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Nursing Colleagues,

2017 has been a busy and productive year. Centra Southside nurses continue to excel as knowledgeable clinicians who provide high quality, professional patient care, despite some turnover/vacancy challenges. We are so proud of each of you. 2017 has also been a year where via social media, many of our colleagues feel that the bedside nurse is becoming a thing of the past. I don’t feel that the bedside nurse is “dying”, instead, the bedside nurse is evolving.

For years, we nurses have struggled with our identity. In the past, we have struggled with minimum entry requirements for the profession (we still are struggling with this) as well as opportunities to advance the profession outside of the bedside arena. Finally, we are at a place where nurses are valuable in multiple health care milieus. IT, Case Management, Discharge Planning, Performance Improvement and Navigation are just a few of the opportunities open to nurses. In addition, we are seeing more nurses at the bedside with advanced education. More of our colleagues are becoming Nurse Practitioners and CRNAs. How can this be a bad thing? We as a collective have been advocating to have nurses in roles that best serve patients in all health care settings. Guess what – we have gotten what we wanted. The domino effect is that, yes, nurses are leaving the bedside for these positions, and I say, “Good for them”.

Individuals joining the nursing workforce today do not necessarily have the same mindset of those who began their careers 20 or 30 years ago. Younger staff don’t always plan to be a bedside nurse for their entire nursing career. This is in contrast from those of us who never thought of doing anything other than bedside nursing. Younger nurses often go into acute care knowing that they quickly want to advance either their education or their professional opportunities. Why would we want to discourage that?

According to the Advisory Board, one-third of our bedside nurse work force is under the age of 35. Average bedside RN turnover rates are 12%, with a 25% turnover rate for all RNs new to an organization. This research-centered entity also states that the top 10 drivers that impact engagement for millennials is no different than for other generations. So how do we retain staff at the bedside? Through engagement. Who owns engagement? We all do.

Nurses in their respective departments are also responsible for engagement and retention. Consistent adherence to our pledge to patients, visitors and colleagues is key. If made aware of the behavior, leaders can hold staff accountable for incivility. But by this time, it may be too late. New nurses don’t have the “experience bank” that seasoned nurses have when dealing with difficult situations. One bad experience with a colleague, physician, patient or family member can be the deciding factor for a new nurse to leave the organization. We as a united nursing staff need to nurture, support and back our novice coworkers. Department teams own the retention of staff at the bedside as much as the leader does. If 12-hour shifts are problematic from a health or work-life balance standpoint, nurses have the responsibility to voice this concern.

You will be pleased to know that Centra participates in each of the following best practices that the Advisory Board recognizes with robust engagement programs:

1. New Nurse Residencies
2. Service Line Over-hiring (Clinical Readiness Teams)
3. Clinical Ladders
4. Stay Interviews
5. Active Shared Governance Structure
6. Robust Preceptor/Education Champion Programs

Yes, nursing is changing. I think that the changes we are experiencing can be seen as a win for nursing. We just need to be ready for them.

Claudia Meinhard, BSN, MHA, CENP
CNO/COO Centra Southside Community Hospital
800 Oak Street
Farmville, Va. 23901
434-315-2441
**MISSION**

Excellent care for life.

**VISION**

To be the most trusted provider of innovative healthcare.

**VALUES**

- INTTEGRITY & RESPECT
- PATIENT CENTERED
- TEAMWORK
- DRIVE FOR EXCELLENCE
VALUES

Patient Centered Care
Always puts the patients first; offers support and encouragement; listens to and keeps patients informed; involves patients in decisions that impact them; promotes a safe and positive environment at all times; partners with and advocates for community health.

Integrity & Respect
Treats others with respect; demonstrates open and honest communication; shows empathy and caring attitude; takes responsibility for one’s actions; addresses issues with tact and sensitivity; builds relationships based on trust; complies with policies and professional ethics.

Teamwork
Collaborates to achieve individual and team goals; offers to help; seeks and provides performance feedback; actively shares information; creates/models a positive work environment; engages with the local community.

Drive for Excellence
Pursues continuous improvement of self and the organization; takes initiative to solve problems; seeks innovative solutions to improve process and patient outcomes; anticipates and acts on needs/issues; consistently delivers high quality service to patients and colleagues; embraces change and demonstrates confidence, optimism and a can-do spirit.

PILLARS & TRUE NORTH MEASURES

Quality & Safety
- Reduction of patient harm events
- Reduction of readmission rates

The Centra Experience
- Emergency Department service excellence
- Responsiveness of staff

Growth
- Regional growth strategies in general surgery, neurosurgery, Farmville, Danville, Bedford and Gretna
- Fully execute our insurance strategy

Culture
- Employee wellness and safety
- Corporate-wide employee recognition process

Community
- Access to primary care
- Critical access initiatives

Finance & Efficiency
- Attain or exceed budgeted operating margin
- Operate at/or exceed productivity targets in each company/division

STANDARDS OF BEHAVIOR

Commitment to Patients & Visitors
- Serve with compassion.
- Communicate with clarity.
- Create a connection.
- Show integrity.

Commitment to Colleagues
- Exceed expectations.
- Lead by example.
- Be dependable.
- Build ONE team.
April 14, 2017 marked the official date of our Journey to Magnet Excellence with the intent to submit our Magnet Manual documentation February 1, 2019!

“The Magnet Recognition Program recognizes health care organizations for quality patient care, nursing excellence and innovations in professional nursing practice.”

Margaret L. McClure EdD, RN, FAAN “Mother of Magnet”

In 1983 she and 3 of her nursing colleagues performed research to understand what characteristics reduces turnover and increases nurse satisfaction. The study started with 165 hospitals only 41 qualified and participated. Her passion for the nursing profession and the affects that it has on patient outcomes is infectious!

She is a true inspiration in Nursing!!!!!
LEADING THE FUTURE IN NURSING

CSCH provides clinical learning opportunities for local nursing programs. Nursing students from Longwood and SVCC have clinical rotations within many of our nursing units. Our partnerships benefit the organization as well as the students. CSCH also offers the opportunity for senior nursing students to perform their senior practicum within our nursing units.
2017 Virginia Nurses Foundation
Leadership Excellence Award Finalist
Virginia Nurses Association
Claudia Meinhard MHA, BSN, RN, CENP, CNO and VP of Nursing

Advocates for and obtains resources which assist nurses in advancing the education with their BSN by working closely with the local Longwood University, which offers a RN to BSN bridge program.

Visionary she takes an innovated approach to the nursing practice, by collaborating with CSCH Nursing Shared Governance to form the Nurse Quality Case Peer Review Council.

Transformational leadership style provides several opportunities for communication between clinical staff to allow for improvements in practice environments.

Collaborative approach provides a foundation to instill teamwork throughout the organization beyond nursing with Operation Cambio.
STRUCTURAL EMPOWERMENT

2017 NURSING SHARED GOVERNANCE COUNCIL

Alison Bryant BSN, RN
BC-TMS Representative

Becca Johnson BSN, RN
ICU Representative

Brenda Ravagli BSN, RN,
CPN-Peds Representative

Charlotte Morris RNC-OB
OB Representative

Debra Patterson-Griles RN
CDU Representative

Mary Lord BSN, RN
TMS Representative

Megan Crickenberger BSN, RN,
CNOR-OR Representative

Stacy Bolt BSN, RN-Co Chair

Sam Elder BSN, RN, CEN
SDS Representative

Nina O’Brien RN
ER Representative

Melissa Cawley-Chambers BSN,
RN,-BC-Co Chair
POSITIVELY IMPACTING THE COMMUNITY

CSCH Nurses volunteer their time to positively impact the community we serve by providing education and resources. We are committed to provide patient/family/community centered care.
The UHC/AACN Nurse Residency Program at Centra is a yearlong program for new RN graduates to provide support and guidance into the workplace setting. The program will enable nurse residents to use effective decision-making skills, provide clinical nursing leadership, incorporate research-based evidence into practice, and strengthen professional commitment to nursing. This program aids them in transitioning from advanced beginner to competent professional. The yearlong program includes professional development resources for leadership, patient safety and outcomes and professional role.
The annual Nursing Career Fair provides an opportunity for individuals that are interested in entering the nursing profession to inquire and obtain information. There was over 60 attendees from area high schools, the general public and non-nursing employees. Representation from each nursing department, human resources and nursing schools to answer any questions. Those who attending also had the opportunity to go on a guided tour of the hospital.
CSCH Certified Nurses

March 19, 2017 was recognized by the AACN as Certified Nurses Day!

CSCH has over 125 certified nurses throughout the organization. These individuals show their commitment to their profession by obtaining a national board certification in their specialty. These certifications represent advanced skill and knowledge within their specialty. Certified nurses are engaged in clinical practice, education and research all to improve the care that they provide. Annually CSCH holds a “Certification Celebration” for all those who are certified to recognize each nurse for their commitment to their profession, colleagues and most importantly to their patients.
2017 Nurse Excellence Award Recipients

Keith Homan - Radiology
Partner In Caring Recipient

Melissa Jamerson RN-OB/Nursery
Rising Star Recipient

Sharon Jamerson BSN, RN/ER
Wisdom in the Workplace Recipient

Natalie Farmer BSN, RN-BC/TMS
Transformational Leadership Recipient

Stacy Bolt BSN, RN/ER
Structural Empowerment Recipient

Monica Ratliff BSN, RN CNOR/SDS
New Knowledge, Innovation Recipient

Kelsie Cawley BSN, RN
Exemplary Professional Practice Recipient
2017 Magnet Nurse of the Year
PROFESSIONAL DEVELOPMENT

Harriet Vincent BSN, RN, CEN was inducted into Sigma Theta Tau International
Robin Vaughan RN obtained her BSN
Tasha Newton RN obtained her BSN
Meagan Crickenberger BSN, RN obtained her CNOR
Andrew Elder LPN complete his First Assistant Program
Sherry Scott RN obtained her CNOR
Tiffany Daniel BSN, RN promoted to Surgical Services Operations Manager
Caitlyn Sprague RN obtained her BSN and promoted to ER Shift Manager
Robby Lewis BSN, RN promoted to ER Shift Manager
Kathleen Jones BSN, RN obtained her MSN
Patty Hill BSN, RN, CEN, CPEN obtained her MSN
Sarah Gray RN obtained her BSN
Brittani Hicks RN obtained her RNII
Brittany Murphy BSN, RN obtained her RNII
Robin Vaughan BSN, RN obtained her CNOR
Rose Payne BSN, RN obtained her MSN
Jackie Garrett RN obtained her BSN
Melanie Swanson BSN, RN obtained her MSN
Stephanie Spigler RN obtained her BSN
Kelli Baker RN obtained her MSN
Jennifer Jones NP obtained her ENP certification
Pattie Winborne RN-BC obtained her specialty certification
Koriella Benson RNA obtained her RN
Mary Lord BSN, RNA obtained her RN
Giulia Allen BSN, RN promoted to Shift Manager
Stacey Marshall BSN, RN-BC obtained her specialty certification
Alison Bryant BSN, RN-BC obtained her specialty certification

CNEP IV ADVANCEMENT

Rose Payne MSN, RN/OR
Megan Crickenberger BSN, RN, CNOR/OR
Sam Elder BSN, RN/SDS
Shelley Dunn BSN, RN/GI
Robin Vaughan BSN, RN/GI
Alison Bryant BSN, RN/TMS
Kelly Bryant RN/TMS
Cathy Dail RN/TMS
Stacey Marshall BSN, RN/TMS
Monica Ratliff BSN, RN/TMS
Emily Newcomb MSN, RN, CEN/ER
Sharon Jamerson BSN, RN/ER
Carolyn Hoyle BSN, RN/ICU
Becca Johnson BSN, RN/ICU
Brenda Ravagli BSN, RN, CPN/Peds
Sharon Canterbury RN, CPN/Peds
Sandra Davis BSN, RN/Peds
Shirley Townsend BSN, RN, MNN-C, IBCLC/OB
Fran Hill RN - C, IBCLC/ OB
Meshell Boyd RN, BSN, RN-C, EFM-C/ OB
Elisabeth Wright RN, BSN, RN-C/OB
Callie Norris RN, BSN/ OB
Charlotte Morris RN, RN-C/ OB
Stacy Bolt BSN, RN/ER
Ashli Reeves RN/ER
Kelli Baker MSN, RN/ER
Caroline Hoover BSN, RN/ICU
Kelsie Cawley BSN, RN/ICU
Melissa Cawley-Chambers BSN, RN-BC/ICU
Tiffany Watlington RN/ICU
Megan Elliot BSN, RN/ICU
Paula Romaine RN, CCRN/ICU
Congratulations to CSCH Daisy Award Recipient Diana Wilson RN from TMS. Diana has been a member of our TMS team since November 2016. Diana’s patient wrote: “I would like to thank my nurse for always being on time with my medications, explaining every step and always having a smile on her face”.
NURSES SUPPORTING NURSES

4th Annual CSCH Nurses’ Ball

The Nurses’ Ball is an annual fundraiser organized by the CSCH Nursing Shared Governance Council, which is comprised of clinical nurses. This event raises funds for a scholarship to support CSCH RNs enrolled in a BSN program. They will be able to award 2 scholarships in May 2018 for the third consecutive year.
The Centra Southside Community Hospital Nursing Shared Governance Scholarship was formulated by the clinical nurses on the Nursing Shared Governance Council. 2017 marked their 3rd annual scholarship recipients. Each year this group of nurses organize and fundraise to be able to offer monetary support to their fellow colleagues who are furthering their education and are enrolled in a Bachelor’s of Science of Nursing Program. 2017 recipients were Tracy Stinson RN, pediatrics and Mary Coleman Lord, TMS.
CSCH Nursing Shared Governance 2017 Accomplishments

“Walk a Mile in my Shoes”

The “Walk a Mile in my Shoes” initiative consisted of colleagues from different settings within the organization to shadow other nursing units. CSCH Nursing Shared Governance members feel it is important that this process start with leadership to aid in building relationships between departments. Unit Nurse Directors and Managers shadowed bedside nurses to gain perspective of the different departments’ daily atmosphere and routines. Then Shift Managers and Charge Nurses proceeded to shadow as well. The NSG council’s goal is to have this incorporated in to the orientation process for all new RN hires. This is to encourage collaboration, increase communication and build great collegial relationships between nursing departments.

Peer Review

In collaboration with the other campus Nursing Shared Governance councils, CSCH’s NSGC aided in creating and implementing our new Peer Review process for every RN within the organization. The new Peer Review process provides a professional approach to peer feedback. This process will provide the tools and resources for each RN within the Centra system to grow professional and clinically.

Centra Nursing Engagement Program (CNEP)

In 2017 CNEP replaced our RN clinical ladder program. Centra wanted to incorporate not only knowledge and skill, they wanted to reward and recognize those RNs that are committed to community, colleagues, organization and patients. The CSCH NSGC assisted in reviewing and revising this program as the voice of their departments. They brought feedback from each nursing department to make sure that all of nursing was involved with the development.
In November 2017 CSCH awarded their first Daisy Award Recipient, Diana Wilson RN from TMS. The CSCH NSGC was chosen to be the committee to review nominations and make a selection for recipients. Each quarter they review and discuss each nomination and use the scoring system provided to choose the deserving recipient. The nominations are from patients and family.

The members of Shared Governance collaborated with the Magnet Leaders and Nursing Leadership to create a mentoring note form that can be used to capture mentoring opportunities throughout nursing in the organization.

During their monthly meetings (prior to our Joint Commission Survey) the members of Shared Governance reviewed and then educated their nursing colleagues regarding the National Patient Safety Goals. This aided in our successful 2017 survey!

Monthly the members created and distributed Huddle Messages to update nursing throughout the organization on the council’s activities and goals.
TMS nurses formed a committee that welcomes new hires to their unit. This committee is available to provide guidance, support and resources to all new hires.
CSCH nurses continue to make a positive impact on the future of nursing, by providing a friendly learning environment to local nursing students. Longwood University and Southside Virginia Community College nursing students perform their clinical rotations through many of our nursing units. This is a great opportunity for not only the nursing students but for CSCH as well. The CSCH nurses offer invaluable mentoring and guidance to the nursing students.

There are several senior nursing students that pair up with CSCH nurses to perform their senior practicum. The practicum consists of 200 or more hours working directly with a nurse. This provides a true perspective into a day in the life of a nurse. This is mandatory for senior nursing students in order to graduate their program.
INSPIRING PROFESSIONAL PRACTICE

2017 Joint Commission Fair

The nurses from Quality Improvement, Performance Improvement and Infection Prevention organized and hosted a Joint Commission Fair to prepare employees for our fall survey. There was over 150 attendees that participated in this educational event.

Stroke Ready Certification Journey

Paula Romaine RN, CCRN, our Stroke Coordinator is leading our journey to Stroke Ready Certification. CSCH has partnered with Longwood University Nursing Program to provide multiple stroke simulation opportunities for our nursing staff. During these simulation activities they are able to review and practice protocols, administer TPA (clot busting medication) and work as a team to provide a positive outcome for our stroke patients.
The Telemetry-Medical-Surgical Unit and Intensive Care Unit is leading our Magnet Journey to designation by improving patient outcomes and providing safe patient care. The pictures below represent both units outperforming higher than the national benchmark for non-Magnet facilities with falls with injury, hospital acquired pressure injuries, central line acquired infections and catheter associated urinary tract infections for the most recent 8 quarters.

In December of 2017 the Centers for Medicare & Medicaid Services (CMS) announced that Centra Southside Community Hospital was awarded a 4 star ranking. The ranking is based on categories such as communication with nurses, responsiveness of physicians and staff, readmissions and mortality rates, timely and effective care and payment and value of services. This is a testament of the commitment to our mission, vision and values.

“Excellent Care for Life...”
Improving Patient Outcomes

A Multidisciplinary Approach to Reduce COPD Readmissions

Centra Southside Community Hospital

Pavan Annamaraju, MD
March 10, 2017

Readmissions not only have an effect on reimbursement, it greatly impacts our patients’ health and well-being. Dr. Annamaraju is leading a multidisciplinary team in a Sync project to aid in reducing our COPD Readmissions. The team members are Jackie Murdock BSN, RN, CCRN, Kathleen Jones MSN, RN, Tasha Newton BSN, RN-BC, TJ Neely, RRT, Laura Campbell Pharm D, Marie Khron, RRT, Dennis Brown and Julie Flores.

CSCH Intensive Care Unit providing safe patient care.

600 days without a patient fall!!!
NEW KNOWLEDGE & INNOVATIONS

CSCH NURSING RESEARCH COUNCIL

2017 MEMBERSHIP

Beth Pickett MSN, RN-Informatics
Cindy Harding BSN, RN-Informatics
Clarie Meissner MA, MLS, AHIP-Librarian
Elizabeth Parker MSN, RN-TMS Representative
Fran Hill RNC, IBCLC-OB Representative (Chair)
Kathleen Jones MSN, RN-ICU Representative
Kelli Baker MSN, RN-ER Representative
Rose Payne MSN, RN-OR Representative (Secretary)
Sandra Davis BSN, RN-Peds Representative
Stacey Marshal RN-TMS Representative, RN-BC
Wendy Lafferty MSN, RN, CPHQ-Outcomesr
CSCH’s Nursing Research Council is comprised of clinical nurses from each nursing unit. Their responsibilities are to encourage and support all of nursing with research and evidence-based practice projects. One way that they educate staff and ignite the spark for research is their annual Research Day. 2017’s theme was travel through Research Land (Candy Land game theme). During this event they had over 80 employees take part in the festivities. There were poster presentations, educational games and the Centra Librarian available to educate on how to access resources for research and evidence-based articles.
The CSCH Virtual Journal Club was created to inspire nurses to research evidence-based articles to improve their practice environment and patient outcomes. It provides easy access to evidence-based articles submitted by colleagues and a discussion forum. In the few months that this was active there was over 18 articles posted and reviewed by more than 40 nurses. Due to the success of this virtual journal club, it will now be system-wide. The new Centra Virtual Journal Club will be accessible to all of nursing throughout Centra. This will provide an opportunity for Centra nursing colleagues to share and discuss evidence-based practices across the system, connecting all campuses.
2017 CSCH INTENSIVE CARE UNIT EXPANSION

On October 26, 2017 the CSCH ICU expanded their department from 6 capacity to 8 beds. CSCH strives to meet the growth demands of the community and patients they serve. This expansion allows critically ill patients to remain close to home while receiving the proper care needed to return home healthy. The unit also received a new ultrasound machine which will be used for diagnostic and interventional procedures within the ICU. Special glass windows were installed in each room to provide privacy for the patient and their families. New state of the art beds were purchased for each room to provide increased comfort during the hospital stay.

CENTRA SOUTHSIDE HEMATOLOGY & ONCOLOGY CLINIC

On April 1, 2017 UVA’s Hope Cancer Center transitioned ownership of their oncology clinic to Centra. This clinic will provide individualized treatments to patients with blood disorders and cancer diagnoses. There is a team of board certified physicians and specially trained nurses to provide personalized treatment plans. As an extension of the Alan B. Pearson Cancer center in Lynchburg, we are able to transport patients there for services as radiation therapy, genetic consultation, and clinical trial support. This clinic will provide additional resources to the patients in our community, close to home.