

LEADERSHIP

AND NURSING CARE MANAGEMENT



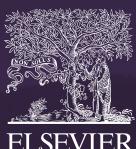
EIGHTH EDITION

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CASE STUDY—cont'd

supplies, and documentation options were added to the electronic health record.

The following benefits were anticipated:

- Decreased PONV
- Decreased length of stay in Phase I and Phase II recovery
- Empowered frontline nursing staff to use nurse-led evidence-based recommendations
- Expanded perioperative nursing division culture regarding use of evidence in daily practice

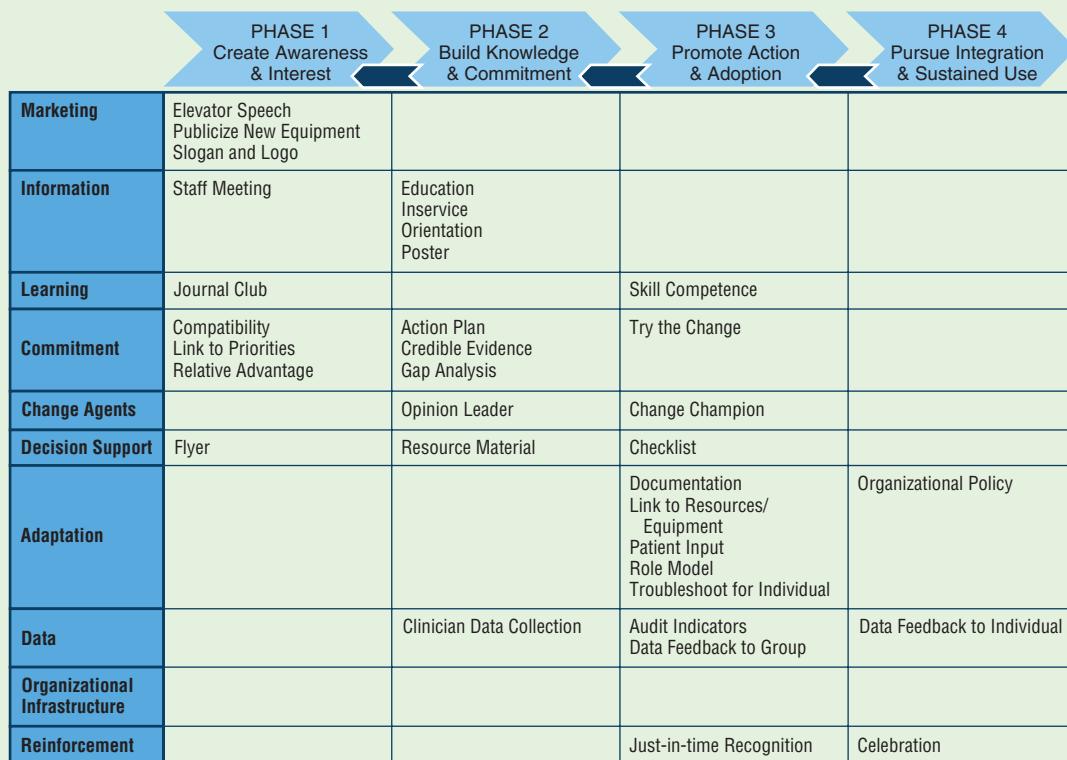
This perioperative nursing-led EBP change required multiple strategies for implementation (Cullen, Hanrahan, et al., 2022). The team used the implementation strategies depicted in **Fig. 179**.

Process and outcome indicators were included in the evaluation (Cullen, Hanrahan, Farrington, et al., 2023). Data captured included PONV rates; nursing knowledge and confidence in using EBP pre- and post-pilot; and use of acupressure bands, aromatherapy, and chewing gum. Re-infusion

strategies included creating a logo, completing additional chart audits, and developing a visual reminder checklist, which included the logo, for placement in patient folders. Celebration included presenting information at national conferences (Dolezal et al., 2023a, April 19–20, 2023b, April 27–30).

This project filled a gap in identifying evidence-based interventions nurses could be empowered to use to intervene and decrease PONV. A revised process was introduced, and patient care improvements occurred through the EBP changes. The NM facilitated project work and integration of the practice change by serving as the project director to establish the priority, locate resources (Cullen & Titler, 2004), and guide the team to maneuver through the system for adoption and dissemination of the practice change.

Nursing team member acknowledgments: Jodi Heth, BSN, RN; Marilyn Wurth, BSN, RN, CAPA; Kalista Socarras, BSN, RN; Donna Dolezal, MSN, RN, CPAN, CAPA; & Aimee Cusic, BSN, RN, CAPA.



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Fig. 17.9 Implementation strategies used to promote adoption of post-operative nausea and vomiting evidence-based practice. (Adapted with permission from the University of Iowa Health Care, Copyright 2023. For permission to use or reproduce these figures, please contact the University of Iowa Health Care at 319-384-9098 or uihcnursingresearchandebp@uiowa.edu.)

Opportunities to Transform Nursing's Brand Image. Significant gaps have been described between nursing's current and most desired brand image as leaders, compared to the many virtuous qualities perceived by the public. Research findings suggested that nursing could benefit from repositioning strategies that weave a central position of Nurses as Leaders throughout the nursing profession and across the public domain (Godsey & Hayes, 2023). Effective branding will require specific attention be given to consistently communicating the most desirable attributes of contemporary nurse leaders using the marketing principle of consistency of message and action over time. The steps to create a consistent message that could align with the "Nurse as Leader" brand image most desired by nurses were recently outlined in a paper by Godsey and Hayes (2023). These steps include the following:

1. Define the problem, and acknowledge the issue.
2. Use both qualitative and quantitative research.

3. Measure nursing's current versus desired brand image.
4. Translate research findings into micro and macro strategies.
5. Consistently convey the promise, value, and unique contributions of nurses.

Joseph et al. (2023) created a framework for reconstructing the professional identity and brand image of nurses (BIN) from "a caring profession" to "leaders" across all settings (practice, academia, research, industry, technology, regulatory, accreditation, policy arenas) and throughout the public domain. Their framework calls for professional unity and provides a blueprint for transforming the brand image and professional identity of *All Nurses as Leaders* through individual nursing practice (micro level), infusion of the desired brand into systems and curricular redesign (mesosystem level), and communication of *All Nurses as Leaders* throughout all corners of the nursing

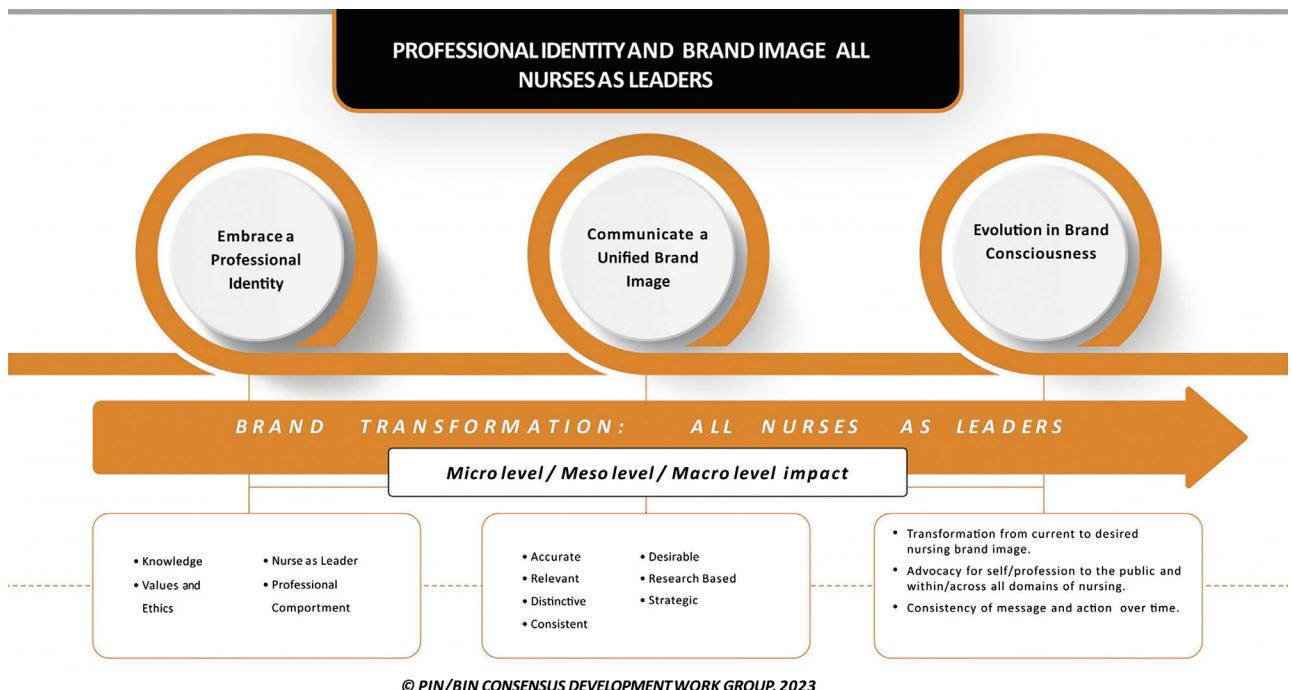


Fig. 26.8 Framework for transforming professional identity/brand image: all nurses as leaders. (With permission from Joseph, M. L., Godsey, J. A., Hayes, T., Bagomolny, J., Beaudry, S.-J., Biangone, M., Brewington, J., Anest, P., Godfrey, N., Lose, D., Martin, E., Ollerman, S., Siek, T., Thompson, J., & Valiga, T. (2023). A framework for transforming the professional identity and brand image of all nurses as leaders. *Nursing Outlook*, 71(6), 102051.)