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### **Tennessee Healthcare Workforce Summit - Models for the Future**

The Center for Health Workforce Development, in partnership with the Tennessee Center for Nursing, Tennessee Organization of Nurse Executives and Tennessee Nurses Association will be hosting the **Tennessee Healthcare Workforce Summit - Models for the Future** on Tuesday, October 14, at the Renaissance Nashville Hotel.

**The conference will focus on the shortage of nurses and allied health professionals and will include sessions on:**

- Recruiting and Retaining Quality Staff - Winning the Talent War
- Spanning the Ages--Meeting the Needs of Different Generations
- Model Programs in Tennessee
- Using the Magnet Philosophy to Become the Employer of Choice
- Innovative Partnerships and Strategies for Workforce Development

Participants also may attend other general educational sessions during the THA annual meeting at no additional cost. Speakers will include:

- **Bob Arnot, MD**, NBC News special foreign correspondent, who will explain what health care and terrorism have in common as the keynote speaker at the opening general assembly Thursday morning, October 16.
- **Donald Nielsen, MD**, American Hospital Association (AHA) senior vice president, quality leadership, will *discuss Healthcare Provider Quality Expectations and Accountability* at the THA education session Friday morning, October 17.

You may register for special events and other allied and affiliate group meetings for an additional fee. For a complete listing of meeting events, you may download the entire conference brochure at [www.tha.com](http://www.tha.com).

The center is seeking proposals for best practices poster presentations at the conference. Institutions are invited to share their best practices, experiences and knowledge with other healthcare professionals during the workforce summit.

For additional information on the workforce summit or poster presentation, contact Bill Jolley at [bjolley@tha.com](mailto:bjolley@tha.com), 615-256-8240.

### **MSHA Launches Healthcare Career Advisor Program**

In an effort to build a bridge between communities, elementary and secondary educational institutions and the healthcare industry, Mountain States Health Alliance (MSHA) has appointed Regina Johnson to serve as the healthcare career advisor for Carter county and Elizabethton city schools

Johnson, who is a registered nurse and a certified teacher with the Carter county school system, will begin planning, coordinating and implementing

healthcare career activities within the classroom for elementary, middle and high school students. In this role, she also will begin to network with healthcare professionals to provide educational opportunities for students that will take place outside of the typical classroom setting.

MSHA received a \$25,000 matching grant from the Center for Health Workforce Development for the implementation of this position in northeast Tennessee. In addition, Gayle Keebler, who presently serves as the healthcare career advisory at Science Hill High School (SHHS), has begun serving as the center's train-the-trainer for the state of Tennessee as interest in the program grows. Five healthcare systems throughout Tennessee have requested information and guidance on the implementation of a healthcare career advisor in their area as a result of the success of the healthcare career program at SHHS.

The state of Tennessee's Health Occupational Students of America (HOSA) organization recently awarded MSHA with the *Industry of the Year Award* for the healthcare system's overwhelming support of the SHHS health science program with the SHHS technology center.

MSHA provides funding for the position of healthcare career advisor at SHHS, offers scholarships annually to outstanding HOSA members and provides clinical experiences for students.

Keebler and Jenny Hughes, MSHA hospital educator/grant specialist, recently presented the healthcare career advisor program to the 2003 Tennessee vocational education conference at Middle Tennessee State University in July. This year's conference theme is "Building Our Nation's Workforce."

### **TBR Readies Online Degree Program**

The Tennessee Board of Regents' online degree program is moving forward with plans to launch an online master of science in nursing degree beginning in fall 2004.

To help meet that need, the deans and directors of the six Tennessee Board of Regents' schools of nursing that currently offer baccalaureate and higher degrees are working together to establish a master of science in nursing degree that would be offered via the regents' online degree program. As a consortium, the schools will share resources (e.g., faculty and courses) to collaboratively address the critical shortage of nursing faculty and advanced practice nurses prepared at the master's level.

While the curriculum has not been finalized, it is anticipated that concentrations will be available in nursing education, nursing administration, nursing informatics, nurse practitioner, holistic nursing and clinical nurse specialist. Under the clinical nurse specialist option, several areas of specialization are being planned to address specific areas of workforce shortages.

The proposed program will be open to registered nurses with a baccalaureate degree who already have received basic clinical training and are licensed to practice. Clinical portions of the program will take place in hospitals and other agencies as appropriate, with all other course work offered online. The

six participating universities are Austin Peay State University, East Tennessee State University, Middle Tennessee State University, Tennessee State University, Tennessee Tech University and University of Memphis.

### **New Nursing Degree Partnership Developed**

Methodist Healthcare-University Hospital and the University of Tennessee Health Science Center are joining forces to reestablish a bachelor's degree in nursing program at UT's Memphis campus.

Bachelor degrees in nursing are offered at every other UT campus, but it was discontinued in Memphis in 1997 while the graduate program continued. The new program is slated to begin admitting new students in the summer of 2005 and graduate its first class in fall 2006.

The new program will offer multiple entry points that recognize nursing students' previous health-related education and Methodist School of Nursing faculty will likely join UT as clinical faculty, helping nursing students learn how to care for patients.

The bachelor of science in nursing program will use classroom, lab and clinical space at both Methodist Healthcare-University Hospital and UT Health Science Center.

### **Workforce Retention Initiative Available Statewide**

In the next several months, the Center for Health Workforce Development will outline several short-term and long-term strategies for addressing the shortage of nurses and other allied health professionals in Tennessee. These strategies will be packaged in a progression of steps that hopefully will lead to the development of more effective recruitment and retention opportunities.

As a first step, the center has tested a nurse retention initiative in conjunction with SatisfactionWorks, a California-based firm that specializes in corporate retention and employee retention programs.

This initiative is designed to help increase the net supply of registered nurses in Tennessee by reducing turnover and helping hospitals lower per capita staffing costs. Several hospitals participated in an initial pilot, and other hospitals now are being given another opportunity to participate in a statewide program.

Participating hospitals in both Tennessee and other states have found the information generated through this initiative to be very useful. In numerous states, the program also has been made available as a permanent program to hospitals and used as a key strategy for addressing the shortage of nurses.

#### **The nurse retention initiative will include four main components:**

- A standardized nurse retention survey conducted among nurses in all participating hospitals.
- Correlation of survey findings with actual turnover data to identify ways to influence actual retention.
- The creation of a retention database to provide performance benchmarks and statewide analysis.

- Individual presentations to each participating hospital with specific action recommendations and comparison benchmarks.

The center will be hosting regional briefings for senior executives to provide details about the program and enlist hospital participation.

For more information, contact Bill Jolley, executive director, Center for Health Workforce Development, 615-245-8240, [bjolley@tha.com](mailto:bjolley@tha.com).

### **Hands-on Health Care in New Health Career Academy**

Students at Red Bank High School in Chattanooga are studying chemistry, medical therapeutics and anatomy as part of the school's newly formed Health Career Academy.

Enrolling in the academy is a chance to get a taste of a nursing career. The academy, which is designed to prepare students for health careers from veterinary medicine to cardiac surgery, is one of eight in Hamilton county that offers students a chance to spend four years receiving hands-on career training.

The program is partnering with more than a dozen local healthcare agencies and colleges. The partnerships will bring speakers into the classrooms and allow students to travel to health facilities in the area. Students will be able to shadow doctors, therapists, nurses and emergency medical technicians, in addition to touring medical schools.

Academy classes have a medical focus and will be taught by two registered nurses. This year's 105 academy students had to apply to enter the program and may come from any county high school. The program will provide an opportunity to encourage more students to consider a profession in a healthcare field.