

# THE FUTURE OF NURSING

## ANNUAL REPORT 2019



**PENNSYLVANIA  
ACTION  
COALITION**

A healthy PA through nursing





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# ***FUTURE OF NURSING INITIATIVES***

## *Increasing **Diversity** in Nursing*

By increasing diversity throughout the healthcare and nursing workforce, we endeavor to ensure that all Americans have access to high-quality, patient-centered care in a healthcare system where nurses contribute as essential partners in achieving success.

## *Transforming Nursing **Education***

Nursing education should encourage continued lifelong learning and include opportunities for seamless transitions to higher-degree programs. Increased educational opportunities allow nurses to further develop their skills in providing high-quality care, effectively communicate goals, and contribute to research and programming to advance healthcare safety.

## *Promoting Nursing **Leadership***

Strong leadership is a critical component of a transformed healthcare system. The nursing profession must produce leaders who can serve as partners with other health professionals and be accountable for their own contributions to delivering high-quality care.

## *Advancing Patient Safety in Nursing **Practice***

Nurses should be at the forefront of redesigning healthcare to improve patient safety and expand the accessibility of care. Creating opportunities to disseminate interprofessional collaboration and encourage innovation will build a healthcare environment that is safer and more responsive to the needs of patients and their families. Additionally, increasing consumer access to high quality care by removing the scope-of-practice barriers allows nurses to contribute to a patient-centered, seamless, and more advanced healthcare system.

## *Implementing Nurse **Residency** Programs*

Nurse residency programs assist in preparing nurses to transition from the role of a student nurse to the role of a professional registered nurse into clinical practice. Evidence shows that completing a nurse residency program provides new nurses with the necessary skill set and knowledge to provide safe, high-quality, patient-focused care.

# LETTER FROM LEADERSHIP

Dear Colleagues,

The Pennsylvania Action Coalition (PA-AC) is thrilled to share the following highlights from 2019 with you. With *The Future of Medicine: Leading Change, Advancing Health* (2011) as our blueprint, we convene stakeholders from across disciplines to build a healthier Pennsylvania through nursing leadership.

2019 was a particularly exciting year because the PA-AC stood at the forefront of conversations with the Center to Champion Nursing in America about how the nursing profession can be positioned to lead healthcare transformation through the next decade. Philadelphia was selected as one of three cities to host a Town Hall meeting for the National Academy of Medicine (NAM) Committee on the Future of Nursing 2030. On July 24, more than 300 stakeholders from across the region convened to discuss strategies in reducing health disparities and amplifying the voice of nurses. In partnership with this event, the PA-AC hosted a Summit to identify priorities in our state and share updates from our initiatives.

As the NAM Committee is writing its next *Future of Nursing* Report to be released by the end of 2020, the PA-AC has been busy in building upon its current projects and creating new opportunities. In 2019 we released a new podcast entitled *At the Core of Care* that showcases stories of nurses' creative efforts in addressing complex healthcare needs of their patients and advocating for their communities. Through the PA-AC's partnership with Vizient, Inc, we increased the number of hospitals with the Vizient/AACN Nurse Residency Program™ to 83 in PA. In addition to this expansion, the PA-AC hosted several in-person and online meetings for residency coordinators to share resources across the state. In addition, the PA-AC grew its educational progression efforts and capacity to serve as a leader for nursing schools to advance the diversity of its students.

Our success is based in our relationships and the tireless dedication of our stakeholders. Collaborating across academia, government, healthcare administration and delivery, community and professional organizations, and non-profit and for-profit companies will develop the infrastructure necessary to create a culture of health. We are looking forward to a pivotal next decade!

Sincerely,



*Sarah Hexem Hubbard*

Sarah Hexem Hubbard  
Executive Director



*Joseph P. Napolitano*

Joseph Napolitano  
Chair, Executive Committee

# COMMUNICATIONS

## Email Newsletter

The PA-AC distributes a monthly email newsletter through Mailchimp. It is our main form of communication and continues to be one of the most successful platforms to reach our supporters. The number of subscribers grew 10.93% in 2019, and the rate at which our emails are opened and clicked is equal to or greater than the industry average.

- **114** new subscribers
- **28,631** emails delivered
- **21.7%** open rate (industry average = 21.7%)
- **3.3%** click rate (industry average = 2.5%)

## Social Media

The PA-AC has active Facebook and Twitter social media accounts to promote PA-AC events and other news about partners. Our social media reach and engagement increases every year, and 2019 was no exception.

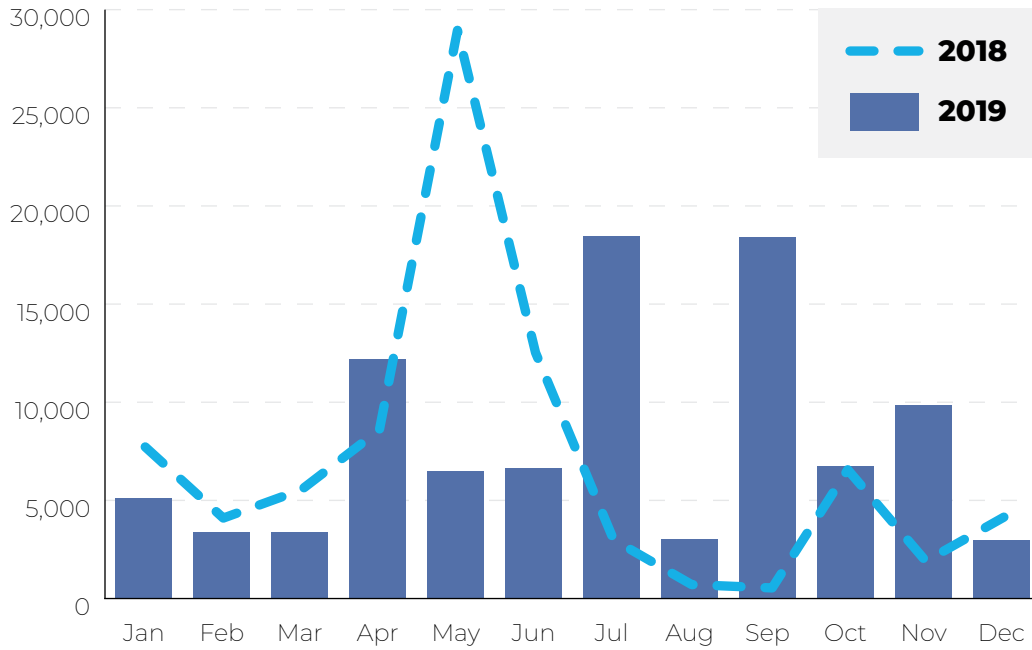
- **108,800** impressions
- **26.8%** increase from the previous year
- **4.4%** more followers

## Website

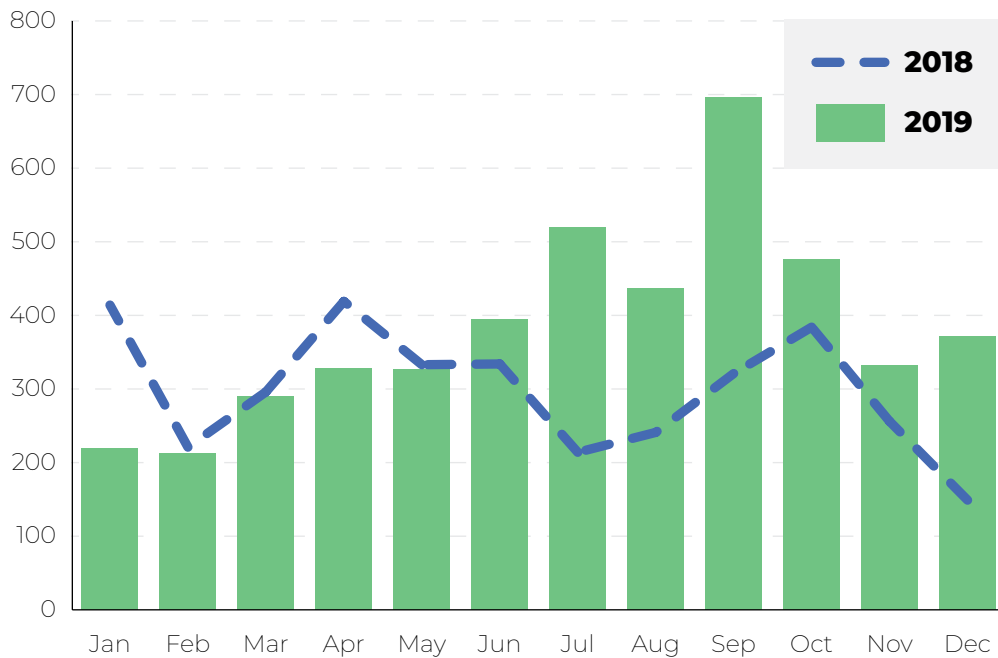
In 2019 the PA-AC website was redesigned to serve as a cohesive, centralized digital tool to share news and events. The latest PA-AC website also features our podcast series, *At the Core of Care*, and includes a Resource Library with archived materials and resources.

- **4,354** users
- **5,891** sessions
- **14,206** pageviews

## PA-AC Social Media Users, 2018 & 2019



## PAACTIONCOALITION.ORG Website Users, 2018 & 2019



# AT THE CORE OF CARE

*Initiatives Covered: DIVERSITY, EDUCATION, LEADERSHIP, PRACTICE*

In 2019 the PA-AC released a new podcast series, *At the Core of Care*. This podcast highlights the creative efforts of nurses and their partners to meet the health and healthcare needs of their patients and the communities that they serve. Through a focus on the consumer experience of care, the podcast showcases stories of nursing leadership, practice, innovation, and diversity.

Funding was provided by AARP and the Robert Wood Johnson Foundation as part of the Future of Nursing: Campaign for Action Innovations Fund. The PA-AC partnered with Kouvenda Media, a social change multi-media production company, to facilitate all interviews with project partners who are featured in the podcast series.

## **Episode 1: Sexual Assault Nurse Examiners (573 plays in 2019)**

The first episode shines a spotlight on Sexual Assault Nurse Examiners in Pennsylvania. A limited number of healthcare providers are trained to do this tough job, which requires a timely and skilled healthcare response that addresses physical and mental health. Examiners must be trained on forensic and legal components so they can collect evidence that can hold up in court. An innovative program out of Penn State University, the SAFE-T Center, closes a gap in services offering telehealth support to medical practices in rural and underserved areas.

## **Episode 2: Breastfeeding Support at the Philadelphia Nurse-Family Partnership (359 plays)**

This episode focuses on breastfeeding from the perspective of two mothers who candidly shared their daily challenges and how their relationship with their nurse helped them. The episode includes the voices of public health nurses from the Philadelphia Nurse-Family Partnership, who are directly involved in patient care and offer support for new mothers who are struggling with breastfeeding.

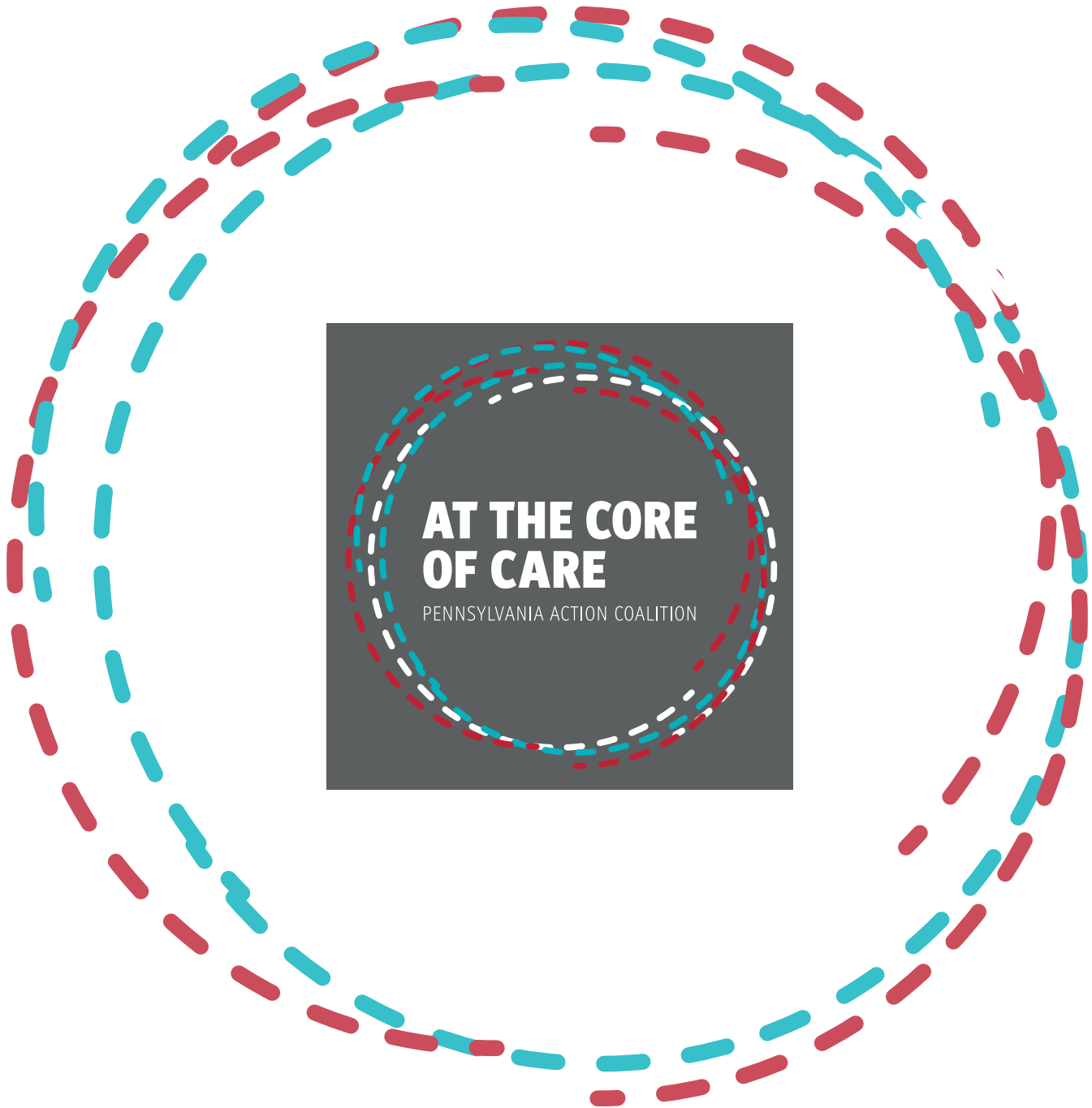
## **Episode 3: The Fight for Full Practice Authority (259 plays)**

This episode highlights the fight in Pennsylvania for full practice authority. Nurse practitioners are educated and trained to provide primary care services, but state law creates barriers for them to care for patients. Pennsylvania has some of the best nursing schools in the country. Why doesn't the state allow graduates to practice to the full extent of their education? Nurse practitioners across Pennsylvania have fought for years to modernize the state's nursing law. In this episode we spoke to nurses as they gathered in Harrisburg to meet with lawmakers and advocate for themselves and their patients.

## **Episode 4: Pediatric Home Care for Medically Complex Children (248 plays)**

This episode was designed in partnership with the Health Promotion Council (HPC), a statewide community organization with a program spanning thirty-one counties that connects families of children with technology-assisted needs to service providers. This episode takes place in Lancaster County, Pennsylvania and features the perspective of an individual with experience on both sides of the issue — as the mother of a child with technology-assisted needs and as a nurse who now works for HPC to provide these services to other families. Her unique perspective allows her to identify opportunities for systemic change and use her background to improve the experience of other families.





**AT THE CORE  
OF CARE**  
PENNSYLVANIA ACTION COALITION



# ***FUTURE OF NURSING 2020-2030***

*Initiatives: DIVERSITY, EDUCATION, LEADERSHIP, PRACTICE, RESIDENCY*

## **Philadelphia Town Hall and PA-AC Summit**

The National Academy of Medicine Committee on the Future of Nursing 2030 organized a Town Hall in Philadelphia, PA on July 24, 2019 to discuss “Payment and Care for Complex Health and Social Needs.” This was the second of three Future of Nursing 2030 Town Halls led by the National Academy of Medicine. The first town hall was held in Chicago on “Education, Research, and Practice” and the third was held in Seattle on “High Tech to High Touch.”

Following the Town Hall, the Pennsylvania Action Coalition hosted a Summit to debrief on the themes presented and update stakeholders on the work in which we have been engaged in the last year. Discussions circled around how nurses are responding to the state of health, population health, social determinants, and healthcare innovation. The PA-AC was the only Action Coalition to host a Summit in partnership with a Town Hall.

Speakers included Joseph Napolitano, Lorina Marshall-Blake, Pamela Mattel, Lisa Davis, Michael Becker, Amy Ricords, Jillian Bird, Valerie Caraballo, Nate Bronstein, Jennifer Horn, Kelly Gallagher, Mary Jean Osbourne, Zaharaa Davood, and Monica Harmon.

The PA-AC also hired a graphic recorder from Breakthrough Visuals to illustrate the main points of discussion at the Summit.

## **Nursing Students’ Vision for the Future of Nursing 2020-2030 Report**

The Pennsylvania Action Coalition, along with the Student Nurses’ Association of Pennsylvania, conducted a survey to provide nursing students with a platform to share their opinions in response to the Future of Nursing 2030 Philadelphia Town Hall. Respondents expressed their feelings of empowerment as nursing students, their ideas about the roles that nurses should play by 2030, and questions or comments they had for the Future of Nursing 2030 Committee. 70 nursing students from 15 schools across the state shared what they envision for the future of nursing.

Results were presented in the Nursing Students’ Vision for the Future of Nursing 2020-2030 Report. In addition to the survey results, the report includes recommendations for the Future of Nursing 2030 Committee for nursing education based on student responses and input.

Recommendations:

1. A more well-rounded and affordable nursing education that prepares students for the future
2. Increased autonomy of the nursing profession while improving work conditions
3. Expanded opportunities and acceptance for nurses beyond bedside nursing
4. Promotion of nurses working in the community to improve care coordination
5. Transparency on how nursing students can get involved and help shape the future of nursing

With this report, we hope to ensure that nursing students’ voices are heard and to empower them as the next generation of nurses.



# DIVERSITY COUNCIL

*Initiatives: DIVERSITY, EDUCATION, LEADERSHIP, PRACTICE*

To address the gap in diversity in nursing, the Nurse Diversity Council created a Toolkit for Diversity and Inclusion Efforts in Nursing Schools and created the PA-AC Cohort of Exchanged Learning, a pilot mentorship program with nursing students from Lincoln University. This initiative was spearheaded by Nurse Liaison, Melanie Mariano BSN, RN-BC.

## **Toolkit for Diversity and Inclusion Efforts for Nursing Schools**

Evidence has suggested that the gap in diversity in nursing is related to the lack of support in nursing programs for both students and faculty. In an integrative review, common barriers to success for minority nursing students included inadequate emotional support, insufficient academic advising, and a lack of program mentoring.

This toolkit provides guides and resources to help nursing schools across the state develop new or bolster current diversity and inclusion efforts for underrepresented undergraduate and graduate students, staff and faculty.

Diversity encompasses any dimension of human differences or similarities, including but not limited to cultural, cognitive, and social variables that differentiate groups or people from one another.

## **NAHN Gala**

The National Association of Hispanic Nurses (NAHN) Philadelphia Chapter is a non-profit, national organization of nursing professionals in Philadelphia and surrounding areas. On October 18, 2019 Sarah Hexem Hubbard attended NAHN's Annual Scholarship and Awards Gala in support of their efforts to award merit-based scholarships to Hispanic students pursuing a profession in nursing. The PA-AC proudly supports NAHN's mission to provide healthcare education, wellness, mentorship, leadership, and support to help nursing students improve the healthcare of our communities.

## **Latino Health Summit**

The PA-AC supported the 2nd Statewide Latino Health Summit on April 17 in York, PA. Hosted by Latino Connection in partnership with the PA Commission on Latino Affairs and the PA Department of Health, the Latino Health Summit is designed to gather hundreds of experts and organizations statewide to address the health disparities affecting the Latino community.



# RESIDENCY

*Initiatives: DIVERSITY, LEADERSHIP, PRACTICE, RESIDENCY*

## PA Nurse Residency Collaborative (PA-NRC) Activities

Through its partnership with Vizient, Inc., the PA-AC provides programming and ongoing support to hospitals through the PA Nurse Residency Collaborative (PA-NRC). The PA-NRC offers the Vizient/AACN Nurse Residency Program™ (NRP) at a discounted rate as well as state-wide in-person and online networking opportunities and communications.



## Increase in Hospitals with the NRP

Throughout 2019, the PA-NRC expanded to include several new health systems. The PA-NRC increased to 80 hospitals in Pennsylvania with the NRP. PA-AC Director of Nursing Professional Advancement, Amy H. Ricords, MEd, BSN, RN-BC led implementation trainings for the NRP for Jefferson Northeast.

## PA-NRC Meetings

The PA-NRC provides support for hospitals by hosting in-person meetings to share NRP resources and best practices. On January 25, the PA-NRC held its Winter Meeting at Allegheny Health Network in Cranberry Township. 35 members attended to learn about evidence-based practices.

The PA-AC travelled to Orlando, Florida to attend the Vizient Annual User Meeting from March 11-14. 34 PA-NRC representatives attended a networking meeting. The PA-NRC was also chosen to present “Bringing the Institute of Medicine Report to Life: A Statewide Nurse Residency Program for All” during the coordinator poster session. Several health systems were showcased on a national stage for their creativity and innovation in their NRPs.

On June 28, 30 members joined the PA-NRC for its Summer Meeting at UPMC Altoona to discuss best practices in ethics relating to academic preparation, specifically end of life care, and nurse residency.



## PA-NRC Summit

On September 26, the PA-NRC hosted its second leadership summit entitled “The Subtle Side of Leadership: Change Management, Resiliency, and Influence” in collaboration with the annual Pennsylvania Organization of Nurse Leaders’ Nursing Leadership Conference in Harrisburg, PA. Participants learned how leadership in direct-care nursing can lead to innovations addressing quality and safety objectives in their institutions. 60 stakeholders attended the event. The agenda included presentations from Jeff Doucette on “Lead or Get Out of the Way! Creating the Next Generation of Nurse Leaders,” Paula F. Coe on “Resiliency in Nursing Leadership,” and from Marianna Stoneburner on “An Essential Leadership Tool: The Use of Influence.” Additionally, 10 nurse residents from hospital systems across the state were selected to present abstract “spark presentations” from their Evidence-Based Practice Projects.



## Improving Retention and Patient Outcomes through a Transition to Practice Program

As part of the Future of Nursing Webinar Series hosted in partnership with the Pennsylvania Organization of Nurse Leaders, the PA-AC held its fourth webinar entitled “Improving Retention and Patient Outcomes through a Transition to Practice Program.” Held on November 13, the webinar included an overview of the PA Nurse Residency Collaborative and the importance of Nurse Residency Programs, spotlights on specific programs, using data to improve outcomes, and the importance of organizational leadership.



# LEADERSHIP

*Initiatives: DIVERSITY, LEADERSHIP, PRACTICE, RESIDENCY*

## Nurses on Boards Coalition

As the designated state liaison to the Nurses on Boards Coalition (NOBC), the PA-AC receives quarterly data on the current numbers of nurses serving on boards in PA and those who are interested in doing so. As a part of this effort, the PA-AC promotes leadership opportunities for nurses and supports the strategy of the NOBC to create healthier communities through nursing leadership. With the national goal of counting 10,000 nurses by 2020, the PA-AC highlights open board opportunities in its communications and shares the goals of the NOBC at its events.

## PONL Conference

The PA-AC works with the Pennsylvania Organization of Nurse Leadership (PONL) on several initiatives. Held in Harrisburg, PA September 26-27, 2019 the PA-AC supported PONL's Annual Nursing Leadership Conference.

## Nightingale Awards

The PA-AC was proud to sponsor the 30th Annual Nightingale Awards of Pennsylvania Gala held on November 8, 2019 in Hershey, PA.





# EDUCATION

*Initiatives: DIVERSITY, EDUCATION, LEADERSHIP, PRACTICE*

## PA Academic Progression in Nursing (PAPiN)

The Institute of Medicine (IOM) report, *The Future of Nursing: Leading Change, Advancing Health*, recommended that nurses achieve higher levels of education through an educational system that promotes seamless academic progression. The goal set forth in the report was to achieve an 80-percent baccalaureate-prepared nursing workforce by 2020 (Institute of Medicine, 2010). Registered Nurses enter the profession from a variety of access points: Licensed Practical Nurse (LPN) progression programs; generic pre-licensure programs in diploma, associate degree, and baccalaureate programs; accelerated baccalaureate programs for graduates of non-nursing disciplines; and entry-level master's programs. All the entry points contribute to the supply of Registered Nurses available to meet the nation's need for nursing care. The Tri-Council for Nursing (2010) encourages "all nurses, regardless of entry-point into the profession, to continue their education in programs that grant baccalaureate, master's, and doctoral degrees."

A variety of nursing educational programs exist in Pennsylvania, resulting in a nursing workforce which includes a large percentage of non-baccalaureate prepared nurses. Current pre-licensure educational programs, approved by the Pennsylvania State Board of Nursing (PA-SBON), include sixteen (16) Diploma, twenty-five (25) Associate Degree, and forty-four (44) Baccalaureate Degree RN programs and fifty-five (55) Practical Nursing Programs (PA-SBON, updated 9/29/2019). As a result of these recommendations and state diversity, PAPiN has spent 2019 revising the state's 1994 articulation model to help achieve these goals. This revised whitepaper describes the current state and barriers to articulation in PA but also makes recommendations to streamline the academic progression process.

Although PA has not met the IOM recommendation of an 80% BSN prepared workforce by year 2020; we must continue to pursue the goal.

PAPiN intends to share their work at The Pennsylvania Higher Education Nursing Schools Association (PHENSA) 2020 Spring meeting. From there, the two groups will create a communication plan for the distribution of these recommendations.



# Advisory Board

Joseph Napolitano	The Dorothy Rider Pool Health Care Trust	<i>Chair</i>
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# Acknowledgments

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