

The official journal of the
American Nurses Association...
and the dynamic voice
of nursing

NURSING EXCELLENCE

2016 Magnet®-Recognized Organization
Success Stories



Special
Section

ANA Update

Nursing through technology: Why data makes a difference—New Webinar, October 21!
There are many requirements for publically reported data but do you understand what must be reported and what it means for your facility? Join Kimberly Glasman, co-author of Smart Nurse's Handbook for Using Data to Improve Care, October 21 at 1:00 p.m. EDT and discover the skills most effective in your job and be the best advocate for your patients. Register Today!

Health News

The ultimate cold and flu survival guide
Tolerant immune system may be a risk factor for some cancers
Nutritional needs for skeletal health change as you age. Says new scientific review

CareerSmart

Don't FALL behind!
30 Contact Hours
only \$49!
RN, LVN & LPN (all states)

Calling all new RNs!
ANA has two new member benefits for RNs with less than five years of experience. The New RNs online community is a forum where early career nurses can discuss challenges and seek advice from peers while the Mentoring Program offers a supportive relationship with an experienced RN.

Handle with care
Our editor-in-chief discusses the need for nurses to take care when moving patients. Read more.

CONTINUING NURSING EDUCATION: Managing

Nursing IS CHANGING. ARE YOU READY?
Online RN to BSN, master's, doctorate, & certificate nursing programs available
ANA members may be eligible for up to a 25% tuition savings
GET STARTED TODAY

Drexel ONLINE

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Nursing Excellence: Magnet® Highlights, Update, and Profiles

American Nurse Today, the official journal of the American Nurses Association publishes 3 special Magnet®-focused editorial sections each year. These very popular resources are perfect opportunities to reach nurses in an editorial environment geared to the highly respected Magnet designation. One-of-a-kind resources, these “go-to” guides are perfect for announcing new designation or re-designation, recruiting, and branding your Magnet facility. These authoritative sections feature:

- **Exclusive editorial**—multiple articles about Magnet, authored by and for nurses including the Magnet experts, ANCC
- **Magnet facility listings, contact information, and display ads**
- **Special graphics** and “covers” to highlight section and draw readers

In 2017, celebrate your facility's Magnet status, recruit nurses, or thank your staff for their dedication during the “Magnet journey” through **American Nurse Today**!

Circulation

- 200,800 readers
- Unprecedented online exposure for 1 year through the **e-Edition**!
- **American Nurse Today** is published monthly: 10 print issues; 2 digital issues.

Issuance & Closings

Date of First Publication

October, 2006

Distribution Date

1st week of each month

Closing Dates

Issue.....Closing Date

January - **Nursing Excellence:**

Magnet hospital success stories Dec. 8, 2016

March - **Nursing Excellence:**

Magnet hospital update Feb. 9, 2017

September - **Nursing Excellence:**

Magnet hospital profiles..... Aug. 10, 2017

Rates

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1/4 page, 4/C	\$3,575 gross

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2017 Editorial Calendar

12 issues per year — 10 print and 2 digital. Original articles, continuing education, practice and professional peer-reviewed information for nurses practicing in many specialties...in many practice settings.

ANA on the Frontline is a new section of the journal being introduced in 2017. Readers will now have access to information about the latest American Nurses Association (ANA) initiatives and programs throughout the journal.

Month	Feature	Continuing Education	Special Sections	Departments	Bonus Distribution
January Space reservations by December 8, 2016	<ul style="list-style-type: none"> Capnography in the ED Parkinson's Disease 	<ul style="list-style-type: none"> Enteral tube feedings 	<ul style="list-style-type: none"> <i>Healthy Nurse, Healthy Nation</i> <i>Nursing Excellence in Magnet®</i> 	<ul style="list-style-type: none"> Performance Based Development System testing 	
February Space reservations by January 12, 2017	<ul style="list-style-type: none"> Airway management in respiratory distress Medical device reporting 	<ul style="list-style-type: none"> Lung cancer 	<ul style="list-style-type: none"> <i>Education: Advanced Degrees</i> 	<ul style="list-style-type: none"> Choosing your leadership battles 	<ul style="list-style-type: none"> ANA Annual Conference - March 8-10 in Tampa, Florida
March Space reservations by February 9	<ul style="list-style-type: none"> New models of care delivery related to APRNs Intimate partner violence 	<ul style="list-style-type: none"> Pharmacogenomics 	<ul style="list-style-type: none"> <i>Nursing Excellence in Magnet®</i> <i>Nursing Quality and Patient Safety</i> 	<ul style="list-style-type: none"> Intracranial pressure in meningitis 	<ul style="list-style-type: none"> ANA Annual Conference - March 8-10 in Tampa, Florida
April Space reservations by March 13	<ul style="list-style-type: none"> Swallowing assessment Medical treatment of aortic stenosis 	<ul style="list-style-type: none"> Pain management in cancer survivors 	<ul style="list-style-type: none"> <i>Nurses Week Celebration</i> <i>Emergency Care</i> 	<ul style="list-style-type: none"> Multidisciplinary rounds 	<ul style="list-style-type: none"> NTI - May 21-25 in Houston
May Space reservations by April 13	<ul style="list-style-type: none"> Early mobility Admission assessment for gender neutral patients 	<ul style="list-style-type: none"> Left ventricular assist devices 	<ul style="list-style-type: none"> <i>Critical Care</i> 	<ul style="list-style-type: none"> Pediatric hypoxia 	<ul style="list-style-type: none"> NTI - May 21-25 in Houston
June Space reservations by May 11	<ul style="list-style-type: none"> Lyme disease Foot care of patients with diabetes who are hospitalized 	<ul style="list-style-type: none"> Rheumatoid arthritis 	<ul style="list-style-type: none"> <i>Infection Prevention</i> 	<ul style="list-style-type: none"> Avoiding career derailers 	
2017-2018 Annual Guide Space reservations by May 26	<ul style="list-style-type: none"> Nursing career options Interprofessional Collaboration 		<ul style="list-style-type: none"> <i>Degree Directory</i> 		<ul style="list-style-type: none"> Magnet Conference October 11-13 in Houston, TX ANA Conference 2018 NTI Conference 2018 May 20-24 in Boston, MA
July Space reservations by June 15	<ul style="list-style-type: none"> Secondary hyperparathyroidism Obesity counseling 	<ul style="list-style-type: none"> Cognitive decline 	<ul style="list-style-type: none"> <i>Nursing Trends</i> 	<ul style="list-style-type: none"> Cardiac tamponade 	
August (DIGITAL) Space reservations by July 20	<ul style="list-style-type: none"> Preventing central line-associated bloodstream infections Opioid use in Acutely Injured Patients 	<ul style="list-style-type: none"> Transaortic valve replacement 	<ul style="list-style-type: none"> <i>Alarm Fatigue</i> 	<ul style="list-style-type: none"> Transcending your comfort zone 	
September Space reservations by August 10	<ul style="list-style-type: none"> Habba syndrome Chronic obstructive pulmonary disease 	<ul style="list-style-type: none"> Cardiovascular disease in patients with diabetes 	<ul style="list-style-type: none"> <i>Nursing Excellence in Magnet®</i> <i>Informatics</i> 	<ul style="list-style-type: none"> Seizures 	<ul style="list-style-type: none"> Magnet Conference - Oct. 11-13 in Houston
October Space reservations by September 14	<ul style="list-style-type: none"> Tape removal issues Older adults with multiple comorbidities 	<ul style="list-style-type: none"> Symptom management in patients with breast cancer 	<ul style="list-style-type: none"> <i>Population Health Management</i> 	<ul style="list-style-type: none"> Cognitive rehearsal 	<ul style="list-style-type: none"> Magnet Conference - Oct. 11-13 in Houston
November Space reservations by October 12	<ul style="list-style-type: none"> Exercise in patients with diabetes Situational awareness in ethical situations 	<ul style="list-style-type: none"> HIV update 	<ul style="list-style-type: none"> <i>2017 Nursing Salary Survey</i> <i>Staffing</i> 	<ul style="list-style-type: none"> Asthma 	
December (DIGITAL) Space reservations by November 16	<ul style="list-style-type: none"> Transitioning patients newly diagnosed with diabetes Making data work for you 	<ul style="list-style-type: none"> Incontinence in postmenopausal women 	<ul style="list-style-type: none"> <i>Wound Care</i> 	<ul style="list-style-type: none"> Hospice and palliative care 	

Annual Education Guide Digital

Expanded Special Section

Expanded Special Section

All issues include additional editorial in regular sections of the journal including *Inside ANA*, *Practice Matters*, *Strictly Clinical*, *Career Sphere*, *Leading the Way*, and *Mind/Body/Spirit*. Editorial in every issue from Editor-in-Chief Lillie Gelinis, MSN, RN, FAAN

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Specialty Areas word count: 35 words/263 characters

Additional Info word count: 65 words/450 characters

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Bonus Distribution

March

Magnet update **2017 ANA Annual Conference**
March 8–10
Tampa, FL

September

Magnet profiles **2017 ANCC National Magnet Conference®**
exclusive opportunity
October 11–13
Houston, TX

Magnet Profiles covers feature profiles of Magnet-recognized hospitals such as:

- Morristown Medical Center** (NJ): Level I Regional Trauma Center, Designated Stroke Center, etc.
- Northwestern Lake Forest Hospital** (IL): Level II Trauma Center, Magnet Recognition Program.
- Mount Sinai Medical Center** (NY): Magnet Recognition Program, Level II Trauma Center.
- Palomar Pomerado Health** (CA): Magnet Recognition Program, Level II Trauma Center.
- Joseph Regional Medical Center** (NC): Magnet Recognition Program, Level II Trauma Center.
- St. Joseph's Regional Medical Center** (NJ): Magnet Recognition Program, Level II Trauma Center.

MAGNET® NURSES IN ACTION

Clinical stars lead a successful professional practice program

The UEXCEL program has improved patient outcomes while developing nurse leadership and autonomy.

By Mary Krugman, PhD, RN, NEA-BC, FAAN; Michelle Rudolph, BSN, RN III, CMSRN; Amanda Nenaber, MS, RN, CCNS, ACNS-BC; and Carolyn Dietrich, MS, RN IV, CPAN

Professional practice programs are essential for strengthening nursing professionalism and enhancing job satisfaction. Increasingly, structures to support nurse empowerment in controlling their practice and experiencing a positive work environment are linked to high-quality patient outcomes and achievement of ANCC Magnet Recognition®.

The University of Colorado Hospital (UCH), a three-time Magnet®-designated hospital, developed a practice program called UEXCEL in the late 1980s, which has been in continuous operation for more than 22 years. It has proven to be a significant force in developing professional nurse leadership, autonomy, and empowerment and in improving patient outcomes. UEXCEL stands for the University of Colorado Hospital's Excellence in Clinical Practice, Education, Evidence-based Practice, and Leadership.

This nursing program promotes a highly educated nursing workforce (84.5% of our nurses have bachelor's degrees in nursing degrees); 44% are certified in their specialty; half of our 1,500 clinical nurses are graduates of our national UCH/American Association of Critical-Care Nurses Post-Baccalaureate Nurse Residency Program. UEXCEL also drives success in planning: 53% of current nurse leaders of UCH are former UEXCEL participants who've advanced to higher practice levels.

The foundation for UEXCEL was adopted from Patricia Benner's novice-to-expert framework for the stages of clinical competence and is based on principles of the Magnet Recognition Program. (See UEXCEL governance.)

Practice program structure
Regardless of service, specialty, or practice location, every clinical nurse who practices at the point of care across our hospital is a UEXCEL member. This program isn't based on a point system; nor does it include advanced practice nurses or those holding specialty roles (such as case manager, job code, registered nurse [RN] has a job description, job code, and classification as a level I advanced beginner, level II competent nurse, level III professional advanced professional nurse, or level IV expert professional nurse.

UCH grants credentials to nurses to practice, provides a framework for performance evaluation based on the American Nurses Association's (ANA) Standards of Clinical Nurse Practices, and supports clinical nurse career goal development through professional advancement. Four categories of practice exist, with titles aligned to meet with permission):

- exemplary professional practice
- transformational leadership
- structural empowerment
- new knowledge, innovations, and improvements.

Key program elements
UCH reinforces exemplary practice by using ANA standards, evidence in practice, and key pro-

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