Nursing Workforce Center Transformation

“Collaboration + Cooperation + Communication = Success”

The National FORUM of State Nursing Workforce Centers
April 2016

Presented by
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Objectives

- Learner will be able to identify changes implemented within the nursing workforce center to make it more effective and successful.
- Learner will be able to discuss and articulate which strategies may be applicable within their own state’s nursing workforce center.
- Learner will gain insight to lessons learned regarding the Action Coalition as part of the nursing workforce center transformation.
Who We Are

- Formerly the California Institute for Nursing and Health Care
- California’s Nursing Workforce Center
- Lead State-wide Initiatives to Promote Nursing’s Contributions to Health
New Name, New Direction

Mission Statement
To enhance the well-being of Californians through innovation, inter-professional leadership, and nursing excellence

Vision
Transforming nursing to advance the health of Californians

Value Statement
Authentic leaders committed to inclusivity, collaboration, and stewardship
New Name, New Direction

• Unique value of Nursing
• Identify trends
• Design and create practical solutions
• Collaborate with wide range of partners
HealthImpact Program Work

- Nursing Education Plan
- Academic Progression Model
- RN Transition Programs
- New Roles for Nurses
- Clinical Faculty Development
- California Simulation Alliance
Transformation – More Than a Name Change
Drivers for Change

- Cumbersome Name
- Lack of Name Differentiation
- Confusion for Non-stakeholders
- Emphasize Mission
- New Partnerships
- Financial Structure Vulnerability
- Communication Improvements
Timeline

- **Original Schedule**
  - August 2013 – August 2015

- **Modified Schedule**
  - October 2013 – September 2015

- **Complete**
  - May 2016
Two Major Components

Sustainability

Communication
Sustainability
Sustainability

- Historical Review
- Current Market
  - Interviews
  - Surveys
  - Secondary Research
- Unique Value Statement
Value Proposition

Recognized as a neutral, state-wide, consensus-driven, expert-based resource; providing leadership, support, and tools as the health system shifts from “providing care” to “managing health”.

Social Impact

| Grounded in the Mission – “Enhance the well-being of Californians through innovation, interprofessional leadership, and nursing excellence” |
| What difference does HealthImpact make? |

| Outcomes |
| A measurable increase in competence and preparation for interprofessional care delivery, advanced through nursing |
| A measurable improvement in nurse preparation to serve in optimal roles throughout their careers |
Business Model Overview

Key Partners

Key Activities

Unlocks Value We Bring

Community Relationships

Community Segmentation

Key Resources

Ways of Connecting

Cost Structure

Revenue Streams

Sustainability Model Generation Canvas

Interviews and Customer Network Analysis, Value Propositions, Business Model Mapping, and Value Proposition Canvas. For more information, visit the Business Model Canvas website: [www.businessmodelcanvas.com](http://www.businessmodelcanvas.com).
Offerings and Audience

Trend Identification and Analysis / Pilot Program Testing

Toolkits and Technical Assistance
- Earned/Fee-based

Grants
Partners/Sponsors (Earned)

Leadership Services
- Earned/Fee-based Partners/Sponsors
- Grants
- Pro bono
## Market Segmentation

<table>
<thead>
<tr>
<th>PRODUCTS AND SERVICES</th>
<th>DESCRIPTION</th>
<th>AUDIENCE</th>
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<tbody>
<tr>
<td><strong>Trend Identification and Analysis</strong></td>
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<td>Centralized Clinical Placement System – Redesign (Funding source identified and being pursued in partnership with FCCC) <em>(NEW)</em></td>
<td>Coordinate input from California users to update existing web-based system to manage clinical placements, making a 10-year-old program more current and user-friendly, and expanding to include placements in non-hospital settings and allied health student placements.</td>
<td>Foundations, expanding to nursing and allied health decision-makers in schools and non-acute settings.</td>
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<td>Virtual Preceptor Pilot (Funding secured through Moore Foundation) <em>(NEW – in development)</em></td>
<td>Develop and test an online product to prepare RNs to work in rural or community-based settings where an RN preceptor may not be available onsite – to be possibly used in conjunction with RN Transition Programs.</td>
<td>Clinical sites, grantors for expansion work, associations, regulation/policy makers, action coalitions and workforce centers.</td>
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<td>White Paper: Interprofessional Education and Collaboration <em>(NEW)</em></td>
<td>Convene stakeholders across California to create a statewide strategy and recommendations for moving health care education and practice to a more interdisciplinary, team-based approach.</td>
<td>Foundations as primary target for funding, then broad across health professions within academia and various practice settings, associations, possible industry partners in CA to start, then expanding.</td>
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<td>Interprofessional Education and Collaboration Pilots <em>(NEW)</em></td>
<td>As an outcome of the IPE/C White Paper, identify practical applications for implementing recommendations within specific education and practice</td>
<td>Foundations as primary target for funding, then broad across health professions within academia and various practice settings, associations, possible</td>
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Resources, Capacity and Staff

- Time
- Expertise
- Technology
Shift in Economic Logic Model
Communication & Marketing
Climate

- Healthcare System Transformation – greater interest in keeping people healthy
- Expanding Mission to Interprofessional Leadership
- Past Accomplishments – provide platform for future
- New initiatives, services, and products
Refreshed Brand

- Promise: *We mobilize the power of nursing for better health*
- Values: *Inclusive leaders*
- Personality: *Accomplished, unifying, forward-thinking*
A New Name and Look

HealthImpact
Optimizing health through nursing
Messaging

- Audience Differentiation
- Databases
- Call to Action
- Timing
- Newsletters and E – messaging
- Annual Report
- Social Media
- Website
Some Examples

2014 ANNUAL REPORT

Dear Colleagues,

The California Institute for Nursing and Health Care (CINHC) was incorporated in 2001 as a not-for-profit organization to provide a forum for which stakeholders could improve the health of Californians through focus on the state’s nursing workforce. Year-end is a time to reflect on the accomplishments of 2014 toward this goal, and focus on the year ahead.

We are pleased to share our work over the past year, and, as you review this report, please be thinking about how you might be able to work with us around important initiatives moving forward. Our Board of Directors is continually focused on how we might increase our effectiveness relative to our mission, vision and values.

Mission
To enhance the well-being of Californians through innovation, interprofessional leadership and nursing excellence

Vision
Transforming nursing to advance the health of Californians

Values
Authentic leaders committed to inclusivity, collaboration and stewardship

2014 highlights include:
Continued focus on supporting diverse students to be successful in their academic programs through a specific mentoring program with partner schools in Southern CA
Continued focus on increasing the number of men in nursing through support of the American Assembly of Men in Nursing
Strengthening academic progression in nursing through the California Collaborative Model of Nursing Education, including development of a toolkit
Developing an RN Role Transformation Tool to assist nurse leaders in planning for the workforce changes associated with health care reform
Continued discussion and strategizing related to new roles for nursing as health care shifts from providing care to managing health
Support of Transition to Practice (T2P) programs, which provide support to new graduate RNs through academic-service partnerships
Providing simulation education and support through the California Simulation Alliance
Partnering with the Foundation for California Community Colleges to begin a renovation of the Centralized Clinical Placement System (CCPS) to make it more user-friendly and responsive to changing clinical placement needs
Integration of the work of the California Action Coalition (CA AC) into the work of CINHC to strengthen the overall impact in California
Creating a sustainability plan for CINHC, which will carry us into the future through a new economic logic model
Completed a survey of the hiring experiences of new graduate RNs in partnership with the UCLA School of Nursing, the BRN, and
Flyers

RN Transition Programs

RN Transition Programs are a unique model for preparing new graduate and experienced nurses for the demands of a changing environment, with nurses taking on new roles, and job opportunities in areas where shortages are emerging. The programs differ from traditional new graduate or senior programs provided by employers or employers in the hospital setting. In partnership with the University of San Francisco, a simulation specialist teaches the program participants through a series of lectures, focusing on the skills and knowledge necessary to succeed in the workforce. Program participants are enrolled in the program through the nursing school, in a special education setting, with the school covering the costs of the program and the students.

Since launching the program in 2010, 39 California nursing schools have provided a program, with the number of participating schools increasing each year. The program has been replicated across the state and has generated national interest.

In 2016, we anticipate that the RN Transition Program model will be available in programs specifically for emerging roles in healthcare, such as nurses for women and children, as well as in the fields of mental health, geriatrics, and Spirituality. Nurses for women and children, who have a high demand for experienced nurses in the field of pediatrics.

Articles published in 6 peer-reviewed journals since 2014

7 articles published in 6 peer-reviewed journals since 2014

To be released in 2016

Chapter update on RN Transition Programs in a nursing leadership textbook

Read articles online at http://healthimpact.org/2016/03/rn-transition-program-publication/
Website

Formerly the California Institute for Nursing & Health Care (CINHC)

HealthImpact
Optimizing health through nursing

Stephanie's Story
Given the rapidly changing health care delivery environment and competing priorities, Stephanie Leach of Kaiser Permanente agrees on the collaborative approach to care delivery transformation to meet consumer needs.
Newsletter

HealthImpact Newsletter
Volume 4, Issue 1

(Formerly the California Institute for Nursing and Health Care - CNHC)

To enhance the well-being of Californians through innovation, interprofessional leadership, and nursing excellence.


HealthImpact keeps nurses informed and involved as we re-envision ways teams can partner with consumers to improve their health during this period of massive transformation in healthcare. We identify trends and create programs that connect nurses to evolving health positions as part of interprofessional teams - ensuring a better future for all. We continue working with our partners to advance innovative and practical solutions.

Nursing News & Updates

Greetings! Here’s what’s included in this HealthImpact newsletter:

- New Name, New Direction
- Impact高いRate Nursing Workforce Changes
- HealthImpact Leads Name Change Workshop
- Mark Your Calendar - Public Health Nursing Symposium - May 2016
- CA Action Coalition Report Details Successes, Points to Future
- Research and Planning for Nursing Innovation Pitchout Conference
Merging *HealthImpact* & the California Action Coalition
Everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health.
Education

- 80% BSN by 2020
- Transition to Practice
- Double Doctorates
- Lifelong Learning
Leadership

• Nurses on Boards
• Mentorship
• Emerging Leaders
• Leadership Development
Opportunity

Problem:
Fragmented Work
Diluted Value
Confusion

Solution:
Increased Awareness
Leverage Talent and Resources
Consistency
To effect change in an evolving health care landscape the nursing community must build and strengthen coalitions with stakeholders both within and outside of nursing.
Future of Nursing

Mission Statement
To enhance the well-being of Californians through innovation, inter-professional leadership, and nursing excellence

Campaign for Action | Summit 2015
Leading Change & Building Healthier Communities
Culture of Health Framework:
More Than a New Look - Transformation
Thank you!

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