Nursing Shortage

Kristie Bruesch, Kylie Kaderka, Carrie Perez, Christopher Taylor, & LennaWesterkamp.
Ferris State University
NURS 511

Statement of the Problem

The Nursing Workforce Development Programs - Title VIII (Public Health Service Act [142 U.S.C. 296 et seq.]).

Cyclical problem which is only worsening
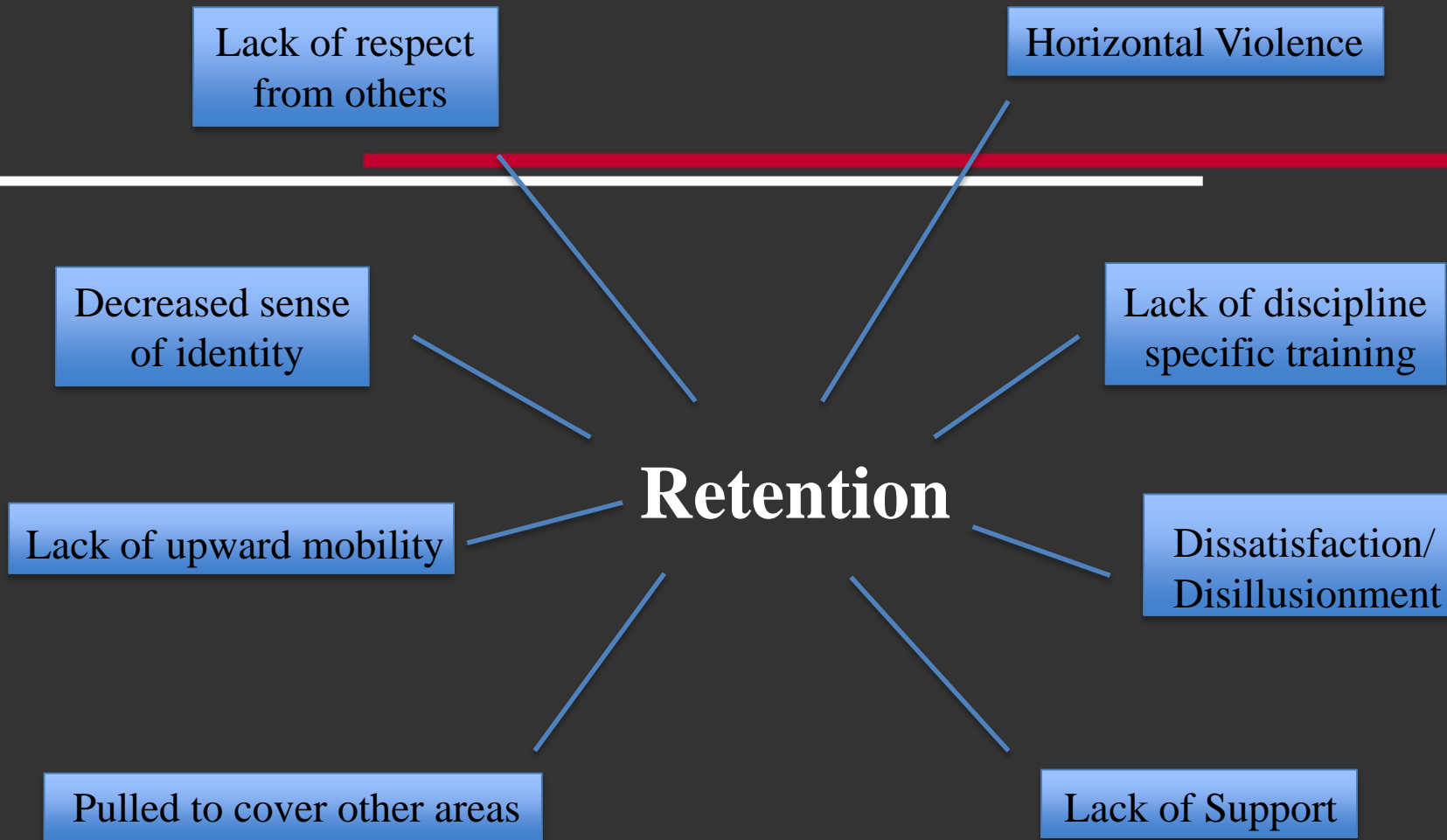(National and Regional Supply and Demand Projections of the Nursing Workforce: 2014-2030)

RN population in the United States > 2,000,000
Additional need for 439,000 nurses 2014-2024
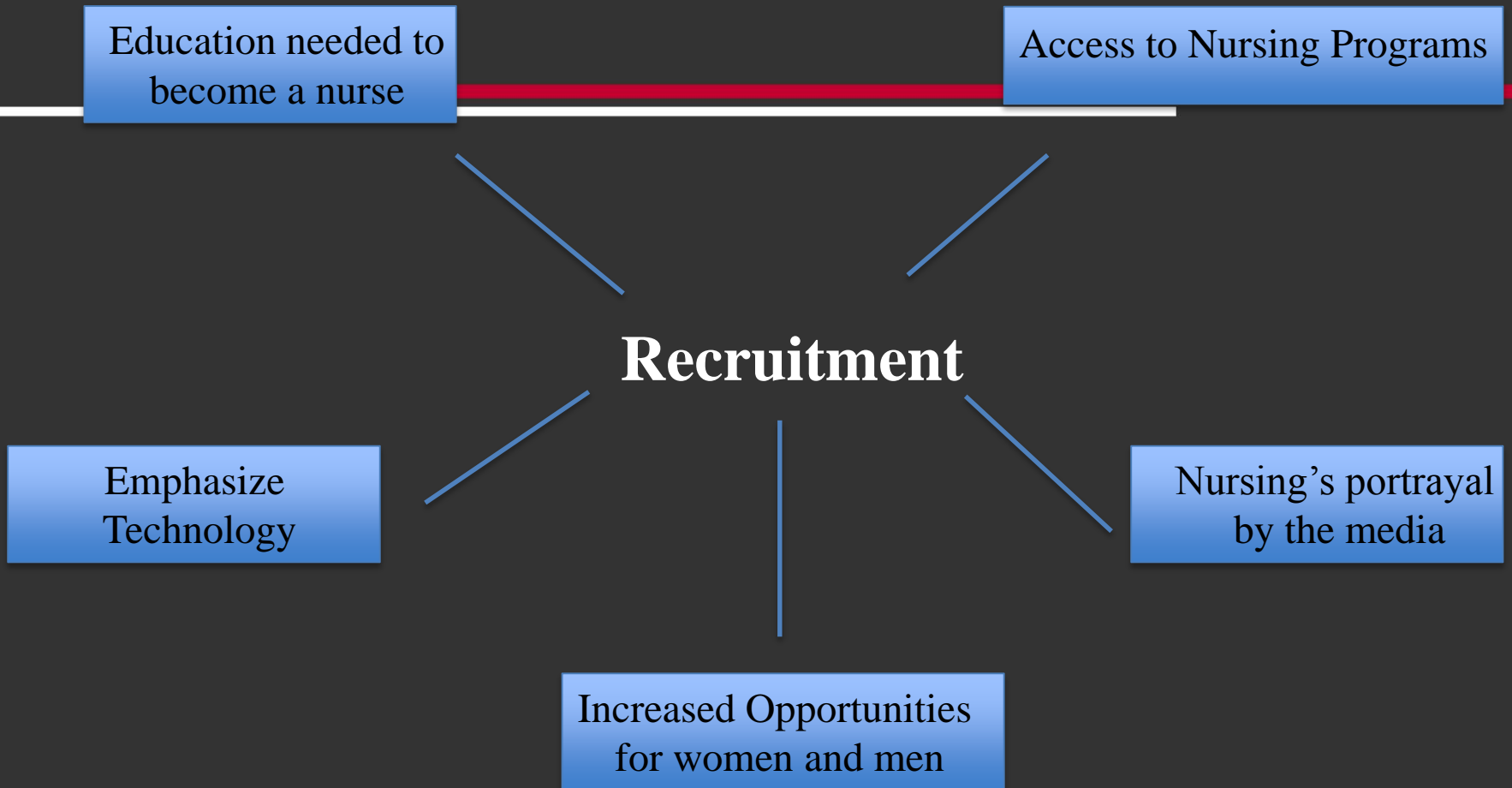20% workforce shortage projected
(Bureau of Labor Statistics, U.S. Department of Labor, 2016)

Retention

Lack of respect from others

Horizontal Violence

Decreased sense of identity

Lack of discipline specific training

Lack of upward mobility

Dissatisfaction/ Disillusionment

Pulled to cover other areas

Lack of Support

(Dent, S. 2017; Edwards, D., Hawker, C., Carrier, J., & Rees, C., 2015; Johnson, N. 2015)

Recruitment

Education needed to become a nurse

Access to Nursing Programs

Emphasize Technology

Nursing's portrayal by the media

Increased Opportunities for women and men

(Gallup Poll. 2016; Summers, S., & Summers, H. J. 2015).

Objective of Presentation

Proposed changes at multiple levels

Articulation of inter-professional concerns and associated issues

Vision, strategies, metrics and follow-up
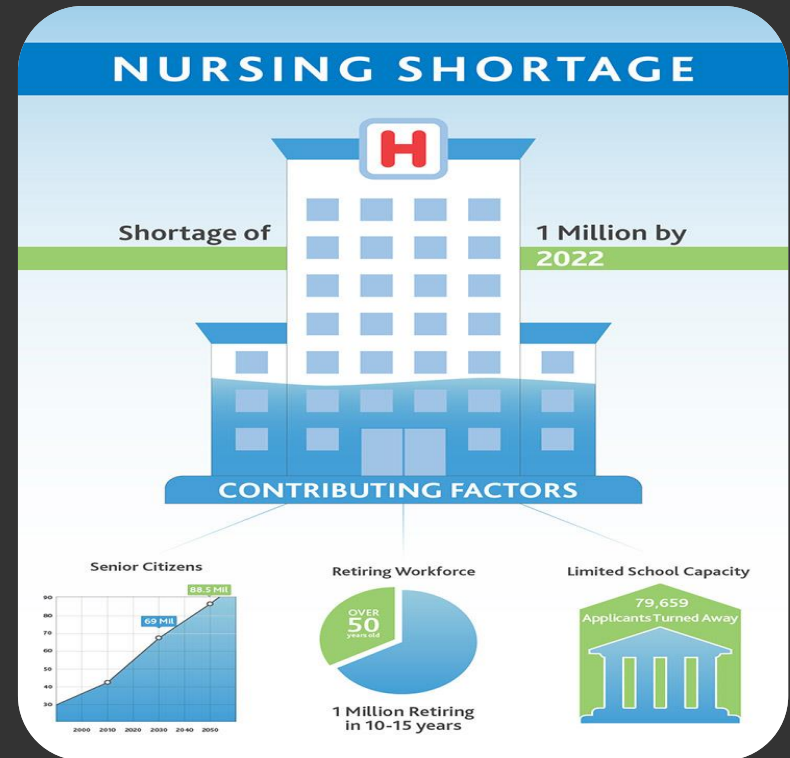
Continuing evaluation of strategies

Promoting Change at Multiple Levels

- Academic
- Nursing
- Local/Healthcare Systems
- State
- National
- Committed Partnerships

Academic Level

- Academic Institutions

- Faculty

- Recruit students
  - Elementary education
  - Secondary education
  - Diverse populations
    - Older returning students
    - Diverse groups

(American Association of Colleges of Nursing, 2015; American Association of Colleges of Nursing, 2017; Buchan & Aiken, 2008; Nevidjon & Erickson, 2001; Walker, 2017)

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Nursing Level

- ## Nurses
  - Advocacy
  - Professional Organizations
  - Image of nursing

(American Nurses Association, 2017; Buchan & Aiken, 2008; Tomajan, 2013)

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Local and State Level

- ## Local
  - Hospital
  - Organizational
  - Community

  - ❖ State
    - Support for Education
    - Empower healthcare systems

(American Nurses Association, 2017b; Buchan & Aiken, 2008; Robert Wood Johnson Foundation, 2005; Petigara & Anderson, 2007)

National Level

- Title VIII Nursing Workforce Reauthorization Act of 2017
- Federal Funding
  - Nursing Education, Practice, and Retention Grants
  - Nurse Faculty Loan Programs
  - Workforce Diversity Grants

(American Association of Colleges of Nursing, 2017; American Nephrology Nurses Association, 2017; American Nurses Association, 2017; Nursing Community Coalition, 2017; Robert Wood Johnson Foundation, 2005)

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Inter-Professional Concerns

Aging of Nurses

- Average age 43.3 years old

- 10% is less than 30

- Skills, Knowledge, Attitude

Nursing faculty

- Professors/Assistants: 52/49

- Enrollment in RN prep courses decreased

- Decline in graduations

(American Nurses Association, 2017)

Inter-Professional Concerns

- Hierarchal leadership

  – Non-team building

  – Lack of creativity and vision

- Elimination

  – LPN

  – Hiring BSN prepared

- Culture of Health Care

  – Working in Silos

  – Roles & perspective

  – Physicians-autonomous/dominant

  – Resistance

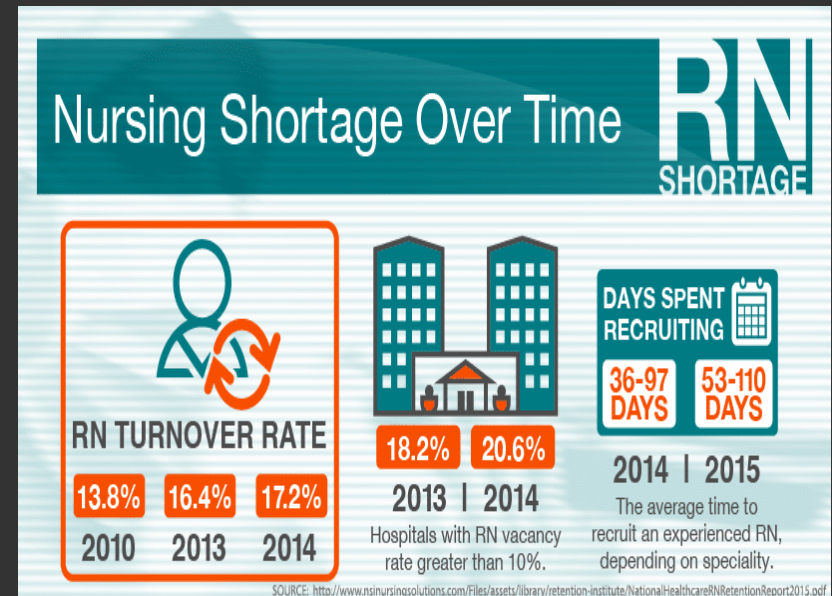(Vega & Bernard, 2016)

Potential Issues

Health Care Quality & Patient Outcomes

High patient to nurse ratios
- Increased UTI & Surgical Infections
- Increased patient mortality

Decrease in BSN prepared nurses
- Increase in patient mortality
- Increase in failure to rescue

(Rosseter, 2017)

Potential Issues

- Cost-containment pressures within health care organizations

- Increasingly competitive health care environment

- Hospital consolidation, downsizing and reengineering

- Reductions in inpatient hospitalization rates

- Increased acuity of hospital patients

- A shift of outpatient care from hospitals to ambulatory and community-based settings
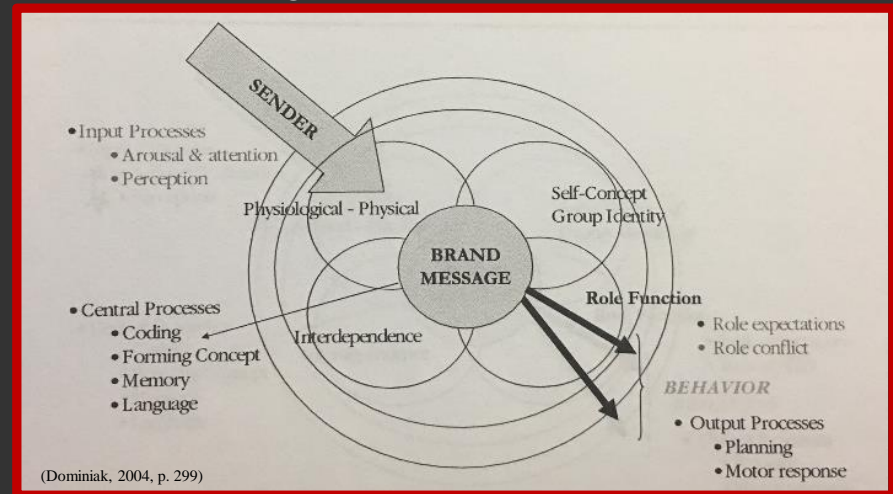
Vision

- Create a Brand
  - Celebrate Nurses
    - Multidimensional
    - Valued & Respected
  - Strong Image

Knowledgeable Care

Branding Communication Model

(Dominiak, 2004, p. 299)

(Carpentier et al., 2017; Dominiak, 2004; ten Hoeve, Jansen, & Roodbol, 2013; Institute of Medicine, 2010; Price & Hall, 2013; Price, Hall, Angus, & Peter, 2013)

Retention

- Disseminate the Brand Within the Organization

  - Expand Nurse Residency Programs
    - Include Medical-Surgical
      - Outcome: knowledge, support, confidence, assimilation, identity

    - Interdisciplinary Education Fellowship
      - Outcome: communication/collaboration, identity, respect

Photo Courtesy of Shutterstock

(AL-Dossary, Kitsantas, & Maddox, 2014; Buhse & Della Ratta, 2017; Maxson et al., 2011; Price, Hall, Angus, & Peter, 2013; Reeves et al., 2017; Ulrich, Lavandero, & Early, 2014; Zinn, Gugleielmi, Davis, & Moses, 2012)

Recruitment

- Disseminate the Brand to Potential Employees and General Public

  – Organizational Website

  – Social Media

  – Highlight accomplishments and experiences

- Outcome: Brand Recognition

(Carpentier et al., 2017; Flury, 2017; Marrone & RazZak, 2016; Price & Hall, 2013; Price, Hall, Angus, & Peter, 2017)

Retention & Recruitment

– Nurses' Week

- Celebrate Nurses!

- Teambuilding and Social

- Research Fair

- Job Fair

- Awards Ceremony

– Outcome: Recognition, Appreciation, Respect, Achievement, Awards

Anthony, 2014

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Retention Strategy Metrics

Turnover rate

Practice Environment Work Scale (PES-NWI)

Nursing Self Concept Questionnaire (NSCQ)

Modified Index for Interdisciplinary Collaboration (MIIC)

(Cowin, 2001; Cowin & Hengstberger-Sims, 2006; National Database of Nursing Quality Indicators, 2017; Oliver, Wittenberg-Lyles, & Day, 2007; Shrader, Farland, Danielson, Sicat, & Umland, 2017; Swiger et al., 2017)

Follow-up communication: Retention

Turnover rate

PES-NWI results

NSCQ results

MIIC results

Recruitment Strategy Metrics:
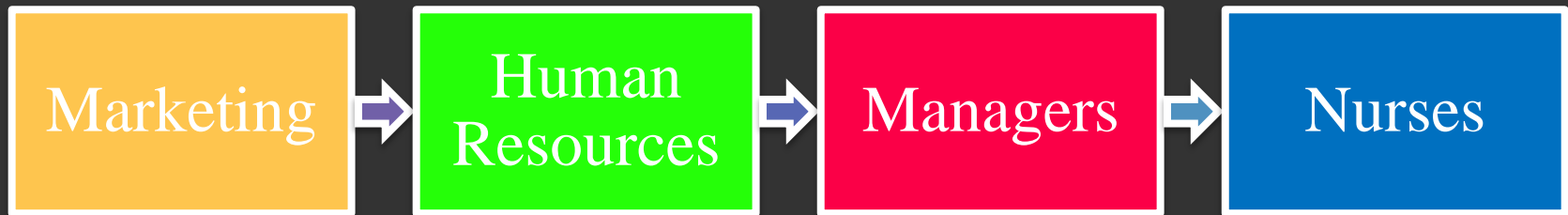
Web traffic, social media

Application survey

Application numbers

Marketing Questionnaire

(Ben Natan & Becker, 2010; McCabe, Nowak, & Mullen, 2005)

Follow-up communication: Recruitment

Marketing → Human Resources → Managers → Nurses

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