

NEWS FOR TODAY'S HEALTHCARE EDUCATORS



WISCONSIN SOCIETY FOR HEALTHCARE EDUCATION AND TRAINING

www.wisnet.org

Editor: Carol Aslesen Email: aslesen.carol@mayo.edu

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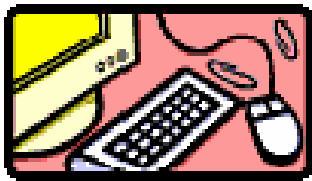
Upcoming Health Literacy Summit
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Speaking of analogies, “Web Gems” is a regular feature being introduced in this issue. Our first Web Gem is a compilation of medical analogies---great for helping patients understand difficult concepts.

Another opportunity for honing your patient education skills is the Health Literacy Summit, being held in Wisconsin Dells on June 21. The price right (It's FREE), and you can meet my favorite mentor there. Doris Doherty will be participating in the practitioner's panel discussion.

Editor's Excerpt

By Carol Aslesen



A favorite nurse, mentor, and role model of mine is Doris Doherty, Director of Patient Education for the Franciscan Skemp Healthcare System. I have the privilege of sitting on the Patient Education committee, which she chairs and have worked on several projects with her. Doris is also a Master Gardener. She does everything from personal gardening to working on the International Friendship Garden project in La Crosse. Have you ever noticed how many of us “educator types” are into gardening? Rather than list all the correlations, I will leave you to ponder those thoughts as you spend time in your garden this summer. Enjoy the colors, textures, smells, and sounds of nature. As you are invigorated, refreshed, and nourished in your spirit, draw some analogies between your passion for gardening and your passion for education.



My green thumb came only as a result of the mistakes I made while learning to see things from the plant's point of view. ~H. Fred Ale~

Health Literacy Summit June 21, 2007 FREE

**Chula Vista Resort
2501 River Road
Wisconsin Dells, WI 53965**

8:00 a.m.-9:00 a.m. Check in/Poster Sessions
9:00 a.m.-4:00 p.m. Summit

Please register on-line:

www.wisconsinliteracy.org/events/healthliteracysummit07/registration

log-in: guest

password: health

Speakers

Marsha Tait, ProLiteracy America

Dr. Paul Smith, UW Dept. of Family Medicine

Workshops

Health Literacy Curriculum

Creating Documents for Low-Literate Adults

Practitioner's Panel Discussion

Questions

Call Wisconsin Literacy at 608-257-1655

or email : questions@wisconsinliteracy.org

An Intelligent Guide to Evidence-Based Practice and How You Can Succeed!

By Susan Nordahl

Dr. Herdman's keynote presentation at the 2007 WISHET Spring Conference was a very well-crafted introduction to the essentials of establishing a commitment to, and a program for, Evidence-Based Practice (EBP) across clinical disciplines as the standard for delivering quality healthcare.

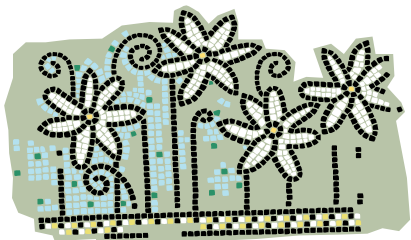
Dr. Herdman opened her presentation by clarifying what EBP is and is not. EBP *is not* research utilization or a quality improvement process. EBP *is* a problem-solving, decision-making approach to clinical practice that integrates the conscientious use of best available external clinical evidence from systematic research and analysis in combination with individual clinical expertise. She went on to explain that the overall aims of EBP are to:

- Standardize practice in line with the most current information (from statistical data-gathering and research analysis) and clinical expertise available.
- Maximize good clinical practice and eliminate "worst practices."
- Reduce clinical care costs.
- Implement quality care delivery.

These aims are directly in line with the 2004 ANA standards of practice, which state, in part, that nurses are to "utilize evidence-based assessment techniques, evidence-based interventions and treatments specific to the individual patient." This requires that access to current, updated, databases is readily available *and* utilized by not only nurses, but all clinical care providers.

A few of the most relevant high points in support of establishing EBP, as shared by Dr. Herdman are:

- Patients treated with EBP modalities have 28 percent better outcomes than patients receiving non-research based care.
- EBP consistently produces higher patient satisfaction scores.



- EBP produces higher nurse satisfaction scores. It lets nurses control/develop their own practice which results in higher morale and less turnover.

The rest of the presentation focused on:

- Detailing the five fundamental steps for implementing EBP within an organization.
- Identifying and establishing the essential EBP resources within the organization.
- The role of EBP facilitators.
- The key steps to searching for and accessing EBP resources in the clinical setting, also called the PICO approach. When you ask a “burning” clinical question, identify the **P**opulation of interest, the **I**ntervention of interest, the **C**omparison of interest, and the **O**utcome of interest.
- Ways to educate and energize clinical care providers on using/referencing/promoting available EBP resources consistently as they deliver care to each and every patient.

In closing, Dr. Herdman encouraged anyone who wants to pursue additional information, questions or other issues related to EBP, to contact her using the following information:

T. Heather Herdman, Ph.D.-Nursing Science
Executive Vice President
MedFOCUS Research
Matousek & Associates, Inc.
1270 Main Street, 3rd Floor
Green Bay, WI 54302
(920) 436-4647
hherdman@matousekandassociates.com

Following the key note address, Pat Trapp did an EXCELLET job of facilitating small work groups and networking sessions at the Spring Conference. I was wonderfully impressed with the small group strategies for addressing "ways to implement three of the key elements from the EBP presentation." After discussing and recording our feedback on each of these issues, Pat Trapp photocopied the remarks and sent a copy of each home with every attendee. As a result, we all had terrific information in hand, to reflect on and use for future endeavors related to EBP in our home agencies!!!! Pat also did a super job of engaging us in another networking activity after lunch. We split into assigned groups to discuss "how to effectively model education at my

facility." The discussion included describing each participant's role with education and the current state of education efforts at their home agency.

Sue Nordahl is the Education Manager at Black River Memorial Hospital in Black River Falls. She can be reached at: nordahfs@brmf.net

Web Gems

By Carol Aslesen

Share the wealth with WISHET members by submitting a web site that has been a “gold mine” of information or offered you a “rare nugget” to use in your role as an educator. In each issue, a web site will be featured. Please submit your favorite web site to Carol *any time* by emailing aslesen.carol@mayo.edu. When it is included in the newsletter, you will receive two WISEHT points. Fifty WISHET points can be redeemed toward membership or conference registration.



We all are familiar with the analogy, “The heart is like a pump,” but there are a wealth of analogies that you can use to help explain difficult medical concepts to patients. Medical analogies are a valuable tool to bridge the gap between clinician and patient. The goal of the Altoona List of Medical Analogies is to raise consciousness of this tool and to begin sharing the rich variety of analogies available. Visit www.altoonafp.org/analogies. The list starts with a caution, “*A good analogy is like a car. If you take it too far, it breaks down.*” The list is categorized by topics in alphabetical order; starting with adherence—“taking medicines is like watering a garden,” and ending with urological—“a TURP is like a roto rooter.” A brief explanation of each analogy is included. You can also submit your own analogies. The site is maintained by Altoona Family Practice, Altoona, Pennsylvania.

Business is "Raether" Innovative at Evergreen

Interview with Traci Raether

The WISHET roving reporter recently caught up with Traci Raether, Vice President of Quality and Organization Development at Evergreen Retirement Community in Oshkosh. Long time WISHET members will recall that Traci served on the WISHET board as President and Past President, from 1999-2002. Those who remember her energy, enthusiasm, and dynamic leadership will not be surprised to learn that she has recently played a big role in developing a new business at Evergreen. The Evergreen Innovations Network (EIN) was launched in early 2007 to foster partnerships and share innovations within the long-term care industry and the larger business community. Traci took some time to answer questions about the new venture:

What services does EIN offer?

Our goal is to make connections between people and organizations by providing education, research and consultation leading to 'real' solutions. 'Real' means tangible, actionable and valuable ideas and assistance. The services include:

- Education: seminars, workshops, conference presentations, contracted training and educational programs for businesses, book studies, site tours and coordinating professional networks.
- Research: connecting and coordinating researchers and organizations to encourage study and sharing of new knowledge; and putting links and networking opportunities on the EIN Web site focusing on creating connections for conducting research.
- Consultation: with individuals and/or organizations to develop real business solutions unique to each individual or organization.

Whose idea was it to launch EIN?

Two years ago, our new CEO at Evergreen wanted to launch a new business to provide education and consultation to other organizations. He asked if I was interested in developing and leading this new business venture. I have been at Evergreen for fifteen years, and a member of the senior leadership team for the last twelve years. My responsibilities include leading the quality program, human resources functions and staff education. The request matched my desire to help other organizations, so it was a perfect fit.

How long has EIN been in place?

I spent most of 2006 developing the plans for EIN. We sent out our first mailers and launched our first projects in early 2007.

What things has EIN done so far?

Since the inception of the EIN earlier this year, the Network has hosted a Future of Nursing Forum, a three-part Nursing Leadership Educational series, provided consultation for two corporations on Culture Change implementation and co-presented a Collaborative Research seminar at the joint national American Society on Aging/National Coalition on Aging Conference in Chicago.

How did you determine there was a need for these services?

Evergreen has long been recognized as being innovative and a leader in health care delivery and culture change. People from all over the United States and other countries have come to visit our organization, tour our facilities, and ask questions. EIN gives us a formalized structure in which to meet the demands for information/consultation.

What are the benefits of EIN to your organization?

It connects us to other organizations that are interested in quality and excellence, so it is mutually beneficial. We learn from them as they learn from us. In addition, it is a source of revenue for our organization.

How has your role changed since EIN was launched?

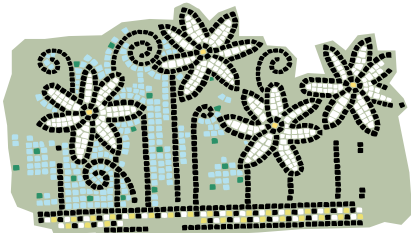
I have continued in the same role, as Vice President of Quality and Organization Development. I have a strong team, who are able to assume new responsibilities and have demonstrated great capability in the areas delegated to them. And now I am in the process of building a team who can support the work of EIN.

With my strong interests in staff education, human resources, nursing and health care, I truly enjoy the consultant role. I love being able to work with organizations to find out where they are at, where they would like to be, and helping them discover ways to get there. I have been consulting on resident-centered care and involving employees in teams.

How has WISHET membership played a part in your career development?

I am grateful for how I have benefited by my WISHET experience. I have been a member since 1994 and served on the Board from 1999-2002. The experience I gained as a Board member really helped to prepare me for this opportunity. I am looking forward to the Fall Conference, both as a presenter, and for the opportunity to learn more.

*For more information contact Traci Raether at Evergreen Innovations Network, 1130 North Westfield Street, Oshkosh, WI 54902
phone: 920-237-2130 www.eInnov.net*



The great aim of education is not knowledge but action.

~ Herbert Spencer ~

News for Today's Healthcare Educators, the newsletter for the Wisconsin Society for Healthcare Education and Training (WISHET), is published quarterly. Our mission is to contribute to and promote excellence in healthcare education and training through communication and accessible, cost effective educational programs resulting in personal and professional growth. Newsletter submissions are welcome. Email articles to the newsletter editor.

Past President: Pat Trapp, RN, MAE
Beaver Dam Community Hospital, Beaver Dam
Phone: (920) 887-5977
Email: ptrapp@bdch.com

President: Lori Hendricks-Soderberg, RN
W 8180 Pilz Rd
Browntown, WI 53522
Phone: (608) 966-4389
thesoderbergs@tds.net

President Elect: Pam Smits, BSN, BSE
Park View Health Center, Winnebago
Phone: (920) 235-5100
psmits@co.winnebago.wi.us

Secretary: Shirley Frost, RN, MSN
Berlin Memorial Hospital, Berlin
Phone: 920-361-5502
sfrost@partnershealth.org

CEU Director: Louann Mokwa, RN, BSN
Riverside Medical Center, Waupaca
Phone: (715) 258-1011
lmokwa@riversidemedical.org

Treasurer: Darlene Johnson, RN, BSN
Evergreen Retirement Community, Oshkosh
Phone: (920) 237-2134
Email: djohnson@EvergreenOshkosh.com

Newsletter Editor: Carol Aslesen, BSN
Franciscan Skemp - Sparta Campus
310 West Main Street
Sparta, WI 54656
Phone: (608) 269-2132
aslesen.carol@mayo.edu

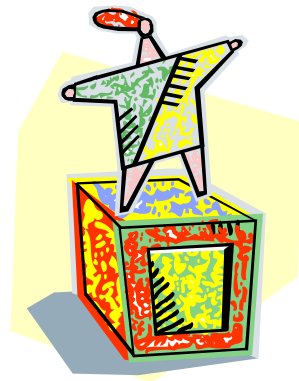
SAVE THE DATE!
WISHET FALL CONFERENCE
OCTOBER 11 & 12, 2007

Hawthorne Inn and Suites, Oshkosh, WI

Keynote Speaker Michele Deck

Creativity In A Box

Making Magic Happen



Presentations

- Leadership Management Development Web-Based Training
- Setting Up Learning Needs And Analysis
- Collaborative Research
- Creating Visually Appealing Presentations

Vendor booths

Door prizes

Watch for fliers and registration coming in mid June.