful outcome. William James

Whether you think you can or you think you can't, you're right. Henry Ford


Strive not to be a success, but rather to be of value. Albert Einstein

It is your attitude, not your aptitude that determine your altitude. Zig Zigler

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