

advance FOR

WWW.ADVANCEWEB.COM/NURSES
JANUARY 19, 2009 • VOL. 11 • NO. 2

NURSES

SERVING RNs IN AREAS
OF PA, NJ & DE



Creating Good Patient Memories

At Chester County Hospital

REHAB
A Full Life Without Sight

ECONOMIC WOES
Back on Their Feet

A GREAT JOB AWAITS YOU INSIDE THIS ISSUE



One thing you want to remember!

Don't miss:

- Great Articles
- Extensive Job Listings
- New Product Information
- Invaluable Career Advice and more!

SUBSCRIBE TODAY

Call **800-355-1088** or, go to **www.advanceweb.com**

advance
NEWSMAGAZINES

contents

ADVANCE FOR
NURSES
SERVING RNS IN AREAS OF PA, NJ & DE



January 19, 2009
Volume 11 • Number 2



14

Cover Story

Creating Good Patient Memories 14

Customer service is No. 1 at The Chester County Hospital, West Chester, PA. Through a task force with multiple initiatives, patient satisfaction is most often in the 99th percentile at this community hospital. Nurses such as (photo left) Bridget Purcell, RN (left), and Leni Mampallil, RN, participated in the effort. On the cover are task force members (from left): Natalie Guardiani, RN; Tina Maher, BSN, RN, NE-BC; Carli Meister, MSc(A), RN, director customer relations and risk management; Rob Dembosky, RN; Debbie McMahan, RN, and Judith A Shuster, RN. *photos by Kyle Kielinski*



13

Featured Articles

On the Unit: Neuroscience — Nursing the Brain 12

Lauren Boucher, BSN, RN, neuroscience ICU nurse at Thomas Jefferson University Hospital, Philadelphia, explains this specialty isn't just nurses watching monitors.

Snapshot: Eye Rehab — A Full Life Without Sight 13

Rehabilitation for the visually impaired helps those who are blind regain independence.

Coming Next...

With case managers in clinics and physicians' offices, Geisinger Health System has reduced hospital readmissions, as you'll read in your Feb. 2 issue.

Features

Pregnancy & STDs.....19

What Women Want.....21

Departments

ADVANCE Book Club for Nurses:
My Sister's Keeper.....4

Editorial: Mixed Messages.....5

This Week on the Web.....6

Regional News.....7

Letters to the Editor.....9

Express Yourself:
Financial Advice.....10

Q&A: Saying 'No' to Care.....11

EDUCATION OPPORTUNITIES.....22

CAREER OPPORTUNITIES.....25

Shift Change.....34

ADVANCE Healthcare Shop.....35

Last Chance to Shine!

Does your team deserve to be in the spotlight? Enter the **ADVANCE 2009 Best Nursing Team** contest today!

The deadline for entries has been extended to **Jan. 31, 2009**. Go to www.advancweb.com/nurses for complete entry information.



DON'T MISS CE ONLINE: (Click on Online CE)

Each year in the U.S., there are an estimated 80,000 catheter-related bloodstream infections. Skin disinfection and proper hand hygiene are the most effective and easiest preventive measures. "**Vascular Catheter-Associated Infections**," worth 1 contact hour, is available at www.advancweb.com/nurses.



Merion Publications Inc., **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 biweekly, except for three consecutive issues in February, 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. ©2009 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 • 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 and Louisiana • California & Northern Nevada

ADVANCE serves the healthcare field with publications for Nursing, Rehabilitation, Imaging, Speech and Audiology, Respiratory Care, Laboratory Medicine, Information Systems, Health Information, Long-Term Care Management, Nurse Practitioners, Physician Assistants, 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

advertiser index

ADVANCE YOUR CAREER



ADVANCE Book Club for Nurses

The Career Opportunities Section lists nursing positions by specialty. Use the Specialty Key on page 25 to target your job search by your area of expertise. Or, to refine your search further, including job title and location, visit <http://health-care-jobs.advanceweb.com>.

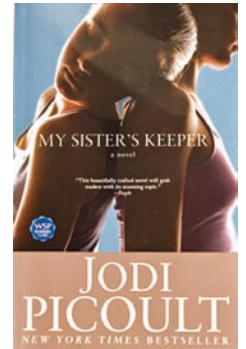
| | | | |
|---|----|---|----|
| BEEBE MEDICAL CENTER www.beebemed.org | 25 | NURSEPARTNERS | 25 |
| BROOMALL REHABILITATION AND NURSING CENTER | 32 | ONSITE NEONATAL PARTNERS INC. | 33 |
| CAMP TOWANDA | 30 | PATIENT SAFETY AUTHORITY www.patientsafetyauthority.org | 30 |
| CHESTER COUNTY HOSPITAL www.cchosp.com | 28 | PENNSYLVANIA ONCOLOGY HEMATOLOGY ASSOCIATES | 29 |
| CHESTNUT HILL HOSPITAL www.chealthsystem.com | 27 | PINNACLE HEALTH SYSTEM pinnaclehealth.org/careers | 25 |
| COATESVILLE VA MEDICAL CENTER www.coatesville.med.va.gov | 26 | PRINCETON HEALTHCARE SYSTEM www.princetonhcs.org | 31 |
| COMPASSIONATE CARE HOSPICE | 33 | QUALITY CARE OPTIONS www.QCOSTaffing.com | 26 |
| DEVEREUX KANNER CENTER www.devereux.org/kanner | 31 | RCM HEALTH CARE SERVICES | 26 |
| EVERGREENS www.evergreens.org | 32 | RENAL VENTURES www.renalventures.com | 29 |
| FOX CHASE CANCER CENTER www.fccc.edu | 28 | RIDDLE VILLAGE LIFECARE CENTER | 32 |
| FRIENDS HOSPITAL friendshospital.org | 27 | ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL www.rwjhamilton.org | 28 |
| GENESIS HEALTHCARE www.genisicareers.jobs | 33 | RP HOME CARE www.rphomecare.com | 32 |
| GIFT OF LIFE PROGRAM www.donors1.org | 29 | SAINT FRANCIS COUNTRY HOUSE www.sfch-phl.org | 30 |
| GOLDEN HEALTH SERVICES INC. | 32 | SAINT JOSEPH VILLA | 33 |
| GOOD SAMARITAN HOSPITAL www.gshleb.org | 31 | SALEM COMMUNITY COLLEGE | 31 |
| HEALTH PARTNERS | 30 | SHANNONDELL www.shannondell.com | 32 |
| HMS SCHOOL | 30 | SOUTHEASTERN HEALTH SERVICE www.sehomehealth.com | 27 |
| HORSHAM CLINIC | 32 | SOUTHERN JERSEY FAMILY MEDICAL CENTERS | 25 |
| I. BRODSKY ASSOCIATES | 25 | SURGICAL STAFF www.surgicalstaffinc.net | 29 |
| LUTHER WOODS CONVALESCENT HOME | 32 | UNION HOSPITAL www.uhcc.com | 30 |
| MANOR CARE HEALTH SERVICES AT MERCY FITZGERALD www.hcr-manorcare.com | 33 | VALLEY FORGE MEDICAL CENTER www.vfmc.net | 31 |
| MARS STAFFING | 33 | VALLEY FORGE UROLOGICAL | 30 |
| MEDISYS www.medisysqi.com | 30 | WELLSPAN HEALTH YORK HOSPITAL www.wellspan.org | 26 |
| MEDSTAFFERS www.medstaffers.net | 29 | WHITE GLOVE TRAVEL AGENCY www.whiteglovecare.com | 27 |
| MERCY HOME HEALTH www.mercyhealth.org | 30 | WHITE HORSE VILLAGE | 32 |
| MILLENIUM HOME HEALTH CARE INC. | 32 | | |
| MONTGOMERY REHAB HOSPITAL | 33 | | |
| MOORESTOWN VNA | 33 | | |
| NEPHROLOGY NURSING SERVICES INC | 29 | | |
| NESHAMINY MANOR | 32 | | |
| NEW IMAGE WEIGHT LOSS CAMP www.newimagecamp.com | 27 | | |
| NEW JERSEY VETERANS MEMORIAL HOME | 29 | | |
| NORTH PENN VNA www.npvna.org | 33 | | |
| NORTH PHILADELPHIA HEALTH SYSTEM www.NPHS.com | 30 | | |

MISSION STATEMENT: A leading advocate for registered nurses of all specialties, *ADVANCE for Nurses* helps RNs enhance their careers. Biweekly, *ADVANCE* provides regional news, practical information on clinical, management and professional issues, as well as recruitment and retention strategies, in a concise, easy-to-read format. With comprehensive listings of job openings and upcoming events, plus CE offerings in print, online and at local job fairs, *ADVANCE* is the source nurses turn to.

ADVERTISING POLICY: All advertisements sent to Merion Publications Inc. for publication must comply with all applicable laws and regulations. Recruitment ads that discriminate against applicants based on sex, age, race, religion, marital status or any other protected class will not be accepted for publication. The appearance of advertisements in *ADVANCE* Newsmagazines is not an endorsement of the advertiser or its products or services. Merion Publications does not investigate the claims made by advertisers and is not responsible for their claims.

My Sister's Keeper by Jodi Picoult

Is it ethical to conceive a child to be a genetic match to another child who is gravely ill? And is it moral for that engineered child, once he or she reaches the age of reason, to decide to stop being a donor? Can a parent favor one child over another, and what is expected from sibling love?



That's a brief description of the dilemmas posed in Picoult's book, *My Sister's Keeper*, the latest in our reads for the online book club and the first fictional book tackled by the club. This brief synopsis of the plot doesn't do the book justice.

What Readers Said

Readers are already weighing in on their views of the book on our book club Web site at www.advanceweb.com/nurses. Scroll down until you see the bookworm.

Heather in Florida wrote: "If memory serves me right, there was a real case many years ago. The older daughter's name was Ashley and I know her mom wanted to get pregnant to provide a donor for her. Does anyone remember that and can you tell me what was the outcome?" She then goes on to say: "For the most part the book kept me angry. Sara's role that is! [Sara is the mother of Anna and Kate, two of the main characters.] The ending came as an overwhelming shock to me and had me bawling like a baby."

You'll have to read the book to find out how it ended.

Peggy, a New Jersey pediatrics nurse, said she dissented with the plot at one point. "Where I disagreed was ... why the oncologist thought Kate would survive the kidney transplant and years of autoimmune therapy she would [have to] endure with the leukemia she continued to struggle with."

A peds nurse for 10 years in a children's hospital, Peggy "remembers all the parents and their pain and struggle very well." ■

Your Thoughts?

So what did you think of this book?
Go online and let's chat!

PUBLISHER

Ann Wiest Kielinski

GENERAL MANAGER

W.M. "Woody" Kielinski

REGIONAL STAFF

Editorial Director: Linda Jones **Editor:** Gail O. Guterl
Senior Nurse Consultant: Kay Bensing, MA, RN **Senior Associate Editor:**
Valerie Neff Newitt **Assistant Editor:** Ainsley Maloney
Senior Graphic Designer: William Pfaff

CONTRIBUTING STAFF

Consulting Editors: Lisa A. Brzezicki, Tom Kerr, Richard Krisher, Lyn A.E. McCafferty, Adrienne O'Brien, Pamela Tarapchak **Senior Regional Editors:** Luke Cowles, Karin Lillis **Regional Editors:** Candy Goulette, Robin Hocevar, Amy McGuire, Donna Pelkie, Trudy Schreiner, Nancy Syverson **Senior Associate Editors:** Barbara Mercer, Abigail Scott **Associate Editors:** Joe Darrah, Chuck Holt, Stacey Miller **Job Fair CE Content Coordinator:** Melissa Maita **Consultants:** Chuck DiTrapano, RPh, Renee H. Martin, JD, MSN, RN **Graphic Designers:** Christian Adams, Dana Ronitz Amole, Jennifer McGINthen

ART & PRODUCTION

Vice President, Director of Creative Services: Susan Basile **Design Director:** Walt Saylor **Multimedia Director:** Todd Gerber **Art Department Manager:** Lisa Pinder **Art Director:** Doris Mohr **Illustration Manager:** Chris Wofford **Medical Illustrator:** Jennifer Schoerke **Web Manager:** Jennifer Montone **Recruitment Ad Design Manager:** Laura Ley **Recruitment & Web Ad QC Manager:** Eleanor Kuchma **Calendar Ad Design Manager:** Cheryl Drotar **Macintosh Technology Manager:** Michael Galban **Production Administration Manager:** Tina DiVintantio

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 **Director of Marketing:** Kathleen Lawler **Circulation Manager:** Maryann Kurkowski **Billing Manager:** Christine Marvel **Subscriber Services Manager:** Vikram Khambatta

DISPLAY ADVERTISING

Sales Director: Amy Turnquist **Area Manager:** Shannon Coghlan
Display Sales: Sima Sherman, Meg Lynam, Hilary Druker, Jennifer Dierkes, Kathy Barlick, Matt McHugh, Jill Hewlett, Lorin Goussard

RECRUITMENT ADVERTISING

Sales Director: David Gorgonzola **Group Manager:** Ellie Devine **Senior Regional Account Executive:** David Janitor **Regional Account Executive:** Gerry Blau
Senior Account Executives: Josie Ahlin, Katie Chirico, Susan Schlegel, Nancy Sienrok, Christine Villone **Account Executive:** Kelly McKeown
Sales Associate: Christina Schmidt

CALENDAR ADVERTISING

Sales Manager: Rebecca McCafferty **Senior Account Executive:** Jaime Ciarello
Sales Associate: Sarah Stover

JOB FAIRS

Sales Manager: Mike Connor **Account Executive:** Kristin Ryan
Sales Associates: Caitlin McConnell, Megan Shollenberger, Kate Yoder

CUSTOM PROMOTIONS

Sales Manager: Glenn Junker **Senior Account Executive:** Noel Lopez
Sales Associates: John Rooney, Dallas Magerkurth

HOW TO CONTACT US

Merion Publications Inc., *ADVANCE for Nurses*,
Areas of PA, NJ, DE
2900 Horizon Drive, King of Prussia, PA 19406-0956;
On the Web: www.advancweb.com
Email: advance@advancweb.com
Information/Editorial: (610) 278-1400

Gail O. Guterl, Editor

800-355-5627, ext. 1260, gguterl@advancweb.com

Valerie Neff Newitt, Senior Associate Editor

800-355-5627, ext. 1107, vnewitt@advancweb.com

Ainsley Maloney, Assistant Editor

800-355-5627, ext. 1471, amaloney@advancweb.com

Linda Jones, Editorial Director

800-355-5627, ext. 1229, ljones@advancweb.com

Article Reprints: 800-355-5627, ext. 1446 • Editorial Fax: (610) 275-8562
Display Ad Fax: (610) 278-1421 • Calendar Fax: (610) 278-1422
Recruitment Ad Fax: (610) 278-1420 • Subscriptions: 800-355-1088
To place an ad, call our Sales department: 800-355-JOBS (5627)
Looking for a job? Call the Job Hotline: 800-355-6504

EDITORIAL

Mixed Messages

Depending on where you live, your nursing job may or may not be affected by the economic downturn

BY GAIL O. GUTERL



There is good news and bad news on the effect the economy is having on the nursing profession. Up to now it seemed nursing was immune to the grim financial situation the country and the world are experiencing. After all, people are always getting sick and nurses are needed to care for them.

Recently that impression was shattered when I heard a hospital in the Philadelphia area laid off 400 employees, almost one quarter of them nurses.

Across the Country

These layoffs aren't surprising after reading the American Hospital Association "Report on the Economic Crisis: Initial Impact on Hospitals," a survey of responses from 736 hospitals across the country. The survey showed:

- state and federal deficits are likely to translate into cuts to Medicare and Medicaid, which cover half of patient care provided by hospitals;
- fewer patients are opting for elective surgery so there is a decrease in procedures in the surveyed hospitals;
- with the rise in unemployment, fewer people have employer-subsidized health insurance, leading to the next statistic;
- 20 percent of the hospitals are seeing an increase in patients who can't pay for their care — in Pennsylvania 51 percent of hospitals are seeing an increase in this area. Early data shows uncompensated care is up by 8 percent versus the same time last year;
- and the clincher — 53 percent of respondent hospitals said they are reducing staff to "weather the economic storm."

Good News, Bad News

With that last statistic in mind, *ADVANCE* delved deeper into the nursing employment situation and found a mixed message. In the midAtlantic region, hospitals are seeking only experienced nurses. They aren't hiring new graduate nurses because of the cost to train them. That's the bad news.

As words of encouragement, recruiters tell nurses seeking jobs in these regions to use this slow job market to update their skills by getting back into school, taking courses, inservices, etc. Also new grads are urged to think outside the box when seeking employment. "The jobs are out there," a recruiter said. "Just look in long-term care, rehabilitation and other non-hospital settings."

However, in querying nurses in other regions, we heard a different story. That's where the good news comes in — the employment downturn is not nationwide. For example, in the South hospitals are still feeling an intense shortage and seeking nurses, both experienced and new grads. Their only caution: nurses already employed can't expect the 4-6 percent increases in salaries they received in past years.

So don't despair, according to a recent report on National Public Radio, the jobs are out there but many must move for a job.

That's where *ADVANCE* can help. Although we are in print in nine regions, online we offer content for nurses across the country. Go to our Web site: www.advancweb.com/nurses, click on Regions at the top navigation bar to search for jobs across the country, click on Careers and then Job Search.

Take heart, the U.S. Bureau of Labor Statistics notes the healthcare industry is projected to generate about 587,000 new registered nursing jobs over the 2006-2016 period. This recession won't last! ■



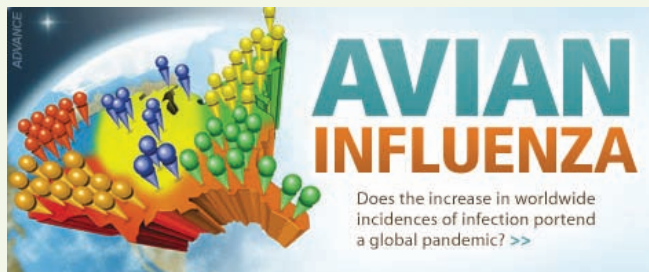
check here each issue for new online articles

this week on the web

www.advancweb.com/nurses

Visit www.advancweb.com/nurses anytime for national news, timely articles, forums, blogs and more. Check out the features below through Feb. 3.

Top Story



Home Health Nursing

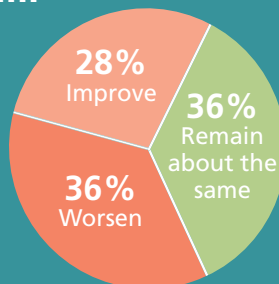
ADVANCE columnist Linda Snyder, RN, WCC, offers expert insight into patient scheduling and creating a plan that works for you and your patients.

Select Your Region

From coast to coast, the online edition of *ADVANCE for Nurses* has you covered with local nursing news and concise, practical information on clinical, management and career issues impacting all areas of the profession. On the home page, select the "Regions" menu tab, enter your zip code in the upper left corner or click on the link below the map of the U.S.

Readers Respond...

The most recent *ADVANCE* opinion poll asked, "How do you think the U.S. economy will perform in 2009?" Here are the results as of press time:



The next opinion poll asks, "Are nurses included in error disclosure discussions with patients and/or their families at your facility?" Log on to www.advancweb.com/nurses and go to the box on the left side of the home page to offer your opinion.

REGIONAL EDITORIAL ADVISORY BOARD

- J. Mark Baiada**
President & Founder, Bayada Nurses, Moorestown, NJ
- Terry Capuano, MSN, MBA, RN, CNA, BC, FACHE**
Senior Vice President, Clinical Services, Lehigh Valley Hospital and Health Network, Allentown & Bethlehem, PA
- Barbara Chamberlain, DNSc, APN, C, CCRN, WCC**
Corporate Director of Clinical Education and Research, Kennedy Health System, New Jersey
- Linda Clay, MSN, BSN**
Congregational Nurse, West Chester, PA
- Ann Curley, PhD, RN**
Interim Assistant Dean, University of Medicine & Dentistry of New Jersey, School of Nursing, Stratford, & Education Specialist, New Jersey State Nurses Association, Trenton, NJ
- Bonnie V. Custen, RN, MLC, CPHRM, LHRM**
CLC, CPHA, Director of Risk Management & Workers' Compensation, Cross Country Healthcare, Inc., Boca Raton, FL
- Catharine M. Farnan, MS, CRRN, ONC**
Clinical Nurse Specialist, Acute Rehabilitation Unit, Thomas Jefferson University Hospital, Philadelphia
- Paula Hutchison, MBA, MS, BSN, RN, PHR**
Owner, Fulfillment Healthcare Recruiters, Middletown, DE
- Mary Beth Kingston, MSN, RN**
Vice President, Chief Nursing Executive, Albert Einstein Healthcare Network, Philadelphia
- Vicki Lachman, PhD, MBE, RN**
Associate Professor, Drexel University, Consultant, V.L. Associates, Philadelphia, PA
- Renee Martin, JD, MSN, RN**
Member, Tsoules, Sweeney, Kepner & Martin, LLC, Exton, PA
- Donna Gentile O'Donnell, PhD(c), RN**
Managing Director-Center City Office, Eastern Technology Council, Philadelphia
- AnnMarie Papa, MSN, RN, CEN, FAEN**
Director of Emergency Services, Doylestown (PA) Hospital
- Jane C. Rothrock, DNSc, RN, CNOR, FAAN**
Director of RNFA Program, Delaware County Community College, Media, PA
- Barbara A. Wadsworth, MSN, MBA, RN, CNA, BC**
Senior Vice President Patient Care Services, Chief Nursing Officer, Abington Memorial Hospital, Abington, PA
- Roberta Waite, EdD, EdD, RN, PMHCNS-BC**
Assistant Professor & Program Advisor to the Undergraduate Nursing Diversity Organization, Drexel University College of Nursing and Health Professions, Philadelphia
- Linda R. Young, MS, MSEd, RN**
Vice President, Patient Services, St. Luke's Quakertown (PA) Hospital

REGIONAL INDUSTRY ADVISORY BOARD

- Dianna Barker, BSN, RN**, Nurse Liaison, Deborah Heart and Lung Center, Browns Mills, NJ
- Carla Daniels**, Employment Specialist, Doylestown (PA) Hospital
- Nancy DeLapo**, President-Elect NJ Healthcare Recruiters & Director of Recruitment, CFG Health Systems, Marlton, NJ
- Deborah A. DeTullio-Gianchetti, RN**, Director, Nurse Recruitment, South Jersey Healthcare, Elmer, NJ
- Delinda Kanaskie, MSN, RN**, Director, George M. Leader Institute, Country Meadows Retirement Communities, Hershey, PA
- Gayle L. Luderitz**, President-elect of the Philadelphia Area Association of Healthcare Recruiters, Human Resources Employment Manager, Shore Memorial Hospital, Somers Point, NJ
- Kelly Sheridan**, Human Resource Director, Paul's Run, Philadelphia
- Roxie D. Shrawder, BSN, RN**, Nurse Recruiter, Geisinger Medical Center, Danville, PA
- Gloria Szymanski, MS, BA**, Administrative Manager, Fox Chase Cancer Center, Philadelphia, PA

NATIONAL ADVISORY BOARD

- Virginia Trotter Betts, JD, MSN, RN, FAAN**
Commissioner of the Department of Mental Health & Developmental Disabilities for the State of Tennessee
- Carol M. Blankenship**
Vice President, Client Services, The David Group, Cleveland, OH
- Deborah Brash, MA, RN**
Vice President, Nursing Operations, Gentiva Health Services, Melville, NY
- Michael A. Clark, MBA, BSN, RN**
President Clark Healthcare Consultants Inc., Nashville, NC
- Hedy Cohen, MS, BSN, RN**
Vice President, Institute for Safe Medication Practices, Huntingdon Valley, PA
- Leah Curtin, ScD(h), RN, FAAN**
Clinical Professor, University of Cincinnati College of Nursing and Health & Publisher, CurtinCalls, Cincinnati, OH
- Catherine Davis, PhD, RN**
Director, Research and Evaluation, Commission on Graduates of Foreign Nursing Schools, Philadelphia
- Pamela R. Dellinger, MBA, BS, RN, C**
President Elect, National Association of Health Care Recruiters, & Recruitment Specialist & Coordinator of Nursing Informatics Education, Lincoln Medical Center, Lincoln, NC
- Dorothy Doughty, MN, RN, FNP, CWOCN, FAAN**
Director, Emory University Wound/Ostomy/Continence Nursing Education Center, Atlanta, GA
- Vernice Ferguson, MA, RN, FAAN, FRCN**
Retired, Assistant Chief Medical Director for Nursing Programs, Department of Veteran Affairs, Washington, DC
- Janice S. Harris, MSN, RN**
Past President, Dermatology Nurses Association, Pitman, NJ
- Marilyn D. Harris, MSN, RN, CNA, FAAN**
Editor, Handbook of Home Health Care Administration
- Dorothy Hill, RN, C, CEO, CNO**
The Acadia Hospital, Bangor, ME, & Past President American Psychiatric Nurses Association, Arlington, VA
- Lucille A. Joel, EdD, RN, FAAN**
Professor, Rutgers-The State University of New Jersey College of Nursing & Past President, American Nurses Association, Washington, DC
- Benjamin E. Maret, MSN, RN, CEN, CNA, COHN-S**
Clinical Nurse Specialist, Emergency Care Consultants of the Carolinas, Rock Hill, SC, & Past President Emergency Nurses Association, Des Plaines, IL
- Marilyn H. Oermann, PhD, RN, FAAN**
Professor, College of Nursing at Wayne State University, Detroit, MI
- Robert V. Piemonte, EdD, RN, CAE, FAAN**
President, New York State Nurses Association, Adjunct Professor of Nursing at New York University
- Neville Strumpf, PhD, RN, C, FAAN**
Edith Clemmer Steinbright Professor in Gerontology, Director of the Center for Gerontologic Nursing Science, University of Pennsylvania School of Nursing, Philadelphia
- M. Elaine Tagliareni, EdD, MS, BSN, RN**
Professor, Community College of Philadelphia, Chair in Community Health Nursing, Independence Foundation, Philadelphia, President National League for Nursing
- Russell E. Tranbarger, EdD, RN, FAAN**
Professor Emeritus, East Carolina University School of Nursing, Greenville, NC & Past President of the American Assembly for Men in Nursing

Regional News

COMPILED BY JOLYNN TUMOLO

Health Ministries Group Plans Meeting

The **Southeastern Pennsylvania Chapter of the Health Ministries Association** will meet Feb. 10 from 6-9 p.m. at Sunrise School House, Abington, PA. The topic: meeting the needs of people with disabilities; Jerry and Joan Borton of Joni and Friends of Greater Philadelphia will be the featured speakers. There is no charge for members or friends. Cost for nonmembers is \$10. Contact hours are available for RNs. For more information, contact Ann Farley at 215-843-2721 or via e-mail at sphmchapter@gmail.com.

CHOP Ranks First in Magazine Report

The **Children's Hospital of Philadelphia** was named the best pediatric hospital in the country in the February issue of *Parents* magazine, which hit newsstands Jan. 13. The magazine surveyed more than 100 children's hospitals and ranked them on responses to detailed questions in the following areas: survival rates for cancer, heart disease and other critical conditions; experience in performing certain complex procedures; depth of research programs; safeguards to prevent errors; staffing ratios and quality; emergency department waiting times; community outreach; and ser-

vices that address emotional needs of children and their families.

In addition to the overall ranking, *Parents* magazine ranked the Children's Hospital of Philadelphia's emergency medicine, neonatology and pulmonology divisions first in the nation and the cardiac center, cancer center and orthopedics second.

TJU Establishes School Of Population Health

Thomas Jefferson University, Philadelphia, recently founded the Jefferson School of Population Health. Currently enrolling students for September 2009, the school will provide graduate academic programming, continuing education courses and conferences, and research and consulting in areas of health policy, healthcare quality, and safety and chronic care management.

The university will be the first in the nation to offer a master's degree in chronic care management. The program will prepare graduates to develop, implement and evaluate coordinated, system-based strategies to prevent and manage complex health conditions of populations and to promote patient engagement in shared decision-making. Students will also be able to pursue a master's in health policy and in healthcare quality and safety, as well as doctorates in health

policy (PhD or DrHP) and population health sciences (PhD).

David B. Nash, MD, MBA, has been named the school's founding dean.

For more information, contact the Jefferson School of Population Health at 215-503-5305.

Kent General Draws Support



FINANCIAL AID: The Junior Board of Kent General Hospital recently presented a \$100,000 donation to Bayhealth Medical Center's Kent General Hospital, Dover, DE. The money will be used to purchase equipment and supplies for the ICU, special care nursery, radiation oncology unit, women's services department and the child care and early learning center. From left are Johnnie Flach, Betty Hill, Claudine Gordon, Pat Sterling, junior board members; Dennis E. Klima, Bayhealth president and chief executive officer; Lisa Grossman and Connie Raymond, junior board members, and Paul Lakeman, Bayhealth foundation president. *courtesy Bayhealth Medical Center*

Beebe Receives Accreditation, Donation

Beebe Medical Center, Lewes, DE, recently earned accreditation from the College of American Pathologists and the American Association of Blood Banks.

During the accreditation process, inspectors examined the main laboratory, the hospital clinical service group (perfusion services), blood gas laboratory (respiratory), point-of-care testing, the Tunnell Cancer Center laboratory and transfusion services. They also considered lab records, staff qualifications, equipment, facilities, safety programs and quality control of procedures for the preceding 2 years.

Recession Hits PA Hospitals

A December 2008 survey conducted by the **Hospital & Healthsystem Association of Pennsylvania** shows the state's hospitals are being impacted by economic conditions. According to the survey:

- 42 percent of hospitals report a moderate to significant effect on the day-to-day financial operation of their facilities,
- 48 percent are reconsidering or postponing renovation or upgrading of inpatient facilities,
- 54 percent are reconsidering or postponing renovation or building of new outpatient facilities, and
- 50 percent report a moderate to significant decrease in admissions, particularly elective procedures such as knee replacements and shoulder surgery.

Meanwhile, 51 percent of hospitals and health systems report a moderate to significant increase in uncompensated care.

Regional News

In other news, the PNC Foundation contributed \$75,000 to support the construction of a new health campus in Millville, DE. The grant brings the fundraising total for the South Coastal Health Campus to \$2.8 million.

Foundation Pledges \$1M To Princeton Hospital

The Charles Evans Foundation, Princeton, NJ, recently pledged \$1 million toward the construc-

tion of **University Medical Center of Princeton at Plainsboro**, planned to replace the downtown Princeton facility. The contribution brings the total philanthropic gift raised to date to \$82 million.

In recognition of the gift, the new medical center

NAMES & FACES

In Memoriam: CHOP Head RN, Esposito-Herr, Dies

Mary Beth Esposito-Herr, PhD, RN, chief nursing officer and senior vice president at **The Children's Hospital of Philadelphia**, died Dec. 9, just less than a year after joining the facility.

Esposito-Herr came to CHOP after serving as vice president of patient care services at the University of Maryland Medical Center, Baltimore. She also spent 7 years at Yale New Haven Hospital and Yale New Haven Children's Hospital serving in a variety of roles.

Donations in her memory will support an annual lectureship in nursing at the Philadelphia hospital.

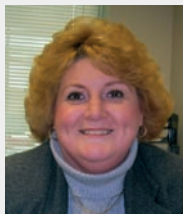
Bayhealth Hires Kopec, Promotes Bieber

Veronica "Ronnie" Kopec, MS, BSN, NE-BC, was named director of women's and children's services at **Bayhealth Medical Center's Kent General Hospital**, Dover, DE, and **Milford Memorial Hospital**, Milford, DE. Kopec most recently served as director of women's and children's services and med/surg services at a Vermont hospital and in various positions in Philadelphia and New Jersey.



Veronica "Ronnie" Kopec, MS, BSN, NE-BC

In other Bayhealth news, **Charlene Bieber, MSN, RN**, was promoted to director of home care and rehabilitation nursing. In her new role, Bieber is responsible for the home care departments at both hospitals. A Bayhealth employee since 1993, Bieber served as a staff nurse, daytime charge nurse and nurse manager. From September 2007 until her promotion, Bieber oversaw both the inpatient rehabilitation center nurses and Bayhealth's home care department.



Charlene Bieber, MSN, RN

Lankenau Shares Nurse Accomplishments

Lankenau Hospital, Wynnewood, PA, recently promoted **Betty Craig, MSN, CRNP**, to vice president of patient care services. In her new role, she will oversee the nursing and pharmacy departments. Craig joined the hospital in 1999.



Betty Craig, MSN, CRNP

In other news, four ED nurses earned emergency nurse certification (CEN): **Hillary Shackelford, BSN, RN**, **Chris Sellers, BSN, RN**, **Helen Koutrakos, BSN, RN**, and **Jill Professori, RN**. In addition, Professori was recognized as the ED's employee of the month.

Tagliareni Named Professor of Year

M. Elaine Tagliareni, EdD, RN, a professor of nursing at the **Community College of Philadelphia** and a member of the *ADVANCE for Nurses* advisory board, was named 2008 Professor of the Year for Pennsylvania by the Council for Advancement and Support of Education (CASE) and the Carnegie Foundation for the Advancement of Teaching.

Hopple Receives HNC

Tami Hopple, BSN, RN, HNC, of Phoenixville, PA, was awarded holistic nursing certification by the American Holistic Nurses' Certification Corp.

Hopple works in the orthopedic unit at Paoli Hospital, Paoli, PA, and as a substitute school nurse.

Bryn Mawr Nurses Pursue Advanced Training

Bryn Mawr Hospital, Bryn Mawr, PA, shared several nurse achievements. **Stacey Brennan, BSN, RN**, and **Jane Cummings, BSN, RN**, earned certification in critical care nursing (CCRN). **Amanda Harward, RN**, passed the test for orthopedic certification.

Marianne Dougherty, RN, earned certification in case management. **Vickie Gormish, RN**, and **Valentina Ofstie, RN**, earned the oncology certified nurse (OCN) designation. **Candace McCoy, RN**, passed the certification exam for postanesthesia nursing (CPAN). **Maria Hess, RN**, completed the clinical ladder III designation.

In addition, **Nancy Patton, RN**, **Kay Wilson, RN**, **Kelli Burrows, RN**, and **Colleen O'Driscoll, RN**, completed End-of-Life Nursing Education Consortium (ELNEC) training.

Beebe Nurses Gain Oncology Certifications



Debbie Crowell, RN, OCN



Nancy Jean Burd, RN, OCN



Isabel Benson, NP-C, AOCNP

Beebe Medical Center, Lewes, DE, recently announced **Nancy Jean Burd, RN, OCN**, and **Debbie Crowell, RN, OCN**, earned oncology nursing certification. In addition, **Isabel Benson, NP-C, AOCNP**, a nurse practitioner

who specializes in cancer care, earned advanced certification in oncology nursing (AOCNP). All three work at the medical center's Tunnell Cancer Center.

Janssen Earns Bariatric Nurse Certification

Laurie Janssen, RN, CBN, a nurse at the Center for Surgical Weight Loss and Wellness at **AtlantiCare Regional Medical Center**, Atlantic City, NJ, recently became a certified bariatric nurse per the American Society for Metabolic & Bariatric Surgery. Janssen has worked as a nurse at AtlantiCare for 16 years.

will name a rehabilitation facility for patients with cardiac and pulmonary conditions the Charles Evans Pulmonary Rehabilitation Gym. A room for surgical procedures within the hospital's center for surgical care will be named the Charles Evans Procedures Room. Evans, who died in 2007, was co-founder of the fashion house Evan-Picone and a film producer whose credits include the movie *Tootsie*.

The new \$442 million medical center will occupy 50 acres and serve as the hub of a 160-acre health campus. It is scheduled to open in late 2011.

Nominate Alzheimer's/Dementia Staff Educator for Award

In honor of Alzheimer's and Dementia Staff Education Week, Feb. 14-21, the National Council of Certified Dementia Practitioners (NCCDP) is accepting nominations for Nurse Educator/Inservice Director of the Year for 2009. Nominations are due Feb. 1.

NCCDP gives the award to "an educator who has made a significant contribution to the quality of life of the resident/client/patient, longevity of your staff and decrease in staff turnover due to the educational programs developed and implemented by your educator."

The nominee must be an RN or LPN/LVN who has provided education programs for at least 3 years. For more information, go to www.nccdp.org and click on the Alzheimer's and Dementia Staff Education Week Tool Kit.

Legislators & Mayors Help Raise Awareness of Organ Donation

New Jersey Organ and Tissue Sharing Network, which coordinates organ donations with New Jersey transplant centers, released public service announcements from more than 30 elected officials to raise awareness of organ and tissue donation. The network joined with legislators and mayors from across the state to film the announcements at the recent League of Municipalities convention in Atlantic City, NJ.

In addition, Jessica Melore, an advocate for organ donation who received a life-saving heart transplant when she was 17, interviewed elected officials who had direct experiences with organ donation.

New Jersey Organ and Tissue Sharing Network sent the public service announcements to TV stations across the state. To view the announcement or Melore's interviews, visit www.sharenj.org.

Nursing Homes Score Low On CMS Rating System

Eighteen — or 40 percent — of nursing homes in New Jersey's Burlington, Camden and Gloucester counties scored just one out of five stars on a rating system created by the Centers for Medicare & Medicaid Systems, the *Courier-Post* reported in a Dec. 21 article.

Spokespeople from two of the facilities that ranked low questioned the rating system's accuracy and ability to measure quality, saying the ratings are based on subjective annual state surveys and staff surveys that focus on nurses and not other healthcare providers. Furthermore, the ratings focus more on long-term care than on short-term care and fail to consider patient experience.

Scoring high in ratings was The Evergreens, Moorestown, NJ, and Underwood-Memorial Hospital TCU, Woodbury, NJ, each earning five out of five stars.

Statewide, 22 percent of the state's 361 nursing homes received one out of five stars. About 13 percent received five stars. ■

Every RN Needs a Magic Wand, Especially Case Managers

I am a telephonic nurse case manager for a third party administrator and I manage workers' compensation claims in numerous states.

It is not an easy position. Yes, I work out of an office. However, I spend almost all my time at the computer and on the phone attempting to contact the injured worker and his employer to obtain medical information pertinent to the claim.

This can be very trying, with busy doctors' offices and injured workers who have a home phone, a cell phone and maybe even a relative's phone number listed to contact.

We have to be licensed in numerous states and obtain certified case manager, CCM, certification. We have to keep up with all the latest on Utilization Review Accreditation Commission (URAC) certification and state regulations as well as the specific client criteria and our company's guidelines.

We have many audits by supervisors and the clients who hire us. We have specific deadlines for contacts, for case plans, for follow up, for case reassessments and for URAC. We also all work telephonically with claims adjusters, as well as the clients, who are scattered over many states — Maryland, Massachusetts, Maine, New York, to name a few.

I work in Philadelphia; my nursing supervisor and the nurses I work with are based in New York. Many of us have never met and only know one another through telephone and e-mail contact. But, we are always there for each other: to help locate a certain provider in a certain state, to cover for one another when someone is out and also to commiserate with when we are having a really bad day.

So, between all the calls that need responses, the e-mails that needed follow up yesterday, and all the others duties that go along with making us good case managers, we often wish we had a magic wand to fix everything.

So, I made magic wands (I bought wands and attached some ribbons and a little saying) for all of my nursing co-workers. This is what I wrote:

"The Power of Nursing ... the Magic of the Wand

So now you cannot say 'I wish I had a magic wand' to fix everything.

Now you do!

Now you can!

So, when you are

Late on your diaries, wave that wand!

Behind on your e-mail responses, wave that wand!

Yearning for the phone to stop ringing, wave that wand!

Praying that all callers lose their voices, wave that wand!

Hoping that incoming faxes are permanently lost in 'the black hole,' wave that wand!

Agonizing over those bad audit scores, wave that wand!

Tired of listening to all the whiners and complainers, wave that wand!

Sick of the doctors not releasing the injured workers, wave that wand!

Frustrated when employers will not accommodate light duty, wave that wand!

Fed up with all the lack of credit we get, wave that wand!

(This may need a double wave.)

Remember, you now have the power to change all the outcomes:

The power of the magic wand!

We must believe in the power of the wand."

I am sure all nurses can relate. They may need to change the words a little for their area of nursing, but everyone needs a magic wand to manage in any aspect of healthcare today.

— Barbara A. Moore, RN, CCM, Secane, PA

Back on Their Feet

With the economy putting increased financial stress on patients, nurses can help motivate patients to regain financial stability **BY NATACHA PIERRE-LYNCH, MSN, RN, ANP-BC**

Why should you love your job more today than yesterday? Because you have a job and someone else may not. It's really that simple. In today's troubled economy, unemployment rates are at an all-time high (www.worldnews.com at Economy links). Manufacturing plants are closing and facilities are downsizing. Yet despite what's going on around us, nursing remains a promising field — if a facility closes down today, we will all have jobs tomorrow. We should all feel very grateful we're able to wake up every day with the goal of helping others, and know no matter how bad things are, nurses are needed.

On the Lookout

Other people, however, are not as lucky. I ran into a couple of friends recently who were discussing how difficult it was to maintain their homes. Sadly, they are not alone. In the near future I believe we will continue to see more patients who are depressed, anxious, frustrated and angry with their lives. This hopelessness can become so intense, suicide might seem their only option.

While my nursing background is psychiatric, I believe every nurse will have to become more "in tune" with each patient and his mental state. While treating physical symptoms, for example, we can't forget that many physical complaints are really caused by underlying stressors.

Hope Through Motivation

To help ease those stressors, I believe nurses can be called upon to motivate each patient through encouragement. Motivation is what we need to accomplish anything in life. It is based on the belief our situation will improve; if you believe things can get better, they often will.

We can walk our patient through the five steps to bring motivation into action (see sidebar), and offer tips along the way. For example, let your patients know there is hope by educating them on resources that can help

improve their financial situation. Some of these resources are available throughout their communities. Connect them with unemployment centers in the area or support their idea of going back to school. Many community colleges, for example, offer short courses that provide training in careers such as certified nurse assistant, pharmacy technician, surgical technician and medical billing and coding. Some of these courses are even eligible for financial aid assistance.

Saving Tricks

You may also help patients get back on their feet financially by informing them of the many free financial resources online, such as www.free-financial-advice.net (click "Save Money"), www.americasaves.org/back_Page/free_financial_advice.cfm, which gives the user access to a free financial counselor.

Show them there are creative and often painless ways to minimize extra spending, such as brown-bagging lunches and ordering out less frequently. You may suggest calling creditors, including utility companies, to set up repayment plans that work within their

budgets. Advise them to take out only the cash they need to avoid spending on credit. Another useful suggestion is to keep a coin box in the house for everyone to put their loose change in, and use this money to do something special each month, like go out to dinner or the movies.

Up to Us

We all have heard the news of the government buyout plans. But before that plan is able to rescue anyone, we as nurses have to be able to uplift our patients. We don't have to sugar coat their situations, but simply listen and give them encouragement. I don't know how it feels to be unable to provide for your family, or to look into the eyes of your disappointed children. What I do know is that no matter who comes to me, I will be empathetic and listen. ■

Natacha Pierre-Lynch is a nurse practitioner at Ancora Psychiatric Hospital in Hammonton, NJ, adjunct professor at Cumberland County College, Vineland, NJ, and per-diem nurse at South Jersey Healthcare Mental Health Division in Bridgeton, NJ.

Five Steps to Translate Motivation Into Action

- 1. Set a goal.** Define and list the problems. Then set the goal you want to achieve (e.g., to save or lower debts).
- 2. Brainstorm.** Generate a list of ways you can reach your goal. Don't forget to include your family in the discussion so the plan and budget involves everyone.
- 3. Be practical.** Now go back to your list and remove the things that are not practical. For instance, if you need immediate relief, maybe you can borrow from your pension rather than putting yourself into further debt by using credit cards.
- 4. Set your plan into action.** Everyone in your household will need to be committed, and if one person falls off track, motivate him or her to get back on. Never stop expecting positive results. The most successful people in the world have made mistakes and have had failures.
- 5. Evaluate.** Compare your performance on a weekly basis to ensure you are making progress.

Saying No to Care

Is refusal to work in a unit in which an RN is not comfortable patient abandonment or ensuring patient safety?

Q I am a 24-year-old nurse on a med/surg unit at a tertiary care hospital. Last month, my manager asked me to float to critical care. I told her I hadn't been cross-trained and didn't think I could provide safe, competent care to patients in the ICU.

She said it didn't matter and insisted I go. After this incident, I sent a letter to my manager stating I didn't think this was a safe situation for me and I didn't want to be asked again. She said I could be requested to float again and, if I didn't go, it would be patient abandonment. Is this true? What should I do the next time she sends me to the ICU?

A Being asked to float to a unit where you are not competent is always a challenging situation for nurses who work in an institutional setting. The ethical framework of nursing and the standard of care require a professional nurse to practice within the scope of her knowledge and skills.

With that said, a nurse also is expected to be a team player and provide care and services to patients across an organization. While a nurse may not be competent to practice in critical care or other specialty services, that does not prevent her from providing basic nursing care such as ADLs and vital signs, taking off orders or answering the telephone.

It seems unlikely this nurse would be charged with patient abandonment in the critical care unit. To abandon your duty station, you must first be assigned there and have patients under your care and supervision. The more likely abandonment issue would be on the unit the nurse was pulled from. However, if the nurse asked to float reports off on her patients to another nurse before she leaves, there is no issue of abandonment.

At this point, the nurse manager has a duty to ensure adequate, competent staff to meet clinical needs. The med/surg unit manager is at risk of noncompliance with a safe staffing mix. It would be important for the float nurse to communicate her concerns to nursing management going up the chain of command. This may be a sentinel staffing event, but it also may be a systemic staffing issue that needs to be addressed for the safety of all patients. Patient safety and advocacy are always paramount to a professional nurse.

— Mardy Chizek, MBA, BSN, FNP, RN, AAS, CLNC

A This practice is more common than most people think. I am a recruiter for a home health agency in the Washington, DC, metropolitan area. While conducting RN interviews, I am finding that, due to a nursing shortage, more and more nurses are being asked to practice outside their comfort zones.

Due to the economy, hospitals are understaffed — and to “meet budget” — are asking staff nurses to cover areas where they are not qualified to work.



Patient abandonment would be walking away from a patient in need. This RN is choosing not to be put in a situation where she feels patient care may be jeopardized. Truly, the manager doesn't realize she is risking her license and the nurse's, not to mention threatening a lawsuit be brought against the hospital on behalf of the patient should anything litigious occur.

What I recommend this RN do in the future, rather than refusing to float, would be to ask for an orientation to the unit and ask to be given only patients she is qualified to treat.

Her file should have been checked by the manager to assure she has competencies in the areas she is being asked to treat. For example, there may be a patient in the ICU who is ready for transfer to a step down that this RN would be well-qualified to care for, rather than a patient who has a trach.

— Jane Mitchell

Mardy Chizek is the president of Chizek Consulting Inc. and Charism Elder Living Services in Westmont, IL. Jane Mitchell is a human resources recruiter at Adventist Home Health, Silver Spring, MD.

Nursing the Brain

Neuroscience nursing is not a job done just watching a monitor

ADVANCE: *What are the duties of neuroscience nurses (NSN)?*

Lauren Boucher: Neuroscience nurses (NSN) are one of a kind. Daily responsibilities require meticulous attention to detail, systematic evaluation of critically ill patients with various neurological emergencies and a strong voice to advocate for patients. Neuroscience nursing is not a job that can be done sitting and watching a monitor and documenting numbers.

How long have you been an NSN? How has your practice improved with experience?

With the traditional written NSN materials and exposure to all of the healthcare providers on my unit, I am grateful for the education I have accrued as a NSN. I have spent countless hours with experienced colleagues in the neuroscience ICU. Combined, the staff on my unit has more wisdom than is written in most books and neuroscience articles.

What got you interested in neuroscience?

During my co-op at Drexel University as a nurse extern, I was given the opportunity to observe NSNs at Thomas Jefferson University Hospital's neuroscience ICU, intermediate neuroscience ICU and acute stroke units. Since then, I have not been able to think of specializing in any other field of nursing.

What specific skills/education do you need to be successful in neuroscience nursing?

You have to take a serious interest in the subject; followed by thorough training, practice and education to be well informed about accurate practices, policies and procedures. NSN typically requires a tedious 4-6 month orientation, including 1-to-1 mentoring, various critical care tests, and clinical skills exams before ending orientation.

What support systems does your neuroscience unit provide? Is it possible, with support in place, for nurses to work in neuroscience for many years?

During the orientation process, new RNs and graduate nurses are provided a residency program every 8 weeks. It consists of an open forum-style discussion about their experiences. After orientation, new hires are encouraged to follow their preceptor's schedule for continued mentoring. With such critically ill patients, the stress level is high; we reduce stress through humor and laughter, while appreciating what we have and how quickly it can be lost.

To provide quality care to patients who present with a wide range of neurological and neurosurgical problems and deficits requires lifelong learning in disease management, psychosocial interventions and advanced technology. How do you maintain your competency?

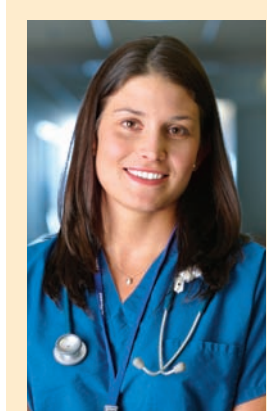
CEUs, Web sites, and tutorials are readily available, but one of our greatest assets is our innate voracious curiosity in addition to a plethora of expert staff — nurses, doctors, respiratory therapists, etc. — who are eager to educate.

What do you like most about being an NSN? What advice would you give to a new grad who is considering this specialty?

In a few words, our unit is never boring. With the variety and complexity of our patients, we must deliver excellent care at a thrilling speed. Operating under the belief that "time is brain," we are trained to expect the unexpected. Advice: No question is dumb. It doesn't hurt to ask for a second (third, fourth) opinion.

What do you like least about being an NSN?

The inability to always "fix" your patient; that feeling of complete helplessness. It's the



Name: Lauren Boucher, BSN, RN
Title: Neuroscience ICU
Facility: Thomas Jefferson University Hospital, Philadelphia

inability to understand what he or she needs or wants, especially when they are aphasic. And lastly, even when well staffed, you want to divide yourself to help as much as you can but you simply cannot.

What is your approach in meeting the cultural needs of the patient and his family?

Education, education, education! Having a diverse staff helps. The Internet is useful and there is always the phone, to call the patient's family for advice. It has never happened that I could not help in one way or another to assist in a cultural practice of a patient/family.

Since you began in neuroscience nursing what changes have you seen? What do you

anticipate in the future?

Changes are frequently occurring with evidence-based practice. Policies and procedures are being updated after more research at the bedside.

I have seen advancements in the fight to decrease the risk of infection with the introduction of a specialized antimicrobial dressing, and antimicrobial-coated catheters and invasive lines. There is more engineering toward less invasive monitoring techniques, e.g., hemodynamic monitoring and brain tissue oxygenation devices.

Hopefully further down the road, there will be more advances to decrease the RNs risk and exposure to injury. The development of needleless ports, snap-closing IV catheters and the Hoyer lift has made a difference; however, it's not enough. I think the technology is out there, it's the cost of equipment and repair of that equipment that can be a hurdle for any institution. ■

A Full Life Without Sight

Rehab for the visually impaired helps those who are blind regain independence **BY AINSLEY MALONEY**



FEELING IS SEEING: Willie Ice, EdM, RN (right), medical services coordinator at Virginia Rehabilitation Center for the Blind and Visually Impaired (VRCBVI), Richmond, VA, teaches patient Miles Wright, a retired Henrico County Department of Public Utilities employee who became totally blind due to diabetic retinopathy, to obtain a glucose reading using an audio-glucometer, Braille markings (orange dot), and touch and feel techniques. *courtesy Olga Skorackyj*

‘I’ve heard there’s such a thing as a talking glucometer, how can I get it?’ I wish people had some clue of all that is available,” Ice said.

“Often patients are kind of rushed through the hospital discharge program. Mom or the spouse gets trained with the assumption the blind patient can’t draw his own insulin, even though he’s done it for 20 years before he became blind,” Ice continued. “Sometimes the blindness is seen as prohibitive. But there is very little a blind person can’t do.”

Do you think people who are blind can’t pick out a color-coordinated outfit, manage their diabetes, or live on their own? Many people believe they can’t, healthcare professionals included, said Willie Ice, EdM, RN, a medical services coordinator at Virginia Rehabilitation Center for the Blind and Visually Impaired (VRCBVI), in Richmond, VA.

Focused solely on rehabilitation for the blind, the center, as Ice described it, is a “centralized think-tank” of ideas to help people without sight regain their lives.

More than that, it is an emotional lifesaver for patients with late-onset blindness who may feel their lives are over; such as the 55-year-old stockbroker who lost his sight after a blood pressure drop during a colonoscopy.

“It’s really tough for those patients to make an adjustment to the world of blindness. A lot of times they’ve completely lost hope,” Ice said. “They’ll walk in and ask:

‘What type of work can a blind person do?’ That’s the wrong question. The right question is, ‘What do you dream of doing, and how can we make that happen?’”

Small Niche

Unfortunately, Ice said, patients may feel such hopelessness because there’s a lack of awareness as to exactly what’s out there for patients who are blind, even in the healthcare community.

“I’m amazed at the number of home health agency nurses or emergency room nurses who call from hospitals and say,

All Needs Met

The goal at VRCBVI is different from typical eye rehab. Rather than helping patients regain sight — for example, by removing cataracts or treating a lazy eye — the rehab center helps patients regain an independent life without sight.

The center has 30 multidisciplinary staff so diverse that clients who are visually impaired can gain independence in nearly every aspect of their lives — from cooking, cleaning and living independently, to traveling, preparing for college and regaining employment.

Staff works in seven departments — job readiness and work evaluation, academics and adaptive technology, communications and Braille, activities of daily living, personal home management, orientation

Continued on page 18

STOP, LISTEN: Yacker Trackers (background), which looks like a real stop light on department walls at The Chester County Hospital, West Chester, PA, provide visual cues to staff of the noise level. Members of the customer service task force at the hospital include: (from left standing) Natalie Guradiani, RN; Debbie McMahon, RN; Rob Dembosky, RN; Mary Psoras, BSN, RN; Judith A. Shuster, RN, Brenda Cahall, CNA and (seated) Kathie O'Grady.

'Yacker Trackers' and 'Fresh Eyes' are a few ways Chester County Hospital is ensuring customer satisfaction

CREATING GOOD PATIENT MEMORIES

cover story by BETTE MOONEY photographs by KYLE KIELINSKI



We all know the mantra when it comes to buying a new house or property — location, location, location. When you're in the business of healthcare, most would agree the mantra, or priority emphasis, should be customer satisfaction. No one can deny its importance.

That's why members of the Customer Satisfaction Task Force at The Chester County Hospital (TCCCH), West Chester, PA, are so enthusiastic about their role in improving patient satisfaction throughout the 238-bed facility. And nurses are front and center in that ongoing effort.

The task force is one of some 16 implemented as part of TCCCH's Hospital of Distinction Campaign instituted 3 years ago. While each task force is charged with improving the care provided to patients and families, the Customer Satisfaction Task Force is the most interdisciplinary. And judging by the hospital's recent Press-

Ganey scores on patient satisfaction, it is accomplishing its goal — and earning accolades.

"Our core measure scores have increased," said its principal cheerleader and facilitator, Carli Meister, MSc(A), BA, RN, chair of the task force since its inception.

Meister, whose dual title is risk manager and director of customer relations, said the hospital's front-line nurses enthusiastically "bought into" the various initiatives instituted by the task force to build patient satisfaction. Those initiatives include fairly simple things such as leadership and staff hourly rounding, department "vows" posters and focus groups. Others with catchy names (Yacker Tracker and Fresh Eyes) were no more difficult to institute.

Why the Need

The Hospital of Distinction Campaign and subsequent development of the various task forces had their beginnings in 2005 when a senior core group of administrators saw the need for improvements in

all areas of the hospital, including patient perceptions of satisfactory care and service, Meister explained to *ADVANCE*. The senior officials also wanted to put things in place to eventually seek Magnet status.

The campaign promotes increased efforts in specific performance areas to produce improved quantitative data through qualitative efforts. In other words, said Meister, the more the hospital does to raise patients' perceptions of their care through memorable experiences is usually reflected in higher customer satisfaction scores. "But you have to start with patient experience first — the front line between the patient, staff and hospital."

For example, nurses' rapid response to patient call bells — and doing more for the patients so there is less need to use the call bells — is memorable to the patients even after discharge when filling out patient satisfaction surveys.

Striving for Stellar

"Our Press-Ganey scores were relatively flat back in 2005," Meister continued. "Not bad, but on a 1-5 scale, the scores were surfacing at about 4. We wanted to move to 5s, to be more dynamic. We needed improvements that felt more measurable to the front-line staff. It's all about making the patient's memory a personal story of their relationship with nursing staff as opposed to betting on nurses getting excited solely about group data."

The Customer Satisfaction Task Force's goal is to have the nurses and staff in all departments of the hospital — including billing, housekeeping and nutrition — think about what the customer response data says to them and to question what part they can play in making a better impression on the patients.

Through staff meetings and making an extra effort to spend time with the staff "where they live" in their departments, the task force helps them see where they can make a difference that would be reflected in the Press-Ganey data.

"Improving patient satisfaction is our overall mission," Meister emphasized. "When our task forces were first established the emphasis was on establishing quantitative goals because that's what the world is all about. So we had to get to the point where we could reach for goals that could be measured."

Numerous Initiatives in Place

Of the various initiatives instituted by the task force to help improve customer satisfaction, hourly rounding and daily huddles have made the biggest impact, according to Angela Coladonato, MSN, RN, NEA-BC, chief nursing officer and senior nurse executive at TCCH. Called patient safety and service rounds, the hourly roundings mean just that — visits by unit staff to patients hourly during the day and every 2 hours at night.

Begun as a pilot program in telemetry and one med/surg unit, it recently



HOSPITAL OF DISTINCTION: Angela Coladonato, MSN, RN, NEA-BC (left), chief nursing officer and senior nurse executive at The Chester County Hospital, West Chester, PA, and Carli Meister, MSc(A), RN, director of customer relations and risk, are proud of the hospital being named a Hospital of Distinction. Maintaining their distinctions, a task force ensures patients are always getting the best customer service possible.

rolled out to the rest of the hospital, said task force member Tina Maher, BSN, RN, NE-BC, director of telemetry, the postinterventional unit and critical care support. "My clinical manager and I do patient rounding ourselves at random daily to several patients to ask if they have any concerns. And we have seen marked improvements; patients seem much more satisfied, which makes nurses more satisfied."

Getting the Scores

A small survey put together by a core group of nurses in telemetry and given to patients just before discharge "to get feedback in real time" has reflected that satisfaction, Maher added. "The survey asks the patients to share two areas where the staff have 'done well' and two on how we can improve."

In the leadership rounding initiative, Coladonato, Meister and Michael Barber, chief operating officer, randomly visit with patients on all three shifts and will soon include weekends. "We talk to the patients about their stay, and ask if they have any issues or concerns," Coladonato remarked. "Then we go out to the staff and give feedback on the visit. This has been received very well by both staff and patients." It is important to give immediate feedback to staff, she stressed.

Roundings are conducted somewhat differently in the emergency depart-



ment, according to Betty Brennan, EdD, AD, director of both the ED and interventional radiology and another task force member. “We do them in the waiting room, since during treatment the patients are always within visual sight,” she explained.

Daily Huddles

Both Coladonato and Meister believe the daily huddles, instituted in mid-2007, are very beneficial to staff throughout the hospital. Noting they are a “best practice” in the hotel industry, Meister explained the staffs of every department “huddle” for 5 minutes or less at the start of every shift to discuss a specific topic related to either patient safety or customer service. If staff

“First contact” is all about the importance of nurses saying the right things to patients to gain their confidence.

don’t suggest a topic to discuss, the unit manager provides one. “It’s a way of team-building,” Meister said.

Calling the daily huddles “especially helpful,” Coladonato added, “It helps staff focus on the important issues of the day.”

In the ED, Brennan said they use the daily huddles to discuss plans for the day, “mostly strategizing how to deal with the patient flow and census,” especially when early indications are the day will be very busy.

Posted Reminders

Another Customer Satisfaction Task Force initiative is department “vows” posters that are part of the Hospital of Distinction display boards prominent in every department.

“On the board are three permanent patient satisfaction standards to build hospital values, and several department-specific vows which are changed every 6 months,” Meister said. “The logic of these vows are that the front-line staff need to say in their own words what they are personally working on. It’s very user-friendly as well as practical.”

Natalie Guardiani, RN, a labor and delivery staff nurse, explained the department vows posters “serve as a reminder of what our commitment is to our patients,” noting pain management and education are high on the list.

First Contact

Adapting a model used in maternity, the Customer Satisfaction Task Force instituted what they call “first contact,” or behaviors to ensure a positive first impression, as one of its original initiatives. It’s all about the importance of nurses saying the right things to patients to gain their confidence. “We provide staff with suggested words to say in certain situations,” Meister said. “For example, we might suggest nurses say out loud they are closing the patient’s curtain to ensure privacy as they are doing it.”

It’s a huge benefit to patients because it reinforces what they are watching, she stressed. Consequently, when they are asked to complete a satisfaction survey postdischarge, it helps them remember the nurse’s thoughtfulness in providing privacy.

Noise Initiative & Fresh Eyes

An initiative that is meeting with “only some degree of success,” according to Meister, is installation of Yacker Trackers on department walls

as a visual cue to staff when the noise level needs to be toned down. The electronically operated “traffic light” flashes red, green or yellow (depending on how high the noise level is) to get the staff’s attention. “But there are many different kinds of noise, so it’s not as sensitive as we’d like,” Meister said.

Debbie McMahon, RN, staff nurse in maternity, however, feels the Yacker Tracker does help in her department. “It’s a wonderful reminder to keep our voices down because some patient rooms are right across from the nurses’ station,” she said.

Sometimes all it takes to see where or how patient satisfaction can be improved is a fresh pair of eyes, so the task force has put just that into place.

People who don’t typically spend time on the unit walk around and look

for things they think “would drive patients crazy,” Meister said. “We’ve been able to find many reasons why patients would not be happy with their environment.”

Initiatives Working

Meister feels good about the task force’s accomplishments thus far. Indicators include letters of gratitude, a reduction in complaints — and repeat business — from satisfied patients. And of course, their Press-Ganey and HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems, Medicare’s patient satisfaction survey) scores. She’s especially proud of the Press-Ganey data comparing TCCH to other area hospitals on an aggregate basis.

After years of scoring in the low 80th percentile (or even in the 60s and 70s), TCCH scored in the 99th percentile from August 2006 to June 2007. “Then it dropped off a little, but went back up to the 99th percentile for April-June 2008,” Meister said. “Some fluctuation is expected, but Press-Ganey was congratulatory, saying keeping the percentile up was unique from their perspective.”

And last May, the Centers for Medicaid and Medicare Services, of which HCAHPS is a part, publicized TCCH’s achievement as best out of about 30 hospitals in the tri-state area on selected questions from the HCAHPS survey.

Why Initiatives Work

Meister attributes the Customer Satisfaction Task Force’s successful efforts to its integrative approach “that can only succeed when our nurses are hand-to-shoulder with other staff. And we have made a concerted effort to make sure no one area of the hospital is less important in creating a special patient memory.”

Some of the task force’s patient satisfaction initiatives are subtle, others are more dramatic, but each is reflective of the enthusiasm for achieving goals that characterizes Meister. She said staff members sometimes call her “Pollyanna” because “I believe the glass always is half full.”

Asked if the initiatives are only suitable for community hospitals such as TCCH, Meister responded she doesn’t think so. “It’s all about commitment, dedication, energy. You can do these things anywhere. You just need a focus and a core belief that that’s the right thing to do.” ■

Bette Mooney is a freelance writer and retired editor at ADVANCE.

SNAPSHOT: SIGHT

Continued from page 13

and mobility, and medical management and health education — and includes a registered nurse (Ice), vocational rehab counselor, Braille teacher, rehabilitation engineer and low vision optometrist, to name a few.

Classroom Learning

To gain admission into the center, patients must be legally blind, totally blind or have a diagnosis that will lead to blindness in the near future. The center is part of the Virginia Department for the Blind and Vision Impaired and the hub to which six state field offices refer clients.

Structured similarly to a boarding school, patients are scheduled for a series of classes 5 days a week from 9 a.m. to 4:15 p.m. Some come as day students; others are residents in the center's 36-bed dormitory.

Patients' schedules are individualized to meet specific needs, Ice said. A 45-year-old banker who recently lost his sight to diabetes, for example, might take classes with a number of departments: the job readiness team to prepare to go back to work, the communications and Braille team to learn how to read his business books, and the orientation and mobility team to learn how to take the bus to work.

An 18-year-old high school graduate, who has always been blind and wants to learn how to live on her own, can learn how to cook stovetop meals, wash and iron clothes, clean her home and pick out a color-coordinated outfit with the personal home management team. She'll also learn money management skills and how to go grocery shopping on her own with the activities of daily living department.

Once she has mastered each of these areas, she may spend several weeks to a few months in one of the six independent living apartments on campus to practice living on her own with minimal assistance.

On Their Own

One niche at the center is the medical management department, where Ice works. There she specializes in teaching clients to care for their medical needs.

"Many clients have a lot going on in addition to their blindness — they're diabetics; they're on dialysis," Ice said. "If it's a client with high blood pressure, high cholesterol and diabetes, he may end up with a dozen or more medications and say, 'Boy, I get confused as to which medication is which.'"

To help patients who are visually impaired manage their medications, Ice offers these tips, which blend adaptive technologies and techniques:

- For a simple solution, put a single rubber band around the bottle of pills the client takes in the morning; two bands around pills taken morning and night.
- For exact dosage information, a talking voice recorder can help. The client records a message onto a chip (for example: "Zocor; 40 mg; take 1 tablet every morning"), and the chip fits onto the pill bottle. When the client puts the chip into the recorder, it plays back the instructions.
- If a client's Braille skills are good, a Braille pill box can be employed, where each slot is marked with the time for medications (7 a.m., noon, etc).
- A low-vision client may prefer to use a rotating magnifier. A pill bottle is set inside a circular magnification system which, when rotated, magnifies the dosage and medication information.

Note in each of these instances, the client might need help from a sighted person once a month, but is then independent the rest of the time, Ice said. A pharmacist can transfer the voice recorder chip or rubber bands during refills as well.

"Finding the right solution is often very tedious and task-specific," Ice said. Further, one labeling system isn't the answer for everything: a talking recorder can identify canned soup in the kitchen, but won't work on frozen items.

Diabetes Care

For patients with diabetes, it is often the disease that caused their blindness. This means patients now have to relearn their diabetes care — including monitoring blood glucose levels and administering insulin safely — without the benefit of sight.

Again a variety of products/techniques are useful. Ice might suggest a talking glucometer, or she might teach them to use a device that allows clients to listen to clicks to correctly fill an insulin syringe, with each click equaling one unit of glucose. For dialysis clients, Ice may introduce a talking blood pressure monitor or a talking bathroom scale to measure weight gain.

A New Life

No matter what patients want to do on their own, Ice and the rest of the staff do their best to find a solution. And it's this ability to give patients back a life of independence that keeps Ice going every day.

"I think those of us with the gift of sight need to help those who can't see with their eyes. Because they have a vision too," she said. "They have the same vision of happiness, family, friends, career and living fully, just like you and me. People constantly leave here saying, 'I have hope again. You guys have just turned my life around.'" ■

Ainsley Maloney is assistant editor at *ADVANCE*.

**The Venoscope® II
& Neonatal Transilluminators.**

**ASK US ABOUT
DISPOSABLE
PROTECTIVE
COVERS**

**MAKING THE
IMPOSSIBLE
POSSIBLE.**

The Vein Finder™

Even the most experienced nurses can have trouble locating hard to find veins. Now you can handle those difficult situations with fewer sticks. The Venoscope® Transilluminators make it easy to locate hard to find veins on neonates to dark skinned adults. Try it. You'll be glad you did — and so will your patients.

**Venoscope® II
Transilluminator
\$195.00**

**Neonatal
Transilluminator
\$295.00**

RISK FREE, 30 DAY MONEY BACK GUARANTEE.
www.venoscope.com info@venoscope.com (800) 284-7655

Pregnancy & STDs

Prevention and early detection key to mother, newborn safety

BY KARIN LILLIS



Pregnant women who have contracted STDs can pass disease to the baby before, during and after birth, according to the CDC.

Complications range from premature birth and low birth weight to neurological damage and internal organ damage. STDs also can lead to conjunctivitis, pneumonia, sepsis, blindness, deafness, meningitis, acute hepatitis, chronic liver disease and cirrhosis, according to the CDC.

Routine prenatal care and screening, however, can significantly decrease the risk of transmission to the infant.

“It is very crucial that nurses know the most up-to-date information and standards of care so the information they share with

patients is correct,” said Elizabeth Stein, MPH, MSN, CNM, a nurse-midwife who runs a private practice in New York City.

Herpes Simplex Virus

With proper testing and treatment, most women with genital herpes give birth to healthy infants. When transmitted from mother to infant, however, the herpes simplex virus (HSV-1 and HSV-2) can pose significant risk to the newborn.¹

In the U.S., one in 1,800-5,000 live births are affected, according to International Herpes Alliance statistics.

Most often, the mother passes the disease to the baby if the virus is present in the birth canal during delivery. Someone with a herpes cold sore on her mouth may kiss the infant and transmit the virus to the baby.¹

The first infection in the mother during the second half of pregnancy is “very dangerous” for the fetus or newborn, Stein said. The mother has not yet developed antibodies against the virus, so the risk of transmission to the baby in utero is high (possibly up to 50 percent), she explained.

Chlamydia is a leading cause of pneumonia and conjunctivitis in newborns, according to the CDC.

Neonatal herpes can cause skin, eye or mouth disease, damage to the central nervous system or internal organs, and death.¹

“Symptomatic and asymptomatic primary genital HSV infections are associated with preterm labor and low-birth-weight infants,” wrote Caroline M. Rudnick, MD, PhD, and Grant S. Hoekzema, MD, the journal *American Family Physicians*. “The diagnosis of neonatal HSV can be difficult, but it should be suspected in any newborn with irritability, lethargy, fever or poor feeding at 1 week of age.”²

“If the first herpes transmission occurs during pregnancy, there is a 30 percent risk of transmission to the baby,” noted Jeanne M. Wilton, MS, RN, WHNP-BC, Wheaton Franciscan Healthcare, Women’s Health Services, Racine, WI. “Of that number, there is an 80 percent risk of the baby dying from a congenital infection.”

HSV Risk Reduction

Medications, administered early enough, can lower the risk of or prevent long-term damage.¹

JEFFREY LEESE

□ PREGNANCY

Once the mother has developed antibodies against the virus — a process that takes 6-8 weeks from the first exposure — risk of transmission to the newborn significantly decreases, Stein and Wilton noted.

Stein tests mothers-to-be at the first prenatal visit, looking for HSV-1 and HSV-2 IgG antibodies.

It is possible for the fetus to become infected in utero; otherwise, the newborn contracts the virus during delivery by vaginal or vulva herpes virus, Stein explained.

Pregnant women who test positive for antibodies can be offered prophylactic valacyclovir or acyclovir at 36 weeks until after delivery to prevent a herpes outbreak, Stein said. Either medication is safe during pregnancy and breastfeeding, she said.

CDC guidelines suggest all pregnant women undergo a screen for chlamydia.

If lesions are present at the time of delivery, a C-section is performed, according to Wilton.

Fathers can be tested after the pregnant woman's results are known, Stein noted. If the mother has antibodies to HSV-1 or HSV-2 IgG, there is no need to test the partner. If she has no antibodies to either, then the partner should be tested to determine if he poses any risk to his pregnant partner, she suggested.

Chlamydia & Gonorrhea

Untreated chlamydia infections can lead to premature delivery, according to the CDC. Newborns of infected mothers can contract eye and respiratory tract infections. Chlamydia is a leading cause of pneumonia and conjunctivitis in newborns, according to the CDC.³

CDC guidelines suggest all pregnant women undergo a screen for chlamydia.

The disease also can damage a woman's reproductive system. Up to 40 percent of women with untreated chlamydia may develop pelvic inflammatory disease (PID) when bacteria spread to the uterus or fallopian tubes.³ They also are five times more likely to contract HIV if exposed to the virus.

PID damages fallopian tubes, the uterus and surrounding tissues, which can cause chronic pelvic pain, infertility or ectopic pregnancy.³

Gonorrhea, transmitted in the birth canal during delivery, can lead to blindness or joint or bloodstream infection.⁴ In women, the disease also can cause PID and associated complications. The two diseases, treated with antibiotics, may occur simultaneously.⁴

Human Papillomavirus

Human papillomavirus (HPV) generally does not affect the fetus or newborn, according to Stein.

"The real concern is a woman who has a history of abnormal cervical cells from HPV infection [cervical dysplasia] who was treated with a loop electrosurgical excision procedure," or LEEP, Stein said.

LEEP, which sloughs cells 3 mm deep, can weaken the cervix, increasing the risk of cervical incompetence and loss of the pregnancy, she explained.

Treatment of cervical dysplasia poses a dilemma for clinicians — treatment of moderate to severe dysplasia is done with LEEP, which creates a potential risk to future pregnancies. If the condition isn't treated, Stein noted, the woman is at risk for progression of dysplasia, which could develop into cervical cancer.

Group B Strep Facts

An estimated 10-30 percent of pregnant women carry group B streptococcus (GBS), according to the American College of Obstetricians and Gynecologists (ACOG). Most infants who acquire the bacteria from their mothers do not develop illness; however, some can develop serious or life-threatening illnesses (1-2 infants per 100 births).¹

While GBS is not an STD, the bacteria often is found in the vagina and rectum, explained Elizabeth Stein, MPH, MSN, CNM, a New York City nurse-midwife who runs a private practice.

GBS bacteria live in the rectal area and are a vaginal contaminate. The baby is exposed as it descends through the birth canal or if the bag of water breaks and the baby is not delivered within a couple of hours, Stein explained.

The bacteria may ascend to the fetus, which is no longer protected by bag of water. Another theory is that the GBS bacteria causes the bag of water to break (the infection has ascended), she said.

If the newborn is exposed to the bacteria in the birth canal, the infant can develop an early infection (within the first 7 days after birth). The majority of these infections occur within 6 hours of birth.¹

About 50 percent of cases of late infection — those occurring after 7 days — are acquired during birth; the other half are acquired through other means, such as contact with others who carry the bacteria.¹ It is extremely important for clinicians and others to wash their hands before handling the newborn, Stein said.

In newborns, sepsis, meningitis and pneumonia are the most common diseases resulting from GBS infection, according to the CDC. About 5 percent of cases are fatal.¹

Although preterm infants are more at risk for contracting the bacteria, most of the cases are full-term newborns.²

Cultures should be taken between 35 and 37 weeks gestation, according to ACOG. Women who test positive receive antibiotics during labor; there is a risk of reinfection of the fast-growing bacteria if the mother takes medication too early.¹ Penicillin is most commonly used to treat GBS. ■

HIV

A small percentage of newborns with HIV-positive mothers are infected (1-2 percent). Half of these infected babies are very sick and may die in less than one year, Stein said.

Mothers at risk for transmitting the virus to newborns are those who have a last viral load prior to delivery greater than 1,000 viral particles per milliliter of blood plasma and have not been treated with highly active antiretroviral therapy, according to Stein. Cesarean delivery and delivery soon after the rupture of membranes also help to protect the newborn from infection, she said.

The virus can be transmitted in utero, through vaginal delivery (increased risk with prolonged rupture of membranes) and breastfeeding, Stein noted. Vaginal delivery accounts for 70-80 percent of cases of vertical transmission, she added, and breastfeeding presents an additional 14 percent risk. ■

References for this article can be accessed at www.advanceweb.com/nurses. Click on Education, then References.

Karin Lillis is senior regional editor at *ADVANCE*.

What Women Want

Healthcare employers assist women to get the most out of their work and home lives BY SANDY KEEFE, MSN, RN

When the Studer Group talks, people listen. So when the prestigious healthcare consulting firm released findings from a survey of 8,000 women in diverse healthcare positions across the U.S., employers took those results very seriously.



As it turns out, the majority of the women surveyed would choose healthcare all over again, would recommend it to their female friends, and are as satisfied with their work lives as they are with their home lives. Good news indeed for the industry.

On the other hand, the women are less satisfied with the balance between their jobs and their home lives, rarely dedicate time to their personal and emotional needs, and experience work conflicts with home life more frequently than home life conflicts with work. (Studer, 2008)

Three Wishes

The women had three important messages for employers. First of all, they use and value certain benefits more than others to balance work and life. Education reimbursement is the most available form of employer support and the most frequently used. Other valued benefits included concierge services and various flextime options including compressed work week, reduced hours, job sharing and true flextime. [See **Being Flexible** online at www.advanceweb.com/nurses; click on Regions and then Eastern, PA, NJ & DE.]

KYLE KIELINSKI

The second message: supervisors matter. While there were positive relationships between work satisfaction and support from spouse, family and employer, the biggest correlation was

between job satisfaction and perceived support from the woman's supervisor.

Finally, the women said, employers might see some positive pay-off if they were to teach skills for time and energy management.

Focus on Benefits

The findings resonated with Tina Bendock, MSA, RN, a former nurse executive and now coach with the Studer Group based out of Powder Springs, GA.

"This study reinforced what we knew about women's struggles to blend their work and home lives; working hard all day and then going home to care for children or perhaps for an older parent," she said. "One of my roles is helping organizations grow and develop their leaders. Hospital leaders have lots of different moving pieces at any given time. One area of focus is how they can retain their staff; nursing retention is particularly challenging for healthcare organizations."

Sue Fitzsimons, PhD, RN, senior vice president for patient services/chief nursing officer at Yale-New Haven Hospital, New Haven, CT, shared her philosophy for supporting valued nursing staff.

"A strategic recruitment plan is important, of course, but we're partnering with HR to focus more and more on retention of the bright, educated, engaged nurses we already have onboard," she said.

Nancy Collins, director of recruitment and staffing at Yale-New Haven, described the organization's framework for meeting the needs of its employees.

"We've paid a lot of attention to our benefits structure for the more mature nurses in our workforce because we value their wisdom and experience and want them to stay with us," she said. "We offer flexible hours, have pilot-tested ergonomic improvements such as lifting equipment to reduce back strain, and numerous opportunities to work in less demanding roles or areas of the hospital. Because we're such a large and complex organization, we have an advantage when it comes to options for nurses who want a different pace at work."

Retaining Seasoned Workers

Betty Dobbs, MHA, RN, nursing workforce development specialist at Little Company of Mary Hospital, Torrance, CA, talked about creative strategies her organization uses to provide the care needed while promoting work/life balance for nurses.

"While our first priority is to staff in a way that meets the needs of the patients we serve, we've gone out of our way to provide flexibility in scheduling so nurses can balance their home and work lives," she said. "We follow a self-scheduling model that

Continued on page 24

On the pulse of Learning



The University of Dundee's distance nursing degree programs are the FIRST BRITISH nursing educational degrees to be awarded NLNAC accreditation in the USA!

- There are no CLINICALS or EXAMS
- NO CLASSES - Study at home
- START ANYTIME - Work at your own pace
- NO MATH/NO SCIENCE: All nursing modules
- ALL RNs, US or FOREIGN welcomed
- The most cost effective RN-BN program
- VA Hospital and NNEI approved
- LOW INTEREST FINANCING AVAILABLE

The University of Dundee's NLNAC accredited RN-BN, Masters and Bachelor of Nursing (Palliative Care) degree programs are delivered entirely by distance education. Each student is assigned a personal tutor for the duration of the course.

Programs include: • **Bachelor of Nursing (RN-BN)** • **Master of Nursing** • **Bachelor of Nursing (Palliative Care)** • **Continuing Education units**, all available by distance delivery.



For more details on the courses, study options and costs, contact:

Telephone Toll Free:
1-800-757-4713

Visit our web site at www.celticscholar.com
EMAIL: pauline.dorrian@celticscholar.com

TOMORROW'S NURSING LEADERS ARE AT WIDENER TODAY.

Our graduate programs develop experts in their field.

Widener graduates are scholars, visionaries, and expert clinicians. Join them in playing a critical role in the future of nursing and improving health worldwide by earning your MSN or PhD degree from Widener. You'll be mentored by a nationally recognized faculty while becoming a leader yourself. The knowledge you'll gain guarantees you'll be in high demand—opening the door to a world of new opportunities in your nursing career. Learn more about our graduate nursing programs at www.widener.edu/gradnursing


Reach higher. Go farther. Choose Widener.




Widener University

widener.edu

EDUCATION OPPORTUNITIES



ESTHETIC SKIN INSTITUTE



the **#1** choice in esthetic certification and continuing education

Botox dermal fillers

sclerotherapy
mesotherapy/lipotherapy
laser/IPL
and more...


all courses by sasha parker
866.463.6881
esiw.com

What a Difference You Can Make

Become **Wound Care Certified** at our Intensive Seminar

Laurel, MD • March 2-6
Dedham, MA • March 30-Apr 3
New York City • May 4-8

Call **1 (800) 979-6863**
or www.woundcareplus.net



Wound Care Plus

- Highly qualified Instructors
- A comprehensive curriculum
- Lively Presentations

CALL 800-355-5627



**FASTEST SERVICE
LOWEST COST
LOWEST MINIMUM QUANTITIES!**



Change Your Life In One Week
BECOME WOUND CARE CERTIFIED!

- Professional Instructors (over 40,000 combined teaching hours)
 - Power-Packed Training
 - Clinical & Career Support
 - Customized On-Site Courses Available
 - Program costs may be covered by tuition assistance, ask your employer
 - National Certification Exam administered by the National Alliance of Wound Care,® an NCCA accredited program
- Feb. 16-20**
College Park, GA
Buffalo, NY
- Feb. 19-22**
Two Rivers, WI
- Feb. 23-26**
Arlington, VA
- Feb. 23-27**
Kansas City, MO
- March 2-6**
Albuquerque, NM
- March 9-13**
Philadelphia, PA
- March 16-20**
San Antonio, TX



WOUND CARE EDUCATION INSTITUTE®
When quality wound care education matters...
Look for the apple!

For a complete listing of courses call 1-877-462-9234 or visit www.wcei.net

Mention Coupon Code "ADVLPN" to receive \$100 discount off registration

QUALITY CE CONFERENCE

PSYCHIATRIC NURSING 2009

PHILADELPHIA, PA
March 18-21



CAN'T ATTEND?
View the Conference Content Online!
Visit our website for details.

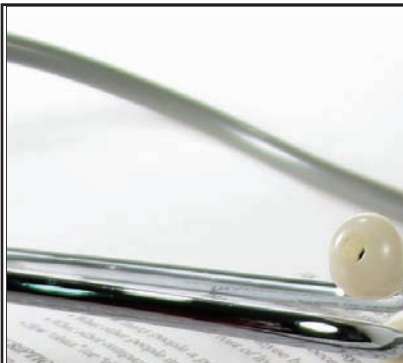
Email: info@forums.com
Phone: (800) 377-7707, Ext. 5252
www.contemporaryforums.com

**FAST,
LOW-COST,
FLEXIBLE**

advance
NEWS MAGAZINES

reprints

CALL 800-355-5627



With courses like health economics, law and regulations, ethics, epidemiology, information technology, quality measurement and outcomes analysis, a master's or doctoral degree in **Health Policy** allows nurses to remove professional boundaries. Health Policy practitioners are shaping the delivery of health care and gaining leadership positions in industry, health systems, insurance, government and academia.

USP UNIVERSITY OF THE SCIENCES IN PHILADELPHIA

Define yourself without limits.



Learn how a full- or part-time program can expand your career. Our University City campus offers convenient evening classes for working professionals. Contact us today for more information on a MS, MPH or PhD degree.

Email: healthpolicy@usp.edu
215.596.8556
www.gradschool.usp.edu/healthpolicy
Mayes College at USP
600 South 43rd St., Philadelphia, PA 19104



ADVANCE YOUR NURSING CAREER



with a Master's Degree or Graduate Nursing certificate from West Chester University

Information Open House
Thursday, February 12, 2009
(snow date: February 19, 2009)
5:00 - 7:00 p.m.

**RN-BSN FAST TRACK
RN-MSN TRACK
MSN COMMUNITY HEALTH
NURSING EDUCATION CERTIFICATE
SCHOOL NURSE CERTIFICATE**

**TO REGISTER OR FOR INFORMATION:
610-430-2181**

<http://health-sciences.wcupa.edu/nursing>

We Can Customize!



Creative gifts & giveaways for healthcare events.

- From the healthcare experts at *ADVANCE* Newsmagazines
- Customizable products for every medical specialty
- Exclusive healthcare designs you won't find anywhere else
- Free creative consulting services
- Staff gifts & event giveaways for every budget

advance
CUSTOM PROMOTIONS
www.advancecustompromotions.com

1-877-776-6680

PRODUCT CONNECTION

GET THE FREE PRODUCT INFO YOU NEED FAST!

ONLINE: Log onto www.advanceweb.com/buyers-guide.asp — your link to more information about all of our current and past advertisers' products. Getting product information has never been faster or easier!

PHONE: Call the *ADVANCE* Product Hotline at 800-355-6504. Please have available the date of the publication, located on the bottom of each page and/or our front cover in the top left corner.

ADVERTISER & PRODUCT # PAGE

| | |
|---|----|
| ■ <i>ADVANCE HEALTHCARE SHOP</i> CATALOG #N01002..... | 35 |
| ■ UNIVERSITY OF DUNDEE #N01008..... | 22 |
| ■ UNIVERSITY OF THE SCIENCES IN PHILADELPHIA #N01004..... | 23 |
| ■ VENOSCOPE #N01006..... | 18 |
| ■ WEST CHESTER UNIVERSITY #N01014..... | 23 |
| ■ WIDENER UNIVERSITY #N01003..... | 22 |
| ■ WOUND CARE EDUCATION INSTITUTE #N01018..... | 22 |

N01 01/19/09

WOMEN

Continued from page 21

allows nurses to meet their requirements, such as the number of weekend shifts, in various ways.”

Acknowledging long shifts don't always work for women with competing demands at home, Dobbs remarked, “If a nurse's life is not conducive to 12-hour shifts, she can move to the GI lab with 8-hour shifts, or cardiac cath lab with 10-hour shifts. There are positions for nurses in informatics, education, physician billing, education, and other areas with more flexible hours. The variety within nursing roles gives nurses an opportunity for change.”

Growing Great Supervisors

Leaders within the Studer Group are currently developing a toolkit to help healthcare executives support staff struggling to blend home and work lives.

“For example, a leader who meets with staff members each month to focus on what's going on in the nurse's life, what she needs to do her job, and what challenges she's facing, can really make a difference,” Bendock said.

There is no cookie-cutter approach to juggling home and work responsibilities.

“At the Studer Group, work/life blend is part of the Life Pillar, and that pillar changes throughout a woman's career,” Bendock said. “A young nurse new to nursing may have social interactions and outlets as the focus. As a woman starts a family and her children grow up, that pillar changes. Asking a first-line nurse how I, as a supervisor, can help her, whether her issue is day care for a toddler or a teenager who isn't coping well, is a good way of being supportive.”

For those who say supervisors have enough to handle without tackling work/life balance in their employees, Bendock has a reasoned response.

“One of the things I've found over and over in my 23 years as a nurse is we don't do a good job taking care of ourselves,” she said. “Everyone else comes before our own needs, so

to have a boss who pays attention to that balance is very positive.”

Accommodating Staff

Great supervisors aren't born that way; they need appropriate education and role modeling to develop their skills.

“Nurses who sign up for the nurse manager role, or are suddenly promoted, often are great bedside clinicians without an understanding of how to schedule, how to accommodate nurses who have young children, or what else they can do to support their staff,” Dobbs said. “We send our nurse managers to the Studer Group's Leadership Development Institute where they learn those skills and come to understand the importance of promoting work/life balance in their employees.” ■

Resource

Studer Group Press Release. (2008, October 29). *Work/life balance among women in healthcare*. Retrieved Nov. 25, 2008 from the World Wide Web: www.studergroup.com/conferences_webinar/symposium/work_life_blend_study_executive_summary.pdf.

Sandy Keefe is a frequent contributor to *ADVANCE*.

Go Digital

ADVANCE digital edition is now available.



SUBSCRIBE FREE

YOUR CHOICE OF A PRINT OR DIGITAL EDITION! www.advanceweb.com

ADVANCE FOR NURSES

If you're interested in a career move, you can put your job search into high gear with this biweekly regional edition of *ADVANCE for Nurses*. 55,700 Maryland/D.C./Virginia Metro nurses rely on *ADVANCE* for the best positions at the most facilities—for all levels of nursing care.

To check out our up-to-date Career Opportunities use the handy index below. Begin your search by looking for your specialty area from the Categories listed below. Next, look to see under which Category your specialty falls. Choose your section, noting on which page it begins. Turn to that page, look for our handy Category tags, and begin searching the ads for your new future!

Multiple Opportunities 25
Acute Care 29
Cardiac, Clinical Specialist, Critical Care, Dialysis, Emergency Room, Oncology, Telemetry
Alternative Settings 30
Camp, Office, Radiology, Sales/Marketing, Staffing Coordinator, Traveling Nurse
Community Health 30
Occupational Health, Public Health, School Nurse
Management/Administration 30
Case Management, Education, Infection Control, Informatics, Management, Quality Assurance, Research
Mental Health 31
Addictions, Mental Retardation, Developmental Disabilities, Psychiatric
Post Acute 32
Assisted Living, Geriatric, Home Care/Hospice, MDS Coordinator, Registered Nurse: Assessment Coordinator, Rehabilitation, Subacute
Surgical
Ambulatory, Certified Registered Nurse Anesthetist, Operating Room, Post Anesthesia Care Unit
Women's & Children's Health 33
Gynecology, Labor Delivery/Recovery Postpartum, Maternal/Child, Neonatology, Pediatrics
Out of Region Opportunities



Nurse Partners
Work with an Agency where CLINICIANS are the most important customer!
 Enjoy **NursePartners**:
 • Weekly Pay • Facility Orientation & Driving Directions to each Nursing Home
 • PTO Plan for Full-Time Clinicians
 • Paid Orientation to NursePartners
 • 24/7 Accessibility • Health Care & Dental Benefits • 13 Premium Paid Holidays
If Long-Term Care is your specialty, we would love to hear from YOU.
Don't Delay, Call Today!
267-287-0345

Registered Nurse
 Busy Center City Hem/Onc practice affiliated with an academic medical center, **seeks full-time BSN/OCN** with a minimum of two years experience.
Competitive salary & benefits
 For further information or to apply for this position contact:
Pamela Crilley, D.O
Drexel University College of Medicine
 Division of Hematology/Oncology
 245 N. 15th Street MS 412
 Philadelphia, PA 19102
 PH: (215) 762-7026 • FAX: (215) 762-8857



Beebe's PCU Team
"We Value the Great TEAM Atmosphere Here at BEEBE"

Beebe Medical Center, located at the beautiful DE beach resort in Lewes, DE, offers a truly unique work-life balance. Beautiful beaches, sunsets, a charming, serene setting and a wonderful working environment are just a few of the advantages of working at Beebe. We have the following positions available:

Beebe is Proud to be Honored as one of the BEST in the BUSINESS 2008 - Large Companies*

- RNs and SPECIALTIES:**
- CV-OR • PCU • Float • CWOON • CVSD • Open Heart Unit
 - Emergency • Physician's Office Nurse
 - Lead Clinical Trials Research Coordinator • Care Coordinator
 - Casual Nurse Practitioner - wound care
 - Executive Director- Surgical Services

SIGN ON BONUS & RELOCATION ASSISTANCE
 (for FT and PT clinical pos.) Ask HR for details. Please visit our website for more information and detailed job descriptions: www.beebemed.org
 We offer an attractive compensation & benefits package.

BEEBE MEDICAL CENTER
 424 Savannah Rd., Lewes, DE 19958
 Phone: 302-645-3336 • Fax: 302-645-0965
 Apply online at: www.beebemed.org
 Email: employment@bbmc.org - EOE
 * as surveyed by the Wilmington News Journal

We're Listening

PinnacleHealth is as committed to its nurses as they are to their patients.

- ▶ Career Development Pathway
- ▶ Flexible self-scheduling
- ▶ No mandatory overtime
- ▶ Competitive salary and benefits package
- ▶ Tuition assistance for continuing education
- ▶ No Pull Policy

Discover your future and your potential with PinnacleHealth.

PinnacleHealth Proven

www.pinnaclehealth.org/careers • 1-866-231-9876 • Harrisburg, PA

SOUTHERN JERSEY FAMILY MEDICAL CENTERS, INC.

SJFMC, established in 1977, is a federally qualified health center providing medical and dental care to the communities of Atlantic, Burlington and Salem Counties.

NURSE SUPERVISOR

Great opportunity for experienced RN to work closely with Center Administrator. Responsible for nursing care and day to day supervision of LPNs and Medical Assistants at our two sites in Atlantic City (located within one block of each other).

3-5 years experience, preferably supervisory and working with diverse patient populations. Valid NJ license.

We offer an excellent benefits package with generous time off. Please send resumes with salary requirements to: HR, 1 N. White Horse Pike, Hammonton, NJ 08037, fax: 609-567-9647, e-mail: jobs@sjfmc.org. SJFMC will respond to resumes via email. EOE

CAREER OPPORTUNITIES

Do you have the desire to work independently in a specialty RN position? If so, we have several career opportunities for you:

- **Director, Primary Care Service** - This RN is responsible for the overall management of all the disciplines in delivering patient care within the Primary Care patient care line, and, therefore, has direct line responsibility for all clinical and administrative functions and staff members within the patient care line. Management functions: As patient care line leader, the duties include the analysis, development and recommendation of policies and procedures for the improvement of services to patients. The incumbent must demonstrate strong leadership skills that promote cooperation among employees and ensure open lines of communication between supervisory levels within both the patient care line and with the other patient care lines. An MSN or a BSN with a Master's in a related allied health field is required.

Our Benefits package includes:

- Competitive salary
- 10% shift differential, 25% weekend premium pay
- 10 to 15% incentive allowance for Acute Care & Acute Psychiatry Units
- 10 paid Federal holidays; double pay for holidays
- Term life insurance & multiple healthcare plans
- 26 days paid vacation & 13 days paid sick
- Federal Employees' Retirement System
- RN licensure accepted from any of the 50 states & Puerto Rico

RN Sign-On Bonus up to \$5,000

We are located in scenic SE PA, 1 hour west of historic Philadelphia.

We are close to charming Lancaster County and tax free shopping in Delaware.

www.coatesville.va.gov Call: 610.384.7711

Marsha Musser, Admin. Assistant at ext. 5123 • E-mail: Marsha.Musser@va.gov



with
**Extensive
Benefits**

"Heroes Serving Heroes"



Coatesville
VA Medical Center

OFFERING EXCELLENT HEALTH CARE MEANS EMPLOYING EXCELLENT NURSES

Administrative Director Patient Logistics York, PA

We're seeking a dynamic, assertive person to lead the operation of our Patient Logistics efforts. In this high-profile position, you'll direct all aspects of patient flow within the hospital to ensure that patient placement occurs in a timely fashion.

Requires BSN and 3-5 years in a leadership role; MS preferred. Candidates must be adept problem-solvers with a broad base of experience. TeleTracking software experience is a plus.

www.wellspan.org

You'll enjoy:

- Tuition reimbursement
- Relocation assistance
- Health/dental/vision
- Pride, Passion & Professionalism

To be a part of our health system, please contact **Nurse Recruitment** at 717-851-2249, nurserecruitment@wellspan.org or apply online at www.wellspancareers.org. EOE, M/F



RCM HealthCare Services is a leader in the healthcare industry with over 30 years of experience. We offer the highest rates and personalized service to our nurses. Full-time and Part-time available in NY, NJ & PA.

OUTSTANDING BENEFITS:

- Medical/Dental/Vision
- 401(K) • Direct Deposit
- Weekly Pay
- Huge Referral Bonuses

Call **215-557-0057**
Ask for Ryan, Ext. 212

8 Penn Center
1628 JFK Blvd., Suite 401
Philadelphia, PA 19103
Fax: 215.557.0061
healthcare@rcmt.com

RNs

- Med/Surg ICU/PICU/CCU
- Ambulatory Care
- Operating Room
- LTC/Geriatrics
- Emergency Room
- Case Management
- Pediatrics
- Rehabilitation • Correctional Facilities

•FLEXIBLE SCHEDULES!
•HIGH PAY RATES!
•TEMP OR PERM!

RCM Health Care Services
Committed to Caring
We also sponsor foreign nurses!

HEALTHCARE STAFFING

Our Nurses Love Us • Come join our team!

Quality Care Options
We Care • **RNs/LPNs** • SE PA Locations

Ask about our RN/LPN opportunities with Developmentally Disabled.

- Top Pay • Flexibility • Weekly Compensation
- Direct Deposit • Quality Assignments

Apply Online at QCOSTaffing.com
Phone: **215-491-5900** • Fax: **215-491-1107**
1243 Easton Road, Suite 103, Warrington, PA 18976

NEED ADVANCE REPRINTS? CALL 800-355-5627

Have a New Years Resolution?

- ☑ Increased Income
- ☑ Flexible Scheduling
- ☑ Healthy Work Environment
- ☑ New Goals

Let Friends Hospital Help You Achieve Your Resolution!

Experienced Psychiatric Nurses seeking a new and rewarding practice environment.

REGISTERED NURSE OPEN HOUSE

Tuesday, February 10, 2009
11am-1pm and 3pm-5pm
Scattergood Building, 1st Floor

Up to \$10,000 Sign on Bonus!

* Select full and part time positions

Friends Hospital provides an environment to practice your profession that is built on respect, trust, innovation, and reward. We offer a variety of inpatient settings, excellent compensation, an individualized orientation program, free parking conveniently located to public transportation and a beautiful 100 acre campus that has been providing healing and hope in behavioral health for 195 years. EOE.



4641 Roosevelt Boulevard
Philadelphia, PA 19124
RN PRIORITY LINE: 215-831-6966 or
call 215-831-7942
FAX LINE: 215-831-6951
EMAIL: recruiter@fbhs.org



SOUTHEASTERN
Home Health Services

*Discover
a new
direction
in Nursing!*

Looking for a position that offers flexibility and autonomy?
Do you enjoy working with clients in their homes? **TAKE A LOOK AT US.**

Positions available for self-motivated, independent, **RNs, LPNs and Home Health Aides** who desire the opportunity to excel in a compassionate homecare environment. You choose your hours and clients you work with. We have four locations for you to choose from and the following openings:

- **Bristol Office - Weekend RNs** - sign up for one or more weekends/month.
- **Downtown Office - FT and per diem RNs** needed for skilled intermittent visits. - **Experienced Pediatric RNs and LPNs** are needed on all shifts for continuous care. No minimum shift requirement. Incredible 2009 incentives and sign-on bonus for Pediatric Nurses.
- **New Britain Office - Per diem and weekend RNs** for intermittent home visits (Bucks and Montgomery Counties).
- **Telford Office - Full-time, per diem and weekend RNs** for intermittent home visits (Quakertown, Allentown areas).
- **All four locations - HHAs** (all shifts available).

Competitive wages including medical, 401(k), mileage reimbursement and paid time off for full-time.

Please apply on our website at
www.sehomehealth.com or fax resume to
Nancy Diablo, RN in our Bristol Office - **215-826-8300.**

EOE & Drug free workplace



**CHESTNUT HILL
HEALTH SYSTEM**
UNIVERSITY of PENNSYLVANIA
COMMUNITY HEALTH NETWORK

Chestnut Hill Health System offers employees the benefits of working in a community hospital, which include a caring, supportive environment and flexible scheduling to spend more time with family and friends. Not having a long commute to work also saves on gas money and helps our environment. Join us today!

REGISTERED NURSES

We currently have Full-Time and PRN openings in the following units:

OR, PCU, ICU, Med/Surg

PRN Weekend Programs: 2/4 to 4/4 \$43-\$50/hr

PRN Weekday: \$31-\$44/hr

FT & PT: Pay for Experience

We offer: Excellent benefits package, tuition reimbursement and generous PTO. Please apply online at www.chhealthsystem.com. For questions, call 215-248-8274. EOE

**Nurses are
discovering**

*...the caring culture at
Chestnut Hill.*



■ NURSES ■

Nurses wanted for weight loss sleep away camp located in Poconos, PA. Work in a beautiful environment and get in the best shape of your life.

*Room, Board and
Good Salary included.*

**New Image
Weight Loss Camp**

P.O. Box 417

Norwood, NJ 07648

*Contact Tony Sparber

Call **800-365-0556**

Or visit us online at

www.newimagecamp.com

WHITE GLOVE
GIVES YOU THE
FREEDOM
TO CHOOSE...

Custom Travel Assignments

NATIONWIDE PLACEMENTS WITH
ALL BENEFITS AND PAY OPTIONS

- Instant Daily Pay • Free Private Housing
- High Rates • Direct Deposit • Dental • 401K
- 100% Health • Vacation • Bonuses and More!



WHITE GLOVE
PLACEMENT, INC.

You care for your patients. We care for YOU.

85 Bartlett St., Brooklyn, NY 11206 • 1978 Williamsbridge Rd., Bronx, NY 10461

1.866.387.8100

Apply Online: www.whiteglovecare.com



EXCLUSIVE ACCESS TO ALL FACILITIES
IN NY, NJ, MD, DC, FL AND OH
PART-TIME • FULL-TIME • PER-DIEM ASSIGNMENTS ALSO AVAILABLE

SATISFACTION

is everything

The most important factor in choosing the right place for your career is your employer's dedication to quality, whether you're talking about employee satisfaction, patient satisfaction, educational opportunities, or the freedom to lead a life that's balanced.

Quality is what defines our goals and guides our decisions at **Robert Wood Johnson University Hospital Hamilton**. It's what sets our services apart. Quality is what helps us recruit people, and more important, retain them. Quality is more than a word in our mission statement or a value we uphold. At RWJ Hamilton, quality and satisfaction are everything.

We feel it's important that we support the lifestyle of our nurses with top-of-the-line benefits to ensure that they feel their best and therefore, are able to provide the best care. In addition to the supportive network we provide, you'll enjoy:

- Leading edge technology to make your job easier
- Stable working & learning environment
- Outstanding Health Insurance
- Subsidized Child Care
- Prepaid Tuition
- Free Medical Benefits for FT Night RNs

Visit our website at www.rwjhamilton.org for various RN opportunities.

EOE M/F/D/V



One Hamilton Health Place, Hamilton, NJ

We know you have the experience. Come join a team that will recognize your skills and talent!



Registered Nurses Cardiovascular Emergency Intensive Care

The Chester County Hospital is committed to providing the highest level of care to the people of our community. We have assembled a top-notch staff of nursing professionals who exist on the cutting edge of healthcare delivery. If you are looking to work in a progressive, patient-oriented environment, The Chester County Hospital has the right opportunity for you!



Here you'll enjoy an environment that fosters professionalism in nursing through evidence-based practice and shared governance. Our commitment is to listen to our staff and to help them reach their fullest potential, in addition to recognizing and celebrating accomplishments.

For information or consideration, please apply online at www.cchosp.com.

Equal Opportunity Employer

www.cchosp.com

POSITIONS NOW AVAILABLE



Fox Chase Cancer Center has excellent opportunities for nurses. Ranked by *U.S. News & World Report* as one of the nation's top cancer centers, Fox Chase has twice earned Magnet status from the American Nurses Credentialing Center. As a Fox Chase nurse, you'll provide expert, compassionate care in a professional environment.

Experienced Operating Room Nurses

As a Fox Chase nurse, you'll be in a:

- Specialty hospital within a nationally recognized teaching environment
- Setting that supports your work/life balance
- Setting that offers unique and diverse opportunities for personal and professional development

**FOX CHASE
CANCER CENTER**
333 Cottman Avenue | Philadelphia PA 19111



Proud to be designated as a Magnet Hospital

EOE

For more information, call 215-728-3411 or visit our web site at www.fccc.edu.

"It seems like every day at work is a celebration."

We've created a culture that is truly one-of-a-kind for our employees and patients alike. Caring for people is what we do. That's why we do so much for people like you.



We are an Equal Opportunity Employer committed to diversity in the workforce.

Renal Ventures is growing!

- Charge RN, Philadelphia, PA 3 days/week
- Charge RN, Trenton, NJ
- Part-Time RN, Sewell, NJ 3 days/week

Come Enjoy our Celebration!

www.renalventures.com/careers.html
 Fax: 720-497-9841
 E-mail: jobs@renalventures.com
 Call: 877-977-3625

Benefits include: Medical, Dental, Vision, 401(k) with Company Match + more!



Transplant Coordinators

Ask our team about what they do, and you'll hear about more than their intensive clinical and educational roles. You'll hear how this career is a lifestyle change as you become truly invested in saving donor recipient lives and providing comfort to donor families.

Specific responsibilities include working autonomously to coordinate the clinical evaluation and management of potential organ donors, surgical recovery and determination of organ placement. Throughout, you'll also have outstanding peer and administrative support. Positions require 2 years of RN, PA, CRNP or EMT-P experience. Excellent compensation includes a 403(B), educational assistance and a company car.

To join the nation's leading organ procurement organization, submit your resume and salary reqs to: **Human Resources, 401 North 3rd Street, Philadelphia, PA 19123-4101. Fax: 215-963-0702. GLDPJobs@donors1.org. EOE**



Join our Family of Healthcare Professionals
In-depth orientation! • Excellent benefits!

The Division of Veteran's Healthcare Services operates three state-of-the-art long-term nursing homes conveniently located statewide in Northern, Central and Southern New Jersey. We provide comprehensive long-term geriatric care for our nation's veterans and their families in modern residential settings.

We provide a specialized in-depth orientation to get you started and give you the opportunity to grow in your career. We offer highly competitive salaries and an extraordinary benefits package.

| Charge Nurse | Staff Nurse | LPNs | CNAs |
|-----------------|-----------------|-----------------|-----------------|
| Up to: | Up to: | Up to: | Up to: |
| \$62,585 | \$59,161 | \$43,738 | \$26,227 |

Our Full Time Benefits Package Includes:

- 15 Sick Days
- 13 Paid Holidays
- 12 Vacation Days
- 3 Personal Days
- In-depth Orientation
- Great Health Benefits
- Dental Plan
- Life Insurance
- Prescription Drug Plan
- Scholarship Program
- Yearly Clothing Allowance
- Excellent Pension & Retirement Benefits
- Free Parking

Contact: Ernie Razzano
 Health Professionals Recruiter
 609-530-6767



AA/EOE

| Menlo Park | Paramus | Vineland |
|---|--|--|
| 132 Evergreen Road Edison, NJ 08818-3013 | 1 Veteran's Drive Paramus, NJ 07653 | 524 NW Boulevard Vineland, NJ 08360 |

RN
All Specialties

The Very First and Still the Best!

Setting the standard since 1979.
SURGICAL STAFF, INC.

www.surgicalstaffinc.net
 East Coast 800-722-6794
 Fax: 215-624-4278

RNs • LPNs
CNAs • HHAs

MED STAFFERS

FT/PT/Contracts/ Home Care
 TELE-ICU-OR-ER-CATH LAB-MS
 SEP/PTO/Health Insurance/Bonuses

www.medstaffers.net
 Toll free: 1-866-695-8233

*Taking care of you,
 while you take care of others.*

ACUTE CARE

HEMODIALYSIS

Nephrology Nursing Service, Inc. is seeking staff to fill positions in acute/chronic program. Dialysis experience preferred/will teach committed applicants.

3-day work weeks available - RNs acute/chronic unit. Flex PT avail - MSW chronic unit. Girard Ave, Philadelphia locations.

Fax resumes to 215-787-2171 or call 215-787-2172 for more information.

Oncology Research Nurse Coordinator

Full-time for private oncology practice. Includes pharmaceutical and network studies. Research and oncology experience preferred but not required. Excellent salary and benefits.

Pennsylvania Oncology Hematology Associates
 230 W. Washington Sq, 2nd Floor
 Philadelphia, PA 19106
 Susan Ley
 Practice Administrator
 (215)829-8742
 Fax-(215)829-7000
 SusanLey@pennonology.com

ADVANCE for Nurses is on Facebook!

Visit www.advanceweb.com/nurses and click on the "Find Us on Facebook" link.

ALTERNATIVE SETTINGS

CAMP NURSING AT ITS BEST!!!

5 RNs needed for ACA co-ed camp in PA's Endless Mountains. 3 hours to NYC and Philly. MD on site. 7 week program for children, 7-16. Mid June - Mid August.

Call 1-800-923-2267 or e-mail staff@camptowanda.com www.camptowanda.com

Part-time RN for 2-doctor urology offices, rotating between Phoenixville and Limerick locations. 10-20 hours per week. No weekends or holidays. Must be flexible and reliable.

Fax resumé: **610-933-4238**

COMMUNITY HEALTH

Job Opportunities with the PA Patient Safety Authority

The Pennsylvania Patient Safety Authority is seeking applicants for Patient Safety Liaison positions in the Northwest, Southwest and South-central regions of Pennsylvania. Interested applicants should go to the Authority's website at www.patientsafetyauthority.org.

~ No phone calls please ~

MANAGEMENT AND ADMINISTRATION

Medisys, Inc. is seeking staff for the following opportunities:



- HEDIS Medical Record Review, travel throughout Philadelphia - do admin work from home office - must have car, strong computer skills, flexibility and excellent organization - previous MRR and/or homecare exp a plus.
- UTILIZATION MANAGEMENT - HOSP & INSURANCE - TEMP & PERM
- CASE MANAGEMENT - HOSP & INSURANCE - TEMP & PERM
- EDUCATIONAL COORDINATOR - LTC

**Call today to find out about our comprehensive schedule of educational courses - attend and earn contact hours

Inquire today about our upcoming course: The Fundamentals of Utilization Management - January 31!

New positions available every day! To apply visit our website at www.medisysqi.com, email: jill@medisysqi.com or call 1-888-275-9598

MANAGERS

Union Hospital of Cecil County, MD, located just over the PA/DE line, seeks experienced, strategic Nurse Managers for:

SURGICAL SERVICES
Seeking a strong leader to guide the activities of 45 skilled nurses. Requires BSN, strong service ethic and change management skills. AORN or ASPAN certification preferred. We have a new same-day surgery OR under construction. Join us and make a real impact.

ACUTE CARE SERVICES
Seeking RN/BSN with current license, dynamic service ethic and change management skills to oversee ICU/PCU. This is a dynamic peer group!

OBSTETRICS & PEDIATRICS
Enjoy top-notch support as we expand our services. Requires BSN, strong mentoring skills and MCH exp. Obstetrics, PEDS or neonatal certifications preferred.

Union is proud of our Shared Governance Model, generous compensation plans and quality teams. Call Michelle at 410-620-3715 or Email: mtwum-danso@uhcc.com. EOE. www.uhcc.com



Director of Operations
Philadelphia, PA

MERCY LIFE (Living independently for Elders) is seeking a **full-time Director of Operations**. The Director of Operations is responsible for the overall performance of the site, including quality patient care, financial performance, utilization management and compliance with state and federal regulations. Candidate must be a graduate of an accredited school of nursing with a current Pennsylvania license. Bachelor of Science in Nursing or Master's level degree in health administration management preferred, Long Term Care experience required. Excellent leadership and communication skills required. Interested candidates please apply online at www.mercyhealth.org.



A member of Mercy Health System



Enjoy our friendly, professional environment, competitive pay & benefits, while working on an 11 month calendar.

Send resume to Judy Bonghi
HMS School for Children with Cerebral Palsy
4400 Baltimore Ave., Phila., PA 19104
email: jbonghi@hmsschool.org
fax: 215-222-1889 • call: 215-222-2566


Behavioral Health Clinical Nurse Specialist Full-Time

North Philadelphia Health System is seeking a motivated and organized **Advance Practice Nurse** to plan and implement educational programs for our Behavioral Health Department. Provide clinical supervision and consultation to nursing staff. You will report to the Senior VP of Patient Services and collaborate with the Nurse Manager to identify educational needs of the staff.

Qualifications: Master's degree in Nursing with an emphasis in Psychiatry, Addictions and/or Clinical Nursing; a minimum of 3 years experience; and current PA licensure required.

We Offer Competitive Salary, a great Benefit Package, generous paid time off, and more. You will enjoy a supportive environment and the friendly atmosphere of our two community based hospitals.

Qualified applicants please contact:
North Philadelphia Health System
Sharon Corey, Nurse Recruiter
Phone: 215-787-2078 • Fax: 215-787-2195
Toll Free: 866-RNS-NPHS
E-mail: scorey@nphs.com
EOE M/F/D/V



RN SUPERVISOR



FT Evening 3pm - 11pm Sign On Bonus!

- Nursing diploma, 3-years of nursing experience in a hospital or long term care facility.
- Knowledgeable of nursing and medical practices and procedures
- Possess leadership skills and supervisory ability

We offer a comprehensive benefits and salary package

Please send all resumes to
St. Francis Country House
1412 Lansdowne Avenue
Darby, Pa 19023 Fax: 610.461.3422
Email: hsahrbeck@chs-aphila.org
www.sfch-phl.org



Catholic Health Care Services
ARCHDIOCESE OF PHILADELPHIA

CALL 800.355.5627 TO RENEW YOUR FREE SUBSCRIPTION TODAY!



Competitive Salary. Tuition Reimbursement. 401(k).

HEALTH PARTNERS is the Philadelphia area's only health plan that's owned by a partnership of local hospitals and health systems. We continually strive to improve the health outcomes of our members, building a healthier community in the process. Our corporate commitment to operate with respect and dignity in all relationships stands behind everything we do. We offer excellent benefits, competitive salaries and a great 401(k) Plan.

QUALITY MANAGEMENT COORDINATOR II (QM-II)

The QM-II will perform and document quality monitoring, medical record review and focused study activities to measure plan performance with clinical, service and administrative indicators established by the Quality Management Department, regulatory and accrediting bodies. Must be a graduate of accredited school of nursing, RN with 2 years experience in quality management monitoring activities and/or credentialing/recredentialing reviews. Excellent verbal and written communication skills required with ability to present and discuss clinical quality of care issues with QM Manager and Medical Director. Strong analytical, problem solving, and organizational skills with the ability to manage multiple priorities. Valid driver's license and insurance required.

Please respond to: **Health Partners, 901 Market Street, Suite 500, Human Resources Philadelphia, PA 19107, code QM-II; fax (215) 991-4130; email: ledwards@healthpart.com. EOE**

RENEW YOUR FREE SUBSCRIPTION TO REVIVE YOUR CAREER. CALL 800.355.1088

The Power of possibilities.

Innovative programs. Compassionate care. Offering a full continuum of Behavioral Healthcare at Princeton House.

Princeton House Behavioral Health, a leading provider of highly skilled and compassionate behavioral healthcare, offers innovative programs customized to the individual needs of our patients.

NURSE MANAGER - Inpatient Addiction Services

We will turn to your skills and expertise for the effective management of staffing to meet patient care needs within our Inpatient Addiction Services Unit. Your ability to evaluate patient outcomes through the utilization of performance improvement data will also be essential to the position. Our qualifications include:

- RN with current NJ licensure
- BSN or BS in a health related field; Master's degree preferred
- At least 3-5 years of psychiatric experience to include a minimum of 1-3 years in psychiatric addiction
- Background should also include 1-3 years of experience in a supervisory role within the psychiatric field
- Psych certification preferred

We offer a competitive salary, comprehensive benefits and the opportunity to join a caring and compassionate team. If interested and qualified, please email egarrity@princetonhcs.org or apply online at www.princetonhcs.org using Job ID 9135.



Princeton House Behavioral Health
Princeton HealthCare System

Redefining Care.
Equal Opportunity Employer

Nurse Manager CVU/ICU



Are you ready for an opportunity for professional advancement in your nursing career? The Good Samaritan Health System has an opening for a Nurse Manager to oversee the direction of our CVU/ICU.

You'll provide leadership and clinical expertise to this 18-bed combined cardiovascular and intensive care unit. The CVU utilizes the universal bed approach for open heart patients. Will also serve as a role model and mentor directing the provision of quality patient care.

Requires a BSN, 3 years of current acute care nursing experience, and ACLS and PALS certification. Master's degree and supervisory experience are preferred.

Competitive salary and excellent benefits offered.

Forward resumes to Tina Candori, Employment Manager at ccandori@gshleb.org or via fax at 717-270-7943.

For more information about our hospital please visit our website at www.gshleb.org.



Lebanon, PA | www.gshleb.org

SALEM COMMUNITY COLLEGE

Department of Nursing Adjunct Faculty Positions - Spring 2009

Salem Community College, Department of Nursing, has openings for clinical adjunct faculty in our RN Associate's Degree Program for Underwood, Elmer, Delaware and Salem Hospitals. Schedule includes Monday and Tuesdays 7a.m. - 2:30 p.m. MSN is required. Medical-Surgical experience is preferred.



Fax, mail, or email resume and cover letter to: Bev Marvin, Human Resources Manager, Salem Community College, 460 Hollywood Ave., Carney's Point, NJ 08069. Email: bm Marvin@salemcc.edu or Fax: 856-351-2712.

AA/EOE

MENTAL HEALTH

RNs



Devereux Kanner Center, a residential and community-based treatment center for children and adolescents with developmental and/or behavioral disabilities, is seeking the following:

- 10 Hour shift with rotation to EVENING - every third weekend required.
- RN Permanent evening shift - every third weekend

We offer an excellent benefits package, including tuition assistance.

Please send resume to:
Human Resources
390 E. Boot Rd.

West Chester, PA 19380-1222
Fax: 610-431-3155

E-mail: mpadula@devereux.org

To explore additional employment opportunities, visit our Web site at



www.devereux.org/kanner

EOE

Exciting New Opportunities Exist for RNs in a unique and diversified work environment.



• Pool Positions Our expanding programs include:

- New 12 hour shifts
- Chronic Pain Program
- Latino Program
- Detox & Intensive Therapy
- Medical Recovery Unit
- Specialized HIV Treatment



Call recruiter at 610-539-8500 Ext. 391
Valley Forge Medical Center and Hospital
1033 West Germantown Pike • Norristown, PA 19043

EOE

IT'S WHERE THE CAREERS GO — WWW.ADVANCEWEB.COM

The Horsham Clinic



The Horsham Clinic is a 146-bed private behavioral healthcare facility located on a beautiful 55-acre suburban campus. We are minutes from Philadelphia, and we serve Southeastern Pennsylvania and New Jersey. The Horsham Clinic provides comprehensive behavioral health services to children, adolescents, adults and their families.

Current Employment Opportunities:

- Evening/Night Clinical RN, Full-time, adolescent unit
- RN Supervisor, Per Diem
- Per Diem

Interested applicants should submit their resume to:

Kathleen Nichelson
Human Resources Director
722 E. Butler Pike
Ambler, PA 19002

E-mail: kathleen.nichelson@uhsinc.com
Phone: 215-643-7800, ext. 5435
Fax: 215-641-0103 • EOE

CROSSWORD ANSWER

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| F | L | A | X | S | E | E | D | F | I | S | H |
| U | I | W | G | E | T | L | O | | | | |
| N | U | R | S | I | N | G | W | A | I | S | T |
| G | W | M | B | O | A | H | | | | | |
| I | N | A | M | E | E | A | C | E | | | |
| C | Y | I | A | A | | | | | | | F |
| I | | A | N | A | T | O | M | I | C | A | L |
| D | H | E | G | E | B | E | N | A | S | | |
| E | Y | E | S | A | R | M | R | E | S | T | S |
| | A | I | T | S | O | S | H | | | | |
| O | I | L | S | L | S | C | A | N | | | |
| N | T | S | A | C | I | V | E | T | | | |
| E | T | H | I | C | S | P | A | P | A | Y | A |

**FIND THOUSANDS OF JOBS ON
WWW.ADVANCEWEB.COM**



Nurse Practitioner
Welcome to
THE EVERGREENS®
A Continuing Care Retirement Community
Where Community Lives.™

Nurse Practitioner

The Evergreens, a beautiful long term care community in Moorestown, NJ, seeks a FT Nurse Practitioner (5 days, 9-5 Mon-Fri) to join our outstanding nursing team. 5 + years experience as an NP. Long term care exp preferred, but not req'd. Competitive salary. Benefits include generous leave time, pension plan, tuition reimbursement & more.

Send your cover letter & resume, which must include salary requirements, in confidence to: Milton Arbona
Fax (856) 642-4549 or email jobs@evergreens.org.
Visit us at www.evergreens.org

NURSING

New Year! New Rates!

While the hospital environment suits some people, many want to focus their work, staying with one client over the long term, giving him or her their complete and undivided attention. RP Home Care will help you achieve that focus.

Looking for the following private duty home care needs:
RNs • All Shifts
Benefits • Bonuses
PA & DE
Call 800-355-1076
fax 215-540-0756 or
jackiew@rphomecare.com

Neshaminy Manor, a state-of-the-art LTC facility located in Bucks County, PA is looking for **RNs** and **LPNs**. (Full-time, Part-time and Pool.) **NEW!** Casual Pool for **RNs** and **LPNs** - No weekend commitment

We offer:
Excellent Paid Bucks County Benefits for Self/Family

- Competitive Salary
- Shift/Weekend Differentials
- 100% Tuition Reimbursement
- 14 Paid Holidays
- Retirement Plan
- Supportive and caring management team

Please e-mail resumes to:
nmhrecruiter@co.bucks.pa.us
Phone: 215-345-3217
Fax: 215-340-8637

EOE

RIDDLE VILLAGE

A prestigious Lifecare Community is seeking **highly motivated professional nurses** with experience. Now Available:

- Pool RNs and LPNs any shift

Apply in person at:
RIDDLE VILLAGE
Monticello House entrance
1048 W. Baltimore Pike
Media, PA 19063
or fax resume to:
610-627-4733
Attn: HR EOE

RN NURSING SUPERVISOR
Full Time & Part Time

Our Delaware County retire comm is looking for a FT RN Nursing Supervisor on the SNF unit - M-F, 3p-11:30p. Also looking for a 7a-7p every other weekend Supervisor. Great work conditions and good staff pattern. Use your skills to enhance the quality of care in a small friendly environment. Apply to: **White Horse Village, HR Dept., 535 Gradyville Rd., Newtown Square, PA 19073** or fax 610-558-5001 or e-mail to: lschlotz@whitehorsevillage.org EOE M/F/D/V

Broomall Rehabilitation and Nursing Center

Positions available for Long Term Care and Subacute Skilled RNs, Experience required.
Contact Ginny Zagorski, Nurse Recruiter at
610-356-0800 Extension 3056
50 N. Malin Road, Broomall, PA 19008
Fax: 610-325-9499
gabby.zagorski@thicare.com EOE/AA

Millenium Home Health Care, Inc.

RNs

- RN full-time and per diem openings in Philadelphia, Lower Bucks and Montgomery Counties.
- Clinical Liaison

Give us a chance to see how we can meet your needs. Flexible hours!!

Qualified applicants may fax resume to: **610-543-7952**
Attn: **Kathy Yost**
or e-mail to: kyost@rhmco.com

Nursing

Are you ready to make the most out of your career?

As a member of our team you have an opportunity to work in the number one ranked community five years in a row! You'll also receive the benefit of providing the highest quality of care to our residents. Our team members have incredible opportunities, advantages and benefits. So if you take pride in your work, have long-term care experience, want to work with other great team members and want to make a difference in people's lives, then send us your info immediately.

Apply online www.shannondell.com
or e-mail your resume to hrdept@shannondell.com
or fax 610-728-5277

EOE

Make A Change!!

Luther Woods, a 140-bed convalescent center in Hatboro, has the following position available:

MDS Coordinator

We offer an excellent benefit package and a great team atmosphere.

Interested candidates should call the DON for interview at **215-675-5005** or fax resume to **215-674-8766**. EOE

GOLDEN OPPORTUNITIES
Great pay!

Home Health RNs: Full-time - 2 years of recent homecare medicare regulations/oasis exp. required.
RNs/LPNs needed for private duty cases in Phila. and suburban areas. Please call **Golden Health Services**, or fax your resume: Ph: 215-289-9005; Fax: 215-289-9024

Nursing

A New Year Brings New Opportunities!

Assistant Director of Nursing

The Assistant Director of Nursing oversees the care management of a population of patients within an assigned area, unit, or clinical function. The Assistant Director of Nursing conducts the nursing process – assessment, planning, implementation and evaluation – under the scope of the State's Nurse Practice Act of Registered Nurse licensure. The position coordinates resource utilization, timely and appropriate care interventions, and interdisciplinary communication to enhance patient and family satisfaction, adherence to center's clinical systems, and regulatory compliance.

Education: Licensed as an RN in the state of Pennsylvania; BSN preferred.

HCR ManorCare Health Services

To be a part of the team leading the nation in healthcare contact:
HCR Manor Care Yeadon, 14 Lincoln Ave., Yeadon PA 19050
 Phone: 610 626-7700 x 206 • Email: 572-hr@hcr-manorcare.com
HCR ManorCare at Mercy Fitzgerald, 600 S. Wycombe Ave., Yeadon, PA 19050
 Phone: 610 626-8065 • Email: 616-hr@hcr-manorcare.com

www.hcr-manorcare.com

COMPASSIONATE CARE HOSPICE

Do you want to be a part of an incredible team and make a real difference in your community?

Compassionate Care Hospice a CHAP/Medicare certified agency is seeking dedicated individuals to fill full and part-time positions in Philadelphia, Bucks, Montgomery, Chester and Delaware Counties including:

- FT Pediatric Case Manager
- FT Case Manager
- Admissions Nurses
- Runners

We offer excellent salary, mileage, and supportive team environment. Interested candidates should fax their resumes to Kathy at 215-245-3540 or email kmoskowitz@cchnet.net

EOE

Home Care & Hospice RNs Full-Time

1 + years of med/surg experience & computer skills necessary. Competitive salary, 401K, tuition reimbursement, paid mileage.

Visit www.npvna.org/careers.html for more details.
 Fax resume to 215-855-1305 or e-mail to HR@npvna.org

We serve central Montgomery and central Bucks counties.

Non-profit Medicare-certified JCAHO accredited

North Penn Visiting Nurse Association
 Making a difference in the community...yesterday, today and tomorrow.

Celebrating our 90th year!

EOE
 51 Medical Campus Dr. Lansdale, PA 19446

MOORESTOWN VISITING NURSES & HOSPICE

Let's talk about the perfect schedule for you.

Hospice Admission Liaison

Strong hospice knowledge and ability to develop and maintain customer relationships.

\$7500 Sign-On Bonus! (for positions below):

Wound Care Staff RN

WOC certification; home care experience a plus.

Weekend Admission RN

Excellent per visit rate.

Home Care Staff RN

Home care experience and NJ RN license required for all positions.

Call 856-552-1300, or send your resume to jobs@moorestownvna.org, fax: 856-552-1307. EOE A/A

we're looking for **REMARKABLE PEOPLE.**

A leader in the healthcare industry, Genesis HealthCare is now hiring in the Kennett Square, PA, area.

GERIATRIC CARE MANAGER

EXCITING NEW COMMUNITY-BASED PROGRAM!
 INVOLVES FREQUENT LOCAL TRAVEL.

As part of the Genesis team, you'll enjoy:

- Medical, dental, vision benefits
- Vacation time • 401K
- Tuition assistance • And more!

APPLY TODAY!
 at www.genesiscareers.jobs
 Contact Mary Arden
 at 866-901-JOBS
 or email Mary.Arden@genesishcc.com

Genesis HealthCare
 Genesis Rehab Services

EOE M/F/D/V

ATTENTION RNs & LPNs

Do you believe in *unity, respect, compassion and healing?* Wouldn't you like to work somewhere that values that, too? Then Saint Joseph Villa is the place for you!

The Villa is a non-profit long-term care facility sponsored by the Sisters of Saint Joseph. We offer:

- A scenic location (only 30 min. from Northeast Philadelphia!)
- a beautiful facility
- excellent C N A to resident ratio!
- Part Time – 11:00 – 7:00
- Pool - All Shifts

Contact Information:
 Kathleen McKenzie
 Director of Nursing
 Saint Joseph Villa
 110 W. Wissahickon Avenue
 Flourtown, PA 19031
 Phone: 215-248-7862
 Fax: 215-248-7889
 Email: radeckel@stjosephvilla.org
 Saint Joseph Villa is an EOE

www.stjosephvilla.org

RNs/LPNs

You are cordially invited to our Open House to be held from 12p to 5p, Wednesday, January 28th, 2009 at **Frankie's World Day Care...a Division of MARS** 1011 Poplar Street Philadelphia, PA 19123

Talk to us about the adult and pediatric positions available in the Greater Philadelphia area **MARS - Mid Atlantic Rehab Services, Inc.** 743 N. 24th Street, Philadelphia, PA 19130 **215-236-5924**

RNAC

Montgomery Rehab Center seeks a full-time RNAC with 2 years experience preferred in SNF/LTC environment for an SNF located in suburban Wyndmoor, Montgomery County.

Interested candidates should forward their resume to the NHA via fax to 215-233-6858 or e-mail to clubing@montrehab.com EOE

WOMEN'S AND CHILDREN'S HEALTH

Onsite Neonatal Partners seeks qualified RN

To perform newborn hearing screens at Chester County Hospital location. Part-time position. Training provided. Experience with newborns required. Interested candidates should e-mail resume to: KWalker@onsiteneonatal.com

Crossword

BY MYLES MELLOR

Across

- 1. Omega 3 source
- 6. Substances high in omega 3 (goes with 28 across)
- 9. Obtain
- 11. Caring for the ill
- 12. Dieter's problem, when expanding
- 14. Expression of relief
- 15. ___ nutshell
- 16. Middle ear effusion
- 17. Type of bandage
- 20. Relating to the physical structure of the body
- 24. Major group for nurses
- 25. Natural lenses
- 26. Comfort feature on a chair
- 27. "___ alive!"
- 28. See 6 across
- 29. Diagnostic test
- 31. Pouch
- 32. Dog doc
- 34. Personal codes of conduct
- 35. Yellow fruit

Down

- 1. Yeast infection treatment
- 2. The throat, for example
- 3. A healthy form of exercise
- 4. Breakfast cholesterol reducers
- 5. Dover's state

| | | | | | | | | | | | | |
|----|--|----|----|----|----|---|---|----|----|----|----|----|
| 1 | | 2 | | 3 | | 4 | 5 | | 6 | 7 | | 8 |
| | | | | | | 9 | | 10 | | | | |
| 11 | | | | | | | | 12 | | | 13 | |
| | | | | | | | | | | 14 | | |
| 15 | | | | 16 | | | | | 17 | | | |
| | | | | | | | | 18 | | | | 19 |
| | | | 20 | | | | | | | 21 | 22 | |
| | | 23 | | | | | | | | 24 | | |
| 25 | | | | | 26 | | | | | | | |
| | | | | 27 | | | | | | | | |
| 28 | | | | | | | | 29 | | | 30 | |
| | | | | 31 | | | | | | 32 | | 33 |
| 34 | | | | | | | | 35 | | | | |

- 7. Kind of artery
- 8. Menopausal symptom (goes with 19 down)
- 10. Lung number
- 13. That girl
- 18. According to Greek myths a substance that gave eternal life
- 19. See 8 down
- 21. Nutritious starch which is the source of tapioca
- 22. Picnic invader
- 23. Patient's concern
- 26. First cervical vertebra
- 28. Loneliest number
- 30. Napoleonic marshal
- 31. Greensboro location
- 33. Tantalum, for short

Answers in the CAREER OPPORTUNITIES Section

advance HEALTHCARE SHOP

for Gear, Gadgets & Gifts

FREE SHIPPING
ON ORDERS
OVER \$100
See page C8
for details



Request our New 96-Page Spring Catalog now!
Request or view the catalog electronically at advanceweb.com/shop or call 1-877-405-9928.

Be in the know & get exclusive offers:

Join our email list online

Become our MySpace Friend

Become our Facebook Fan

Follow us on Twitter.com/ShopAdvance



Limited Quantities

Tools for Geriatric Care

A Embrace Your Elders Button
Celluloid button with safety pin back. Measures 3" in diameter. **Item #04281**
Your Price: \$1.29

B Evidence-Based Geriatric Nursing Protocols for Best Practice, Third Edition
Published by the Springer Publishing Company, 2007 (hard cover, 763 pages). The protocols discussed represent "best practices" for acute care of the elderly as developed by nursing experts around the country. **Item #06569**
Your Price: \$75.00

C Harvey Surgical Corporation Golf Putter Cane
Gold-plated solid-brass handle, maple shaft, and rubber tip. Measures 36" in length. Made in USA. **Item #05213**
List Price: \$35.99
Your Price: ~~NOW~~ \$29.99

D Harvey Surgical Corporation Adjustable "Offset Imprints" Cane
Hypalon grip with aluminum shaft, locking nut, wrist strap and rubber tip. Adjusts from 30" to 39". Made in the USA. **Item #05216**
Your Price: \$19.99

E Harvey Surgical Corporation Granite Series Folding/Adjustable Cane
Granite-tone aluminum folding shaft with wood-grained derby handle, clear plastic storage case and rubber tip. Adjusts from 33" to 37". Made in the USA. **Item #05214**
Your Price: \$19.99

1-877-405-9978 • Shop our entire product line and web-only specials at advanceweb.com/shop

Shop By Category: SCRUBS

See our full selection of Cherokee & Cherokee Touch products online now!

CHEROKEE
inspired comfort

CHEROKEE Touch COLLECTION

The Newest,
Softest and Most
Comfortable Line of
Cherokee Yet



Back Tie Detail



Cargo Pant Waist Detail

go online!

To see this *Prestige Medical* Sphygmomanometer with matching case in butterfly print
Item#00603



Ⓐ Women's Touch Contrast V-Neck Top

70% polyester / 30% rayon with two front patch pockets, side vents, back elastic, inset dickey, elasticized smocking, and contrast trim on v-neck band. 27 1/2" length. ♦ Slim fit **Sizes: XS-3XL.**
Choice of: Ceil/Navy, Royal/Black.
Item #08589
Your Price: \$22.99 XS-XL; \$24.99 2XL; \$26.99 3XL

Ⓑ Women's Touch Flat Front Trouser

70% polyester / 30% rayon with flat front waist, darts, wide leg, back elastic, side vents and two side access pockets with pocket-in-pocket feature in right pocket. ♦ Classic fit **Sizes: XS-3XL (31" inseam).**
Choice of: Black, Ceil, Royal.
Item #08588
Your Price: \$24.99 XS-XL; \$26.99 2XL; \$28.99 3XL

Ⓒ Women's Touch Mock Wrap Top

70% polyester / 30% rayon with two front pockets, side vents and back elastic. 27" length. ♦ Classic fit **Sizes: XS-2XL.**
Choice of: Azalea, Black, Chocolate, Navy, Turquoise, White. **Item #07762**
Your Price: \$21.99 XS-XL; \$23.99 2XL

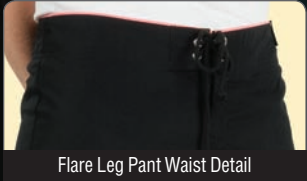
Ⓓ Women's Touch Contrast Tie Top

70% polyester / 30% rayon with two side-angled pockets, contrast trim at hem and contrast tie back. 26" length. ♦ Classic fit **Sizes: XS-2XL.**
Choice of: Navy/Azalea, Azalea/Black, Black/Azalea, Chocolate/Turquoise, Turquoise/Chocolate, Ceil/Navy, Royal, Black. **Item #07760**
Your Price: \$21.99 XS-XL; \$23.99 2XL

Ⓔ Women's Touch Drawstring Cargo Pant

70% polyester / 30% rayon with two slash pockets, side cargo pocket, back pocket, and back elastic. ♦ Classic fit **Sizes: XS-2XL (31" inseam).**
Choice of: Navy, Azalea, Black, Chocolate, Turquoise, Ceil, Royal. **Item #07761**
Your Price: \$23.99 XS-XL; \$25.99 2XL

Call or go online to find the Cherokee size charts.
♦ **Classic fit** – a traditional, standard cut. It's made to afford movement without being too baggy.
♦ **Slim fit** – a formfitting cut that flatters slimmer silhouettes. We recommend ordering one size larger than usual for the most comfortable fit.



go online!
To see details for this sock monkey card
Item #02653

F Women's "Daisy" Empire Waist Border Top
Polyester / cotton poplin blend with soil release with two side angled pockets, empire waist, set-in waistband with back ties, daisy appliqué on waistband, embroidery bordering the front hem. 26" length.
■ Classic fit **Sizes:** XS-2XL
Choice of: Black/White Embroidery, White/White Embroidery.
Item #08596
Your Price: \$21.99 XS-XL; \$23.99 2XL

G Women's Julius & Friends™ "Healthy Heart" V-Neck Tunic
Brushed polyester / cotton poplin blend with soil release with two front patch pockets, cell phone pocket, side vents, and solid black trim along the neckline, sleeves, and cell phone pocket. 26" length. ■ Classic fit
Sizes: XS-2XL
Item #08599
Your Price: \$23.99 XS-XL; \$25.99 2XL

H Women's Flare Leg Pant
Polyester / cotton poplin with soil release, cargo pocket and contrast piping. ■ Classic fit
Sizes: XS-XL (31" inseam).
Choice of: Black, White, Chocolate, Navy, Blue Mist, Red, Olive, Pink Rose, Purple Petal, Royal Blue, Jade, Opal, Violet, Crème Brûlée, Green Glow, Tangerine, Ceil.
Item #04026
Your Price: \$19.99

I Women's Studio B Collection "Lumiere" Embroidered Wrap Top

55% cotton / 45% polyester with two front patch pockets, empire waist with elastic, and merrow-edged stitched ruffles along the neckline, sleeves, and hem. 26" length.
■ Classic fit
Sizes: XS-2XL.
Color: Pink Rose.
Item #08612
Your Price: \$24.99 XS-XL; \$26.99 2XL



J Women's Studio B Collection "Suzette" Empire Waist Top

100% cotton with two patch pockets, cell phone pocket, empire waist, back elastic waist, side vents, print trim along neckline, and stretchy contrast knit at front top bodice, back yoke, and sleeves. 26" length.
■ Classic fit
Sizes: XS-2XL.
Item #08605
Your Price: \$23.99 XS-XL; \$25.99 2XL



K Women's "Studio B" Collection "Marseille" Empire Waist Top

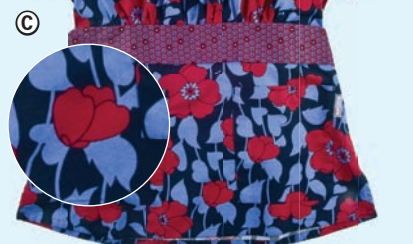
100% cotton with two front angled pockets, keyhole neckline, empire waist, back ties, side slits, and contrast novelty stitched banding along the neckline and empire waist. 26 1/4" length.
■ Classic fit
Sizes: XS-3XL.
Item #08611
Your Price: \$21.99 XS-XL; \$23.99 2XL; \$25.99 3XL



L Women's "Studio B" Collection Embroidered V-Neck Top

55% cotton / 45% polyester with two side angled pockets, empire waist, darted bodice, adjustable back ties, all-over embroidery, and a front inset. 26" length.
■ Classic fit
Sizes: XS-2XL.
Color: White.
Item #08606
Your Price: \$22.99 XS-XL; \$24.99 2XL





A Women's Bridgette "Carnival" Top
100% cotton with two front slash pockets, ruffle accents along the neckline and sleeve edges and a contrasting orange blossom front tie with two flower-shaped bead accents. 26" length. ■ Classic fit
Sizes: XS-XL. **Item #08683**
Your Price: \$28.99

B Women's Kerry "Piccola" Ruffled Edge Crossover Top
100% cotton with two side access pockets, ruffled sleeve edges, an elastic back, and navy trim along the neckline, waist, sleeve edges and bottom hem. 24" length. ■ Classic fit
Sizes: S-XL. **Item #08694**
Your Price: \$22.99

C Women's Audrey "Glory" Square Neck Top
100% cotton with two front patch pockets, tie-back sash, and contrasting "Piccola" print sash and neckline trim. 25" length. ■ Classic fit
Sizes: XS-3XL. **Item #08693**
Your Price: \$23.99 XS-XL; \$25.99 2XL; \$27.99 3XL



D Women's Vanessa "Butterfly Tattoo" Square Neck Top

100% cotton with two side access pockets, elastic shirring and white trim along the neckline. 25" length.
◆ Slim fit
Sizes: XS-3XL. **Item #08681**
Your Price: \$24.99 XS-XL; \$26.99 2XL; \$28.99 3XL

E Women's "Scarlette" Empire Waist Dress

55% cotton / 45% polyester with two front adjustable drawstring pockets, pleated front yoke, signature Koi flower buttons, a drawstring back tie and side slits. 40" length. ■ Classic fit
Sizes: XS-2XL. **Color:** White.
Item #08684
Your Price: \$27.99 XS-XL; \$29.99 2XL

F Women's Marissa Low Rise Pant

55% cotton / 45% polyester soft twill with two side pockets, cargo pocket, multi-needle stitching, notched waist and gathered elastic back.
■ Classic fit
Sizes: XS-2XL (31" inseam).
Choice of: Cocoa, Black, Lavender, Mango, Navy, Ocean, Pink, Sky Blue, Strawberry, Violet, White, Royal Blue, Fuchsia, Cell, Coral.
Item #04813
Your Price: \$22.99 XS-XL; \$24.99 2XL



Pant Waist Detail

go online

See our entire stock of jewelry like the Butterfly Watch Necklace (Item #07628) shown above.



Call us or go online to find the Koi size charts.

- **Classic fit** – a traditional, standard cut. It's made to afford movement without being too baggy.
- ◆ **Slim fit** – a formfitting cut that flatters slimmer silhouettes. We recommend ordering one size larger than usual for the most comfortable fit.



| | | | | | | | | |
|-------------|-----------|-------|--------|----------------|------------|-------|----------|------|
| APPLE GREEN | CEIL BLUE | CORAL | ORCHID | COCOA | ROYAL BLUE | PINK | SKY BLUE | IRIS |
| RUBY | STEEL | NAVY | OCEAN | ORANGE BLOSSOM | STRAWBERRY | WHITE | BLACK | AQUA |



G Women's Kathryn "Leo" Mock Wrap Top

100% cotton with two front patch pockets, side slits, adjustable front ties, and sky blue trim along neckline, sleeves, and front ties. 25" length. ■ Classic fit
Sizes: XS-3XL. **Item #08677**
Your Price: \$22.99 XS-XL; \$24.99 2XL; \$26.99 3XL



H Women's Kathryn "Zebra" Mock Wrap Top

100% cotton with two front patch pockets, side slits, adjustable front ties, and fuchsia trim along neckline, sleeves, and front ties. 25" length. ■ Classic fit
Sizes: XS-3XL. **Item #08679**
Your Price: \$22.99 XS-XL; \$24.99 2XL; \$26.99 3XL



I Women's Kathryn "Giraffe" Mock Wrap Top

100% cotton with two front patch pockets, side slits, adjustable front ties, and orange blossom trim along neckline, sleeves, and front ties. 25" length. ■ Classic fit
Sizes: XS-3XL. **Item #08678**
Your Price: \$22.99 XS-XL; \$24.99 2XL; \$26.99 3XL



J Women's Bridgette "Bangladesh" Top

100% cotton with two front slash pockets, ruffle accents along the neckline and sleeve edges and a contrasting orange blossom front tie with two flower-shaped bead accents. 26" length. ■ Classic fit
Sizes: XS-XL. **Item #08682**
Your Price: \$28.99



K Women's Emily "Sunflower" Ruffle Mock Wrap Top

100% cotton with two side access pockets with elastic detail, Shirred elastic back and ruffle accents along the neckline, empire waist and sleeve edges. 24" length. ◆ Slim fit
Sizes: XS-3XL. **Choice of:** Coral, Apple Green, Ceil Blue, Orchid. **Item #08690**
Your Price: \$24.99 XS-XL; \$26.99 2XL; \$28.99 3XL



L Women's "Dream Rose" Kathryn Mock Wrap Top

100% cotton with two front patch pockets, side slits, adjustable front ties, and pink trim along neckline, sleeves, and front ties. 25" length. ■ Classic fit
Sizes: XS-3XL. **Item #08695**
Your Price: \$22.99 XS-XL; \$24.99 2XL; \$26.99 3XL



M Women's Madison "Sweety" V-Neck Top

100% cotton with two hidden side pockets, tie-back sash, and contrasting fuchsia sash and neckline trim. 24½" length. ■ Classic fit
Sizes: S-XL. **Item #08691**
Your Price: \$20.99



N Women's Audrey "Eden" Square Neck Top

55% cotton / 45% polyester twill with two front patch pockets, short sleeves, tie-back sash, and solid color sash and neckline trim. 25" length. ■ Classic fit
Sizes: XS-3XL. **Choice of:** Steel/Pink with Pink trim and sash, Black/Ruby with Black trim and sash, Black/White with Black trim and sash. **Item #07665**
Your Price: \$21.99 XS-XL; \$23.99 2XL; \$25.99 3XL



O Women's Audrey "Kimono" Square Neck Top

100% cotton with two front patch pockets, tie-back sash, and solid coral sash and neckline trim. 25" length. ■ Classic fit
Sizes: XS-3XL. **Item #08692**
Your Price: \$23.99 XS-XL; \$25.99 2XL; \$27.99 3XL

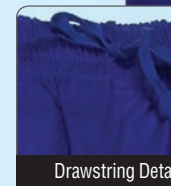
P Women's Lindsey Multiple Pocket Pant

55% cotton / 45% polyester soft twill, six pockets, multi-needle stitching, drawstring waist and D-ring attachment. ■ Classic fit
Sizes: XS-2XL (31" inseam).
Choice of: Cocoa, Royal Blue, Pink, Sky Blue, Iris, Ruby, Steel, Apple Green, Navy, Ocean, Orange Blossom, Orchid, Strawberry, White, Black, Ceil, Aqua.
Item #04814
Your Price: \$25.99 XS-XL; \$27.99 2XL



Q Women's Karlie Drawstring Pant

55% cotton / 45% polyester with two front pockets with pocket-in-pocket feature and two back pockets and elastic waist. ■ Classic fit
Sizes: XS-3XL (Approximately 31" inseam).
Choice of: Iris, Cocoa, Navy, Orchid, Steel, White, Black, Aqua, Coral, Ceil.
Item #07680
Your Price: \$25.99 XS-XL; \$27.99 2XL; \$29.99 3XL



Shop By Occasion: HEART HEALTH AWARENESS MONTH

See our full selection of apparel, mugs, fashion and professional accessories online now!



Wear Red Day
Feb. 6



These prints are perfect for Valentine's Day & all year long

(A) Women's Sandwashed Collection "Puppy Love" V-Neck Top

100% cotton with two front patch pockets, and one hidden pocket. 28" length. • Relaxed fit
Sizes: XS-2XL. **Item #08640**
Your Price: \$21.99 XS-XL; \$23.99 2XL

(B) Cherokee Women's "Tweety Valentine" Mock Wrap Top

100% cotton with two front patch pockets. • Classic fit
Sizes: XS, M-2XL. **Item #03391**
List Price: \$24.99 XS; M-XL; \$26.99 2XL
Your Price: NOW \$19.99 XS, M-XL; \$21.99 2XL

(C) Peaches Women's "Valentine Pets" Crossover Top

100% cotton with 2 front pockets, set-in sleeves, and side slits. • Classic fit
Sizes: L-XL. **Item #06008**
List Price: \$21.99
Your Price: NOW \$14.99

(D) Cherokee Women's "Universal Love" Snap Front Warm-Up Jacket

100% cotton with two patch pockets, one cell phone pocket, long sleeves, and elasticized self cuffs. 27¾" center back length. • Classic fit
Sizes: XS-3XL. **Item #08602**
Your Price: \$19.99 S-XL; \$21.99 2XL; \$23.99 3XL

(E) "One Life, One Heart – Support Women's Heart Health" Poster

Heavyweight premium luster photo paper suitable for framing. Shipped in protective tube. Reusable. Measures 18" x 24". **Item #08547**
Your Price: \$14.99



(F) Women's "Take it to Heart – Women's Heart Health" Full-Zip Embroidered Fleece

100% spun-soft polyester fleece, zippered front, two front zippered pockets, non-roll elastic cuffs, princess seams, and drawstring and toggles. 25" length. • Classic fit
Sizes: S-2XL. **Color:** Red. **Item #09437**
Your Price: \$29.99 S-XL; \$31.99 2XL

(G) Women's "One Life, One Heart" T-Shirt

100% preshrunk heavyweight cotton with double-needle hems and bound-on self-trim neck. 25" length. • Classic fit
Sizes: S-2XL. **Color:** Frost Pink. **Item #08613**
Your Price: \$16.99 S-XL; \$18.99 2XL

(H) Koi Women's Bridgette "Scribbles" Short Top

100% cotton with two front slash pockets, short sleeves, ruffle accents along the neckline and sleeve edges and a contrasting ruby front tie with two flower-shaped bead accents. 26" center back length. • Classic fit
Sizes: XS-XL. **Item #08685**
Your Price: \$22.99

(I) Lunch Bag

600D polyester insulated with zipper closure, adjustable handle straps and front pocket. Measures 7" x 9½" x 7". **Color:** Red. **Item #05574**
List Price: \$14.99
Your Price: NOW \$12.99



NEW

NEW

- **Classic fit** – a traditional, standard cut. It's made to afford movement without being too baggy.
- **Relaxed fit** – looser fitting for ease of movement and comfort. Our most generously sized cut.

J Heart Cross Personalized Identification Badge

High-impact plastic with rounded corners and safety pin attachment. Measures 2" x 3".

Optional Attachment Upgrades: Bulldog Clip + \$1.00; Magnet + \$2.00. **Item #03667**

Your Price: \$6.99

Please allow up to 10 days for delivery while we personalize your name badge.

K Red Dress Pass-It-On Pin Set

Set of two pins with tack pin attachment. Measures 3/4" x 3/4". Includes a tear-off message card. **Item #03611**

Your Price: \$9.99

L "Little Red Dress" Adhesive Notepad

3 pack. Each 4" x 6" pad contains 50 adhesive sheets. **Item #08731**

Your Price: \$5.99

M Red Dress Mug

10-ounce capacity ceramic mug. Dishwasher safe. Microwave safe. **Choice of: Black, White.** **Item #09038**

Your Price: \$9.99

N The Bendini® Heart Magnet

Measures 2 3/4" x 5 1/2". Man-shaped magnet with red heart and bendable PVC arms and legs.

Color: White. **Item #08494**

Your Price: \$7.99

O Celluloid Button

2 1/2" diameter metal button with safety pin back and laminated face.

Item #08648

Your Price: \$1.99

P Lanyard Pen

6" plastic pen with removable 17" lanyard and breakaway feature. **Item #05402**

List Price: \$2.99

Your Price: NOW \$2.49

Q Prestige Medical Breast Cancer Awareness Stethoscope

Shatter-resistant acrylic resin stethoscope with pink PVC tubing and ultra-sensitive acoustics. Comes with a lifetime limited warranty.

Color: Pink. **Item #02331**

Your Price: \$29.99

R "Curly Hearts" Stethoscope Cover

100% cotton. Measures 26" long. **Item #09011**

Your Price: \$9.99

S Stethoscope Cover

100% cotton knit with elastic gathered bottom and Velcro top. Machine washable. **Item #06066**

Your Price: \$7.99

T Red Dress Car Magnet

Car magnet measuring 4" in diameter. **Item #03239**

Your Price: \$3.49

U Retractable Badge Holder

Plastic with swivel bulldog clip on back. Extends up to 36". **Item #03305**

Your Price: \$4.99

V Bling Heart Retractable Badge Holder

Plastic with rhinestone accents and swivel clip on back. Extends up to 30".

Choice of: Red (Item #06069).

Your Price: \$5.99

Choice of: Black (Item #09039).

Your Price: \$6.99

W Red Dress Beaded Lanyard

Breakaway feature, magnetic closure and ID pouch. Measures 16" in length. **Item #05087**

Your Price: \$14.99

Get Ready to Celebrate Heart Health Month in February



Search 11,800+ jobs in healthcare

Build a resume

Create customized searches

Find career advice and information

Compare your salary and much more

Only in **ONE PLACE!**



Everything you need to improve your career, just a click away.

advance
for healthcare
careers

www.advancweb.com/healthcarecareers

ADVANCE is on FACEBOOK

and we want you to join us!



Jason



Kim



Mike



Jody



Heather

CHECK OUT OUR FACEBOOK PAGE TODAY.

Visit

www.advancweb.com/nurse

and click on the “Find Us on Facebook” link.



It's a fun and easy way to stay connected with your profession.

The *ADVANCE for Nurses* Facebook page gives you the chance to:

- Meet tons of new people in your field
- Share your experiences on our wall
- Post your photos and videos
- Read our staff blogs
- And much more



▼ DON'T HAVE A FACEBOOK ACCOUNT?

It only takes a few simple clicks to get one. You'll find a link at the top of our page to sign up for free.

advance FOR
NURSES