

Primary Magnet® Designation Case Study Sentara RMH Medical Center, Harrisonburg, VA

Sentara RMH Medical Center launched its Journey to Magnet Excellence because nursing leadership believed Magnet's evidence-based standards would drive its culture of nursing excellence and quality patient care. The journey to meet Magnet standards is an ongoing process to assure quality outcomes, patient satisfaction, and nurse engagement. Sentara RMH knows its community deserves the highest care available. Pursuing Magnet standards helps the organization continually improve and provide such care.

Sentara's gap analysis revealed opportunities for improvement in two key areas: patient falls and patient satisfaction. Nursing leaders looked to the evidence in each of these areas and worked through the shared governance structure to implement best practices. Staff participation and engagement on work teams were critical to Sentara's success in ultimately improving and meeting Magnet performance expectations.

Magnet designation validates excellence in nursing practice throughout the organization. It helps Sentara attract new nurses and engages nurses at both the unit and organizational levels to pursue evidence-based practices. Greater numbers of nurses now participate in research and disseminate new learnings both internally and externally.

Magnet recognition has also led Sentara's foundation to develop The Institute for Nursing Excellence to raise funds for nurse scholarships, nursing research fellowships, and simulation needs. The Magnet credential validates excellence in practice and assures donors that their financial gifts are worthy.

The number of falls and falls with injury have decreased, which improves patient outcomes. Patient satisfaction is higher, as well.

Sentara's Shared Governance Council sets annual goals to promote nurse certification. The number of certified nurses has gradually increased. While not at the level of other Magnet-designated facilities, Sentara has nonetheless increased its percentage of certified nurses from 11% to 17% over the last several years. In addition, 58% of nurses hold a BSN degree or higher.

Sentara advises others considering the Magnet journey to engage nurses and nurse leaders in the process. It's essential to assure a culture of teamwork and dedication to improvement. It really is all about the journey for improvement and sustainment for patients and staff.

About the Magnet Recognition Program®

The Magnet Recognition Program® recognizes healthcare organizations for quality patient care, nursing excellence and innovations in professional nursing practice. Consumers rely on Magnet

designation as the ultimate credential for high quality nursing. Developed by the American Nurses Credentialing Center (ANCC), Magnet is the leading source of successful nursing practices and strategies worldwide.

