



**Magnetic
HealthCare
Strategies, LLC**

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

Onward Healthcare Staffing Firm Receives JCAHO Certification

Onward Healthcare proudly announces full compliance and certification under the Joint Commission's Healthcare Staffing Services Certification Program for Corporate Organizations. Onward Healthcare currently is a leader in the industry as one of the first staffing organizations to achieve full certification for both travel and per diem staffing services. The Magnetic HealthCare Strategies LLC (MHS) team had the pleasure of working with Onward during this journey to validate their excellent practice. The entire staff was intent on doing a great job...and they did! For more than fifty years, the Joint Commission has been accrediting healthcare facilities and remains the nation's predominant standards-setting and accrediting body in health care. Onward Healthcare welcomed the objective review from the industry's leading authority on patient safety and quality care delivery.

The foundation of Onward's mission is to provide the "Best-of-the-Best" healthcare professionals to their clients, and JCAHO's external review of their operations further validates this commitment. The certification review process included inspection of Onward's rigorous pre-screening and credentialing process, performance evaluation and continuing education processes, information management systems, business practices, and the use of data driven indicators to direct and ensure best practices. The certification process allowed Onward to challenge their comprehensive structure and daily operations to meet the rigorous standards of JCAHO.

**MHS congratulates Onward
Healthcare for being a leader in
Quality.**

Happy Holidays 2005

From the Desk of Barbara L. O'Brien RN, MSN, Certified
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JCAHO Benefits : Hospitals and Staffing Agencies

**OPEN NOTE TO HOSPITAL CEO'S
& CNO'S:**

Barbara O'Brien was a speaker at the Staffing Summit in Atlanta in June. There was a strong debate as to the need for JCAHO Certification for Staffing Agencies. Since the quality of agency staff has always been an issue, there is now an opportunity to improve the image of agency clinical staff in the eyes of hospital administration. The JCAHO standards demand performance appraisals, performance improvement, monitoring medical errors, and reporting negligent practice. Hospitals should partner with staffing agencies to improve practice. MHS is not affiliated with JCAHO, but endorses the benefits that accrue from objective quality reviews.

In addition to validating existing excellence in practice, other benefits of JCAHO certification include:

- Providing a business framework for thinking about quality, safety, and improving performance.
- Improve profitability through increased revenue and a reduction in expenses.
- Enhance credibility since an objective expert administers the survey process.
- Define and standardize practices so outcomes create market differentiation.

According to O'Brien, a JCAHO certified staffing agency should be elevated above its competition, and be held in higher esteem by its existing and potential clients.

**FOR JCAHO CERTIFICATION
CONSULTING CONTACT MHS
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Magnetic HealthCare Strategies, LLC (MHS) President Barbara O'Brien RN, MSN Certified

Upcoming Events:

*Las Vegas Seminar in
Spring 2006: Middle Man-
agement Best Practices*

*Writing a Powerful Busi-
ness Plan*

*Balanced Score Card/Report
Card*

The Huddle (TM)

Mentoring and Coaching

Day 2 Nursing

*Magnet Journey Complet-
ing a Gap Analysis*

Budget/Productivity

Suggestions for topics!!

Marc O'Brien reports on the Western Front

*Vital Statistics In a Community
Filled With Irregular Heartbeats*

Just like waiting for a slot machine to hand out change Las Vegas continues to bet on the premise.... build the health care facilities and the nurses will come.

On July 18th Valley Health System broke ground on another facility named Centennial Hills that will service the south west's growing metropolis . According to a published report in the *Sun* 144,000 people live by this new hospital site while it is projected that 174,000 will be there in the future. . . It was estimated in the *Sun* in May 2005 that the Las Vegas metropolitan area will have about 11,479 nurses in 2010 and 2.1 million people. According to Hal Rothman a UNLV Professor of History, *no other American City has grown as fast as Las Vegas.*

The Valley Health System's hospital spokesperson indicates the hospital should be able to meet the challenge to staff new beds filled by patients with new healthcare professionals moving to Las Vegas. *"We are actively recruiting as more people come to Las Vegas," said Valley Health System Interim Spokeswoman Gretchen Papez, "fortunately there are nurses who decide to relocate here."* The question remaining is will this be enough? Nancy Bridges chairwomen of the Nursing Institute of Nevada revealed, *the greatest impact on Nursing is the astronomical growth ...finding nurses remains a challenge.*

The Las Vegas Review Journal documented the opinion of Larry Matheis, the Executive Director of the Nevada State Medical Association in Reno,. *"Professionals are drawn to communities where their peers are and where there are interesting and challenging things going on."* Las Vegas certainly has interesting things going on and many people moving in.

President of MHS Barbara O'Brien's prescription for success supports the view that it is critical to retain the experienced nurses Vegas has in place. A couple of suggestions include utilizing the 14 Forces of Magnetism from the American Nurses Association Magnet program as a framework and providing education and coaching for Nurse Managers to improve the work environment and reduce manager burnout.

Eye Popping Statistics

- Mountain View Hospital 36 bed expansion cost \$16 million dollars
- St. Rose Dominican is building a \$140 million, 140 bed campus
- Nevada averages 520 nurses per 100,000 population, National is 782 per 100,000
- Projected hospital bed growth is 429 in 2005, 1,015 2010, and 1,493 in 2030.
- Clark County Growing 6,000 people per month
- American Hospitals Association shows that Nevada has 1.9 bed per 1,000 compared with 2.0 per 1,000 Nationwide



Las Vegas is an island surrounded by mountains and desert sand. With legendary "death valley" as a neighbor the heavily populated city is trying to maintain its historic trading post environment while growing by leaps and bounds. Las Vegas provides an excellent test area to study rural healthcare coupled with a fast growing city with many unique social, financial and clinical healthcare issues. In July *The Las Vegas Review Journal* stated most southern Nevada Hospitals posted profits but four had losses. Nevada Hospital Association President Bill Welch told the press a low ratio of beds to residents means new construction is needed to fill the need. "Hospitals build to what they expect capacity to be and where they believe demand is going to be," Welch explained. Despite a financial squabble, Las Vegas still has a dream to bring a Medical Center to a downtown that looks like Times Square and a Miami Bayside shopping village. Along with a State of the Art Alzheimer's Center, the promising blueprint supports healthcare needs for this city's enormous growth. Jennifer Woody, manager at The Medical Education and Research Institute of Nevada, indicated in a publication that the city is a good place for Doctors. "We are not just offering advanced surgical training (at the Institute). We are also trying to showcase Las Vegas" she said.

Call MHS 732-408-0259 for consulting :

Magnet and JCAHO Preparation

Middle Management Courses

Best practices for Healthcare Management