Case Overview
Facility Overview: > 600 bed acute care hospital

Case Presentation: The organization was Magnet®-designated but was unsuccessful in its redesignation attempt, which resulted in them losing their Magnet designation. At the time of partnership with HealthLinx, the organization had already submitted their application and locked into a document submission date.

- Magnet-designated hospital
- Unsuccessful attempt at redesignation resulting in loss of Magnet designation
- Partnered with HealthLinx Nursing Excellence to achieve Magnet designation (due to loss of designation, could not be considered a redesignation)
- Organization had already submitted its Magnet Application and set a document delivery date
- Organization required a fast turnaround time with a submission date less than 8 months away
- Parallel run (simultaneous implementation of NEAP and NEPM)

Outcome: Successful Magnet designation.

Aim / Client Goals for Engagement

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<tr>
<th>Client Project Goals</th>
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<td>1. Identify gaps in nursing practice, culture of nursing excellence</td>
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<td>2. Address gaps in knowledge of 2014 Magnet expectations</td>
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<td>3. Mentor new MPD</td>
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<td>4. Submit Magnet documents on time</td>
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<td>5. Achieve Magnet designation</td>
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Process

The HealthLinx Outcome Driven Process was implemented in 2014 with a Nursing Assessment and Plan (NEAP). Strengths, Opportunities, and Risks were identified. An action plan was developed and implemented for a focused effort moving forward.

Due to the tight time frame, the Nursing Excellence Project Management Plan (NEPM) was implemented at the same time as the NEAP. The 8-month writing plan consisted of an SOE alignment to determine appropriate examples, write the document, content edit, copy edit and publish the electronic document.

The document was submitted on time. The organization received a request for additional documentation for 9 SOEs and then moved on to site visit. HealthLinx conducted a two-day site visit prep. Magnet appraisers conducted a three-day on-site visit in 2015, and organization received Magnet designation.

Challenges

1. First Magnet designation process for the CNO and MPD
2. Compressed timeline
3. Underperformance in RN Satisfaction
4. Client struggled to stay on timeline and meet deadlines; additional Writers Intensive provided
5. Additional document requests

**Key Takeaways / Lessons Learned**
Continuous assessment of nursing excellence and the requirements for Magnet designation include monitoring national benchmarks for Nurse Sensitive Indicators, Patient Satisfaction, and RN Satisfaction, as well as nursing certification trends and nursing research activities. Loss of Magnet designation created uncertainty and a lack of commitment on the part of some nursing leaders and nursing staff. It is essential that nursing leadership is engaged and committed to the process.
This organization recognized that a key strategy for moving forward with their Magnet journey was to partner with HealthLinx Nursing Excellence Solutions to provide expertise, guidance, discipline, and focus on nursing excellence strategies to accomplish the best possible outcomes.

**Project Timeline**
- 2-Day NEAP Assessment combined with 2-Day Project Launch and SOE Alignment
- 2-Day SOE Writers Intensive two weeks after Launch
- 2-Day SOE Writers Intensive one month post launch
- 2-Day SOE Writers Intensive two months post launch
- 2-Day SOE Writers Intensive added to get organization back on track for deadlines

**Feedback**
Client recognized the value of the HealthLinx process. After designation, client partnered with HealthLinx for a full Continuity Model to ensure the organization continues to stay focused on culture of nursing excellence and Magnet requirements.