



**Magnetic  
HealthCare  
Strategies, LLC**

*A Force that pulls your organization  
together toward efficiency and excellence*

**INFORMATION SHEET ON NURSING**

From the Desk of Barbara L. O'Brien RN, MSN, Certified, President

Magnetic HealthCare Strategies, LLC (MHS)

barbaraobrienmhs@comcast.net

EDITOR MARC O'BRIEN

**Successful Cutting Edge  
Leadership Strategies  
Presented At New Jersey  
Seminar**

Magnetic HealthCare Strategies President Barbara L. O'Brien, RN, MSN, Certified organized a full day seminar for the New Jersey Hospital Association titled : "Reality Based Cutting Edge Strategies for Management." The day was introduced by Barbara Tofani, Director for The Center for Nursing of NJHA. Barbara O'Brien opened the session reviewing current transformational leaders and successful commonalities in their approach to leadership and profitability. Barbara then joined Ellen Walsh RN, BSN, MPA, Clinical Analyst at St. Joseph Regional Medical Center, in a discussion titled "Cutting the Edge Using Meaningful Numbers."

Throughout the day healthcare decision makers were able to discuss different management ideas to assist them in developing strategies. Today's managers need effective time saving practices. The goal of the day was to provide effective tools that Directors, Managers and future staff leaders could apply successfully to leadership

transitions, measurement, clinical management, productivity and how to deal with feedback from your peers and staff. An introduction to "The Huddle" concept, an internal interdisciplinary problem solving technique, was made.

Speakers sharing the day with Barbara and Ellen included Computer Associates Consultant Kenneth Rucci BS Who talked about Artificial Intelligence and a virtual report card in his presentation "Putting Information into Action".

Compustar™ President Steven Ryden showed managers how to deal with feedback about their own leadership outcomes during "Telemetry for Managers". RL Cooper Associates President Robert L. Cooper, discussed "Igniting Human Capital to Optimize Patient Satisfaction" by applying the "Huddle"™ methodology.

Networking time was provided during break-fast and lunch. CEU's were granted.

**Financial  
Management  
Workshop for  
Non-Financial  
Managers**

Running your department as if it was your own business and "Cash in the Box is King" took on new meaning during a workshop organized by MHS. Barbara O'Brien, Kevin O'Brien, Sr. Vice President and COO for Partners in Care (part of St. Peters Medical Center, New Brunswick NJ), Bruce Dees Executive Vice President of Business Development and Network Management for Partners in Care and Ellen Walsh RN, BSN, MPA Clinical Analyst St. Joseph's Regional Medical Center shared cutting edge financial management tools with healthcare managers, directors and administrators. Barbara's introduction set the tone for the day. Kevin and Bruce teamed together and rolled up their sleeves to present Integrating Financial and Operational Planning, Your Department : Your Own Business, Cash in the Box is King, Bond Ratings, Legislation and Reimbursement Challenges and Writing a Powerful Business Plan. Barbara and Ellen concluded the day with The Nursing Dashboard: Financial and Quality Outcomes, Productivity Measurement /ANSOS Staffing and Scheduling System, and Variance Reporting Tips.

Turbulent times and the "eternal white water" can be more effectively managed by utilizing these tools.

**2004  
Happy 50th  
National  
Nurses Week  
A Golden Age  
for Nurses**

**Special points of interest:  
Year of the Monkey**

**Resolution:**

"I just wish I could help more people who are in need, and wish all my patients would recover soon."- Li Qi, 61 Beijing Nurse and 39th Florence Nightingale Medal winner.

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Our Public Relations person Marc O'Brien has moved to Las Vegas, Nevada providing him with first hand knowledge of health care in the West. Marc's Eye Poppers will be back in next edition.

**NEW LOCATION FOR  
MHS:**

41 DANTE DRIVE  
MANCHESTER, NJ 08759  
PHONE: 732-408-0259  
FAX: 732-408-0183

**Special Edition Information  
Sheet Coming Soon: Retention  
of Nurse Managers :  
Advanced Course with  
Ongoing Coaching.**

# MHS Diagnosis/Treatment Plan 2004

MHS continues to support institutions in developing the environment and climate necessary to recruit and retain nurses while producing improved outcomes balancing cost and quality through:

Financial Management and Writing a Powerful Business Plan Workshop  
Joint Commission Preparation for the 2004 Standards and Unannounced Visits  
Magnet Award Recognition Preparation  
RN Recruitment and Retention Strategies  
Transformational Leadership Initiatives  
Measurement of Financial and Quality Outcomes through a Nursing Dashboard  
Nurse Manager Basic and Advanced Courses with Ongoing Coaching  
New Jersey Cancer Capacity Needs and Assessment  
Quality Proactive Medical Record Reviews for Physician Offices  
Accounts Receivable Management

## ***New Jersey Comprehensive Cancer Care Plan Takes A Quantum Leap***

Three champions for cancer care in New Jersey are Stanley Weiss MD from UMDNJ New Jersey Medical School and New Jersey School of Public Health; Marcia P. Sass BSRN, MSN, ScD. UMDNJ New Jersey School of Public Health; and Margaret L. Knight RN, MEd, Executive Director for The Office of Cancer Control and Prevention Center for Cancer Initiatives. The New Jersey Comprehensive Cancer Control Plan (NJ-CCCP) was submitted to the Governor of New Jersey in July 2002.

The goal of the NJ-CCCP is to reduce the burden of cancer for all New Jersey residents. The task force that prepared the NJ-CCCP subsequently received a grant to support cascading the study findings down to the local level.

Currently throughout the state consultants are intensely reviewing each of the 21 counties. The consultants are analyzing current capacity for education, early detection, prevention and treatment of cancer. The results will be published and made available to the general public.

The NJ-CCCP study can be viewed on line and is well worth the time and effort. Nursing executives in hospitals need to collaborate with Public Health leaders to think out of the box to settle common issues such as: Less funding to produce the results at an optimal level; The demand to have seamless patient care across the continuum; The need to reduce duplication of efforts; and The responsibility to involve community leaders, major employers, schools and faith based organizations in prevention efforts.

***Coalition building will be the venue for successful outcomes. Let's all work together to reduce cancer in our state.***



Magnetic HealthCare Strategies, LLC President  
Barbara O'Brien



**Las Vegas is gambling !  
Nurses will win big!!!!**

## **Chances are Health Care Opportunities Should Grow in Scenic and Relaxing Las Vegas, Nevada**

Before Thanksgiving President George Bush visited the South Nevada region and stopped to take a look at the newest health care facility in Las Vegas. Only a scenic car ride from the electricity and excitement created by the entertainment showcased on "The Strip" Spring Valley Hospital opened a hundred bed facility. Plans for expansion are already being discussed. "We are expanding because the need is there," said hospital spokesperson Naomi Linardo during an interview which ran in the Las Vegas Sun November 25, 2003. According to the daily newspaper the rapid local population growth requires more healing venues. Boasting a large emergency room with 47 bays the center reported approximately 2,800 individuals had been already treated. The Pennsylvania based parent company, Valley Health System, used the event to announce another business venture. The system will expand by building its fifth acute care hospital in Centennial Hills. "The northwest corridor is one of the fastest growing parts of the valley," said MountainView Hospital spokesman Rick Plummer in a story that ran Thanksgiving Day in the Las Vegas Review Journal "this just goes along with the growth." Like Spring Valley, this facility also has goals to expand beds and construct a new tower to be opened this summer.

***MHS President's Observation: What is the strategic plan to staff this expansion with qualified nurses? Recruiting experienced and mentoring new graduates is critical so that the hospitals are not waging a costly competition for the existing pool of nurses.***