



(Winner of the 2006 Media Award from the American Academy of Nursing)

FORCE 12 Image of Nursing

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EXECUTIVE SUMMARY FORCE 12: IMAGE OF NURSING

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Dr Peter Slavin, MGH President remarked in his letter to the Magnet Commission, "Day after day, with steadfast purpose and commitment, the nursing staff at the Massachusetts General Hospital brings skill, compassion, hope and healing to our patients and families. Nurses truly represent the heart and soul of the care that is delivered at our institution." He further articulates the organization's financial commitment to advancing the practice of nursing as well as the structures that support nursing's influence in the organization. The Senior Vice President for Patient Care and Chief Nurse reports directly to the MGH President, providing direct access to key personnel and resources. She is a vital and respected member of the highest decision-making bodies at MGH: The General Executive Committee, The Chief's Council and the Medical Policy Committee. She leads or co-leads many of the Hospital's critical initiatives. Testimonials from six of the CNO's peers including the Chief Medical Officer, three Chief's of Service, the Senior Vice President for the Center for Quality and Safety, and the Chairperson, Chief's Council is provided as evidence of her placement, influence and effectiveness in the organization.

In addition to the Senior Leadership team at MGH, interdisciplinary teams view nursing as a strong and integral partner in the care of patients. The contributions of nurses in all forums are valued and solicited. Nursing sits as an equal partner at tables where decisions regarding patient care and hospital operations are made. This respect for the knowledge, skills and experience of nurses extends to the department, units and individual nurses. The outcomes of these effective relationships are demonstrated in the successful completion of programs and projects that involve multiple departments. Three such examples are depicted in this Force: CBED implementation, the LEAN equipment program and the Blake Elevator Pilot. The effective interdepartmental relationships between nursing and Police and Security, Materials Management and Human Resources are also highlighted.

MGH publically recognizes the contribution of nurses in a variety of ways, including through nomination for organization-wide awards, which are showcased in open award ceremonies and publicized throughout the organization. Patient Care Services and Department of Nursing awards also acknowledge individual nurse's expertise and role in attaining high quality compassionate care for patients and their families through numerous awards and honors. Following the typically well

attended awards ceremonies, these achievements are routinely showcased in hospital publications and further acknowledged in through the Hospital's Email system.

The image of nursing may be defined as its character or reputation as generally perceived by others. More than five years ago, PCS initiated a media campaign with the tag line MGH Nursing: Simply the Best. This simple phrase aptly captures the essence of the sentiment towards Nursing both within and outside of the Department.

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