

advance FOR

WWW.ADVANCEWEB.COM/NURSES
OCTOBER 18, 2010 • VOL. 12 • NO. 17

EXAM 20

NURSES

SERVING RNs IN AREAS
OF PA, NJ & DE

**READERS'
CHOICE**

WHAT
FACILITIES
DID NURSES
CHOOSE?

Steering Results

Addressing Throughput in the
ED at Mercy Suburban Hospital

Advance for nurses
SERIALS



0058
bib:13399108166

อภิรักษ์นาการ

บริษัท เมอร์คิวรี ดาต้า จำกัด

59/70 หมู่ 6 ซ.ชินเขต ถ.งามวงศ์วาน

แขวงทุ่งสองห้อง หลักสี่ กทม 10210

FINAL ISSUE APPROACHING!
NO1

READ THIS ISSUE'S CE: URINARY TRACT INFECTIONS

contents

ADVANCE FOR NURSES • October 18, 2010 • Volume 12 • Number 17



Cover Story

Steering Results 12

Staff and administration at Mercy Suburban Hospital, Norristown, PA, realized patients were experiencing long waits in the emergency department, which impacts not only "patience" but patient safety. It took some planning and examination of processes, but through a multidisciplinary approach hospital staff reduced overcrowding and accelerated patient throughput. Above, triage was one area where MSH made improvements, as Karen A. Lally, BSN, RN (right), role-plays doing an assessment with Rebecca Flinchbaugh. On the cover, Cheryl Magee, MS, RN (left), director of the ED, and Naté Guyton, MHI, MSN, NEA-BC, RN, chief nurse officer, are proud of the work the taskforce has done to improve patient flow throughout the hospital. *photos by Jay Wiley*

Find us on   Facebook

MerionMatters

ADVANCE for Nurses, Serving RNs in Areas of PA, NJ, & DE

ADVANCE for Nurses, Serving RNs in Areas of PA, NJ & DE (ISSN # 1541-4892) is published 21 times a year, on a bi-weekly basis with the exception of single issues in January, May, and July by Merion Publications Inc., 2900 Horizon Drive, Box 61556, King of Prussia, PA, 19406-0956. Periodicals postage paid at Norristown, PA and additional mailing offices. ADVANCE for Nurses, serving RNs in Areas of PA, NJ & DE was established January 1999 and is free to all licensed RNs and senior nursing students in the areas of PA, NJ and DE. Contents are not to be reproduced or reprinted without permission of publisher. ©2010 Merion Publications Inc.

Postmaster: Send address changes to circulation, ADVANCE for Nurses, Serving RNs in Areas of PA, NJ & DE, Merion Publications Inc., Circulation, 2900 Horizon Drive, Box 61556, King of Prussia, PA 19406-0956.

ADVANCE reaches RNs with editions of ADVANCE for Nurses in nine regional areas: • New England • Greater NY/NJ Metro Area • Areas of PA, NJ and DE

Feature

Readers' Choice: Nurses Make the Call 7

Once again nurses voted and made their choices known. Find out which facilities got high ratings in quality care, organizational culture, communication, professional development and retention efforts in the annual ADVANCE Readers' Choice survey.

One Last Thing: Making Magnet Matter 38

Magnet recognition is coveted, but when it's achieved, what do facilities do to let the community know this is a benefit to them as patients?

Articles of Interest

Turn on a Dime: Med/Surg Nursing..... 11

Learning Scope CE:
Urinary Tract Infections..... 15

Murder, She Wrote:
PSNA Meeting.....20

Departments

Regional News/Names & Faces 5

EDUCATION OPPORTUNITIES 19

CAREER OPPORTUNITIES 21

ADVANCE Healthcare Shop Catalog ... 31

Coming Nov. 1

Read about a NJ facility whose mission is to care for patients with Huntington's disease.

• Areas of Maryland, Washington DC and Virginia • Southeastern States • State of Florida • Greater Chicago and Metro Areas of Wisconsin and Indiana • Metro Areas of Texas • California & Northern Nevada

ADVANCE serves the healthcare field with publications for Nursing, Nurse Practitioners, Physician Assistants, Long-Term Care Management, Physical Therapy & Rehab Medicine, Occupational Therapy, Respiratory Care & Sleep Medicine, Speech-Language Pathology & Audiology, Health Information, Laboratory Medicine, Imaging & Radiation Oncology, and Age Management.

ADVANCE is a member of the National Association for Health Care Recruitment (NAHCR), the American Society for Healthcare Human Resources Administration (ASHHRA), the New Jersey Association of Healthcare Recruiters (NJAHCR), the Philadelphia-Area Association of Healthcare Recruiters (PAAHCR), & the New Jersey Organization of Nurse Executives (ONE/NJ).



Editorial Partner: The John A. Hartford Foundation, Institute for Geriatric Nursing

On the Web

Visit www.advanceweb.com/nurses anytime for national news, timely articles, forums, blogs and more. Check out the most recent features below.



Lessons from War

Frontline protocols developed during military conflicts have benefited nurses and patients at home as well.

Nursing Trends in Critical Care



Read the new annual issue for critical care nurses. Find exclusive critical care features at www.advanceweb.com/CriticalCareNurse.

In Your Region

Caring for Elderly Chinese Americans

Communication is key, and that is even more true when provider and patient are from different cultures. For example, if an elderly Chinese-American patient believes strongly in Chinese medicine, he may take only Chinese medicine, especially if he does not fully comprehend the Western treatment plan prescribed. What should every nurse know?

Suicide Risk Assessment

Although the majority of patients who commit suicide give prior warnings regarding their intent, some persons may attempt to conceal their depression because of the strong social stigma attached to mental illness. Trust your nursing instincts for anyone you suspect may be at risk for suicide.

To read more **Web exclusive** regional features, go to www.advanceweb.com/nurseregions and click on your area.

Career Opportunities

Job search by facility below, or use the Specialty Key on page 21 to target your job search by your area of expertise.

ABINGTON MEMORIAL HOSPITAL www.amh.org.....	29	LEHIGH VALLEY HOSPITAL www.lvh.org.....	24
AMERIBEST HOMECARE.....	30	MARS STAFFING.....	29
BAYADA www.bayada.com.....	30	MEDISYS www.medisysqi.com.....	24
BEEBE MEDICAL CENTER www.beebemed.org.....	23	MERCY SUBURBAN HOSPITAL www.mercyhealth.org.....	13
BROOMALL REHABILITATION AND NURSING CENTER.....	BACK COVER	MILLENIUM HOME HEALTH CARE INCORPORATED.....	29
CANCER TREATMENT CENTERS OF AMERICA www.cancercenter.com.....	27	MOORESTOWN VNA.....	29
CATHOLIC HEALTHCARE SERVICES www.CatholicHealthCareServices.org.....	25	NEMOURS/A.I. DUPONT HOSPITAL FOR CHILDREN www.nemours.org/index.html.....	9
CFG HEALTH SYSTEMS www.cfghealthsystems.com.....	21	NESHAMINY MANOR.....	26
CHESTNUT HILL HOSPITAL.....	24	NURSING UNLIMITED.....	28
CHRISTIANA WOUND CARE CENTER www.christianacare.org.....	21	ONSITE NEONATAL PARTNERS.....	30
COATESVILLE VA MEDICAL CENTER www.coatesville.va.gov.....	22	PINNACLE HEALTH SYSTEM www.pinnaclehealth.org/careers.....	25
CONSOLIDATED SERVICES GROUP.....	21	READING HOSPITAL AND MEDICAL CENTER www.readinghospital.org/recognition.....	25
COOPER UNIVERSITY HOSPITAL www.copperjobs.org.....	30	RIDDLE VILLAGE LIFECARE CENTER.....	28
CRITICARE.....	30	ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL www.rwjhamilton.org.....	21
FAIRMOUNT BEHAVIORAL HEALTH SYSTEM.....	26	SAINT MARY MANOR.....	29
FOX CHASE CANCER CENTER www.fccc.edu.....	23	SAINT MARY MEDICAL CENTER www.stmaryhealthcare.org.....	22
FRIENDS HOSPITAL www.friendshospital.org.....	28	SHORE MEMORIAL HOSPITAL www.shorememorial.org/careers.....	26
GOLDEN HEALTH SERVICES INCORPORATED ..	28	TAYLOR HOSPITAL www.crozer.org.....	27
GOOD SHEPHERD PENN PARTNERS www.gspjjobs.com.....	27	THE HILL AT WHITEMARSH www.thehillatwhitemarsh.org.....	29
GRAND VIEW HOSPITAL www.gvh.org.....	22	VISITING NURSE ASSOCIATION www.vnapilly.org.....	29
GWYNEDD MERCY COLLEGE.....	26	WELLSPAN HEALTH YORK HOSPITAL.....	23
HORSHAM CLINIC.....	28	WILLS EYE HOSPITAL www.willseye.org.....	30

Products, Services, Education

Support the Companies That Support Your Profession

The companies listed support nurses by placing advertisements in *ADVANCE for Nurses*. Their support keeps this publication coming to you free of charge. For more information on these advertisers, go to www.advanceweb.com/nursesdirectory or visit their Web sites.

ADVANCE CUSTOM PROMOTIONS www.advancecustompromotions.com.....	INSIDE BACK COVER	THOMAS EDISON STATE COLLEGE http://www.tesc.edu.....	19
ADVANCE HEALTHCARE SHOP CATALOG www.advancehealthcareshop.com.....	31	VENOSCOPE www.venoscope.com.....	9
DANSKO www.dansko.com.....	INSIDE FRONT COVER	VICKIE MILAZZO INSTITUTE LegalNurse.com.....	7
NEUMANN UNIVERSITY www.neumann.edu.....	20	WIDENER UNIVERSITY www.widener.edu.....	20
TEMPLE UNIVERSITY COLLEGE OF HEALTH PROFESSIONS www.temple.edu/chpsw.....	19		

ADVISORY BOARDS

REGIONAL EDITORIAL ADVISORY BOARD

J. Mark Balada, Bayada Nurses, Moorestown, NJ • Terry Capuano, MSN, MBA, RN, CNA, BC, FACHE, Lehigh Valley Hospital and Health Network, Allentown & Bethlehem, PA • Barbara Chamberlain, PhD, APN, CCRN, WCC, New Jersey Hospital Association, Institute for Quality and Patient Safety, Princeton, NJ • Ann Curley, PhD, RN, Capital Health, Trenton, & New Jersey State Nurses Association, Trenton, NJ • Catharine M. Farnon, MS, CRRN, ONC, Thomas Jefferson University Hospital, Philadelphia • Paula Hutchison, MBA, MS, BSN, RN, PHR, Fulfillment Healthcare Recruiters, Middletown, DE • Mary Beth Kingston, MSN, RN, Albert Einstein Healthcare Network, Philadelphia • Patricia A. Knecht, MSN, RN, Director of Practical Nursing, Center for Arts and Technology, Coatesville, PA • Vicki Lachman, PhD, MBE, RN, Drexel University, Philadelphia, PA • Renee Martin, JD, MSN, RN, Tsoules, Sweeney, Kepner & Martin, LLC, Exton, PA • Donna Gentile O'Donnell, PhD(c), RN, Eastern Technology Council, Philadelphia • AnnMarie Papa, MSN, RN, CEN, FAEN, President-elect Emergency Nurses Association, Emergency Department Clinical Nurse Educator, Hospital of the University of Pennsylvania, Philadelphia • Jane C. Rothrock, DNSc, RN, CNOR, FAAN, Delaware County Community College, Media, PA • Barbara A. Wadsworth, MSN, MBA, RN, CNA, BC, Abington Memorial Hospital, Abington, PA • Roberta Waite, EdD, EdD, RN, PMHCNS-BC, Drexel University College of Nursing and Health Professions, Philadelphia • Linda R. Young, MS, MEd, RN, St. Luke's Quakertown Hospital, Quakertown, PA

REGIONAL INDUSTRY ADVISORY BOARD

Dianna Barker, BSN, RN, Deborah Heart and Lung Center, Browns Mills, NJ • Carla Daniels, Doylestown Hospital, Doylestown, PA • Nancy DeLapo, CFG Health Systems, Marlton, NJ • Deborah A. DeTullio-Gianchetti, RN, South Jersey Healthcare, Elmer, NJ • Delinda Kanaskie, MSN, RN, George M. Leader Institute, Country Meadows Retirement Communities, Hershey, PA • Gayle L. Luderitz, President of the Philadelphia Area Association of Healthcare Recruiters • Kelly Sheridan, Paul's Run, Philadelphia • Roxie D. Shrawder, BSN, RN, Geisinger Medical Center, Danville, PA

NATIONAL ADVISORY BOARD

Virginia Trotter Betts, JD, MSN, RN, FAAN, Department of Mental Health & Developmental Disabilities, Tennessee • Deborah Brash, MA, RN, CEA • Julie Brooks, CHCR, Manatee Memorial Hospital • Paul Thomas Clements, PhD, APRN-BC, CGF, DF-IAFN, Drexel University College of Nursing • Hedy Cohen, MS, BSN, RN, ISMP • Leah Curtin, ScD(h), RN, FAAN, CurtinCalls • Catherine Davis, PhD, RN, CGFNS International • Pamela R. Dellinger, PhD, RN-BC, Carolinas Medical Center Lincoln • Dorothy Doughty, MN, RN, FNP, CWOCN, FAAN, Emory University Wound Ostomy Continence Nursing Education Center • Vernice Ferguson, MA, RN, FAAN, FRCN, Retired, U.S. Department of Veteran Affairs • Janice S. Harris, MSN, RN, Dermatology Nurses Association • Marilyn D. Harris, MSN, RN, NEA, FAAN, Handbook of Home Health Care Administration • Dorothy Hill, RN-BC, The Acadia Hospital • Lucille A. Joel, EdD, RN, FAAN, Rutgers College of Nursing • Benjamin E. Maret, MSN, RN, CEN, CNA, COHN-S, Emergency Care Consultants of the Carolinas • Rebecca M. Patton, MSN, RN, CNOR, American Nurses Association • Marilyn H. Oermann, PhD, RN, FAAN, College of Nursing at Wayne State University • Neville Strumpf, PhD, RN-BC, FAAN, University of Pennsylvania School of Nursing • M. Elaine Tagliareni, EdD, MS, RN, Chief Program Officer, National League for Nursing • Russell E. Tranbarger, EdD, RN, FAAN, East Carolina University

ADVANCE FOR NURSES

Serving RNs in Pennsylvania, New Jersey and Delaware is published by Merion Matters, publishers of leading healthcare magazines since 1985.

PUBLISHER Ann Wiest Kielinski • **GENERAL MANAGER** W.M. "Woody" Kielinski • **REGIONAL STAFF Editorial Director:** Linda Jones **Editor:** Gail O. Guterl **Senior Associate Editor:** Valerie Neff Newitt **Senior Graphic Designer:** William Pfaff **Web Manager:** Jennifer Montone • **DESIGN Vice President, Director of Creative Services:** Susan Basile **Design Director:** Walt Saylor **Multimedia Director:** Todd Gerber **Art Director:** Doris Mohr **Web Design Manager:** Todd Horning • **ADVERTISING Director of Marketing Services:** Christina Allmer **Design and Production Manager:** Carla Frehn • **EVENTS Public Relations Director:** Maria Senior **Job Fair Manager:** Laura Smith • **ADMINISTRATION Vice President, Director of Human Resources:** Jaci Nicely **Information & Business Systems Director:** Ken Nicely **Circulation Manager:** Maryann Kurkowski **Billing Manager:** Christine Marvel **Subscriber Services Manager:** Vikram Khambatta • **MEDIA & MARKETING OPPORTUNITIES: DISPLAY ADVERTISING Sales Director:** Amy Turnquist **Area Manager:** Shannon Coghlan **Display Sales:** Lorin Gousard, Shannon Ferguson, Jill Hewlett, Jennifer Dierkes, Kathy Barlick, Hilary Druker • **HEALTHCARE FACILITY ADVERTISING Sales Director:** David Gorgonzola **Group Manager:** Ellie Devine **Job Fairs Sales Manager:** Mike Connor **Regional Account Executive:** David Janitor **Regional Account Representative:** Drew Murdock **Senior Account Executives:** Josie Ahlin, Rebecca McCafferty, Susan Schlegel, Nancy Sienok, Christine Villone • **EDUCATION ADVERTISING Sales Manager:** Ed Zeto **Sales Associates:** Sarah Rucinski, Ashley Wayne • **CUSTOM PROMOTIONS Sales Manager:** Glenn Junker **Senior Account Executives:** Noel Lopez, Sue Borjeson-Romano **Sales Associates:** Tom Brighton, Kristen Erskine, Leah Stashko, Gina Willett

HOW TO CONTACT US

Merion Matters, *ADVANCE for Nurses*, Areas of PA, NJ, DE, 3100 Horizon Drive, King of Prussia, PA 19406-0956 On the Web: www.advanceweb.com • E-mail: advance@advanceweb.com

Editorial: 800-355-5627 • Gail O. Guterl, Editor, gguterl@advanceweb.com, ext. 1260 • Valerie Neff Newitt, Senior Associate Editor,

vnewitt@advanceweb.com, ext. 1107 • Linda Jones, Editorial Director, ljones@advanceweb.com, ext. 1229

Article Reprints: 800-355-5627, ext. 1446 • Subscriptions: 800-355-1088 • To place an ad, call our Sales department: 800-355-1085 (5627)