

*Updates: ANCC Magnet[®]
Designation Journey*
Clinical Center Research Hospital Board
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Magnet Journey Updates

- Pre-Intent Organizational Membership Benefits
 - Access to additional resources/education and networking opportunities with other Magnet[®] organizations
 - Monthly meetings with Senior ANCC Magnet[®] Analyst
 - Detailed guidance and expertise related to Magnet standards and document development

Independent Magnet Consultant

- Independent Magnet Consultant Procurement
 - Acquisition completed September 2021
 - Consultant services begin October 2021
- Services to be provided:
 - Magnet Readiness Assessment
 - Gap Analysis
 - Magnet Writers Seminar
 - Document Preparation and Submission
 - Onsite Magnet Surveyor Visit Preparation

Magnet Ambassador Team

- Promote Magnet readiness, communication, and engagement within the Clinical Center
- CCND and Extradepartmental Ambassadors
- 9/2021-10/2023: Collaborative Magnet Rounding "Magnet on the Move"
 - Magnet Program Manager, Nurse Leaders, and Ambassadors rounding in clinical areas
 - Essential element of communications strategy
 - Directly interface with staff to discuss monthly Magnet themes
- Ambassador Team working subgroups
 - Certification Promotion and Support (focused rounding in 9/2021)
 - Publicity/Media (focus on developing engaging graphics, media and events for CC audiences)
 - Extradepartmental Outreach (focus on communication/inclusion of ICs and CC departments, will be involved in focused rounding efforts beginning 11/2021)

CCND Strategic Plan Development

- Developing Clinical Center Nursing Department (CCND) 3-year Strategic Plan with updated mission and vision statements
 - Work team led by acting CNO and Magnet Program Manager
- Alignment with Clinical Center Strategic Plan
- Consulting with the NIH Office of Strategic Planning and Management Operations (OSMPO)
- Target date for completion November 30, 2021, in concert with a dissemination plan

Communications Planning

- Communication Plan development with CC Office of Office of Communications, Media Relations & Patient Recruitment
- Communications plan 8/2021
 - Phased communications approach to focus initially on CCND engagement and education followed by other Clinical Center departments and then Institute colleagues
 - Phase 1 September 2021
 - CCND engagement and education
 - Phase 2 November 2021
 - CC departments engagement and education
 - Phase 3 January 2022
 - Institute colleagues engagement and education
 - Increase *Journey to Magnet* presence in public settings (Clinical Center, external facing websites)

Magnet on the Move: Rounding Program

Monthly Magnet on the Move rounding (conducted with CCND committee reps, Magnet Ambassadors, CCND Leadership, Acting CNO) at various dates and times

9/21 Certification: Benefits and Resources	10/21 RN Satisfaction and the 2021 NDNQI Survey	11/21 The What and Why of Magnet	12/21 Intro to the Magnet Model
1/22 CCND Strategic Plan, Mission and Vision	2/22 Healthy Nurse, Healthy Nation	3/22 Patient Satisfaction	4/22 Introduction to the Professional Practice model
5/22 Transformational Leadership	6/22 Structural Empowerment	7/22 New Knowledge, Innovations	8/22 Exemplary Professional Practice
9/22 RN Satisfaction/2022 NDNQI Survey	10/22 Nurse Sensitive Indicators		

CCND Leadership Magnet Retreat

- October 12, 2021
- Participants included members of CCND leadership
- Session outcomes:
 - Understand Magnet Model Components
 - Identify how leaders will contribute to the Journey
 - Understand methods for increasing staff engagement
- Next session focus: collection of narratives/examples for document submission