

Nurse innovators shine

NursePitch™ reveals products for better care.



Sigalit Marmorstein

THE THIRD ANNUAL NursePitch™—held in collaboration with the American Nurses Association (ANA) and HIMSS, and sponsored by Becton Dickinson (BD)—showcased several nursing innovations. This interactive event, which took place on August 10, in Las Vegas, created an opportunity for nurses to present their innovative work to a panel of industry and healthcare leader judges. The first-, second-, and third-place honorees received cash prizes to further develop their innovations.

“The expansive ways that nurses are impacting the health system, people, and communities are without question,” said Oriana Beaudet, DNP, RN, PHN, vice president of Nursing Innovation at the ANA Enterprise. “We are proud to support the advancement of nurses and the profession through innovation.”

FIRST PLACE: BabyLiveAdvice

BabyLiveAdvice, created by Sigalit Marmorstein, MSN, PHN, FNP, is a telehealth-enabled service that complements the care offered by obstetric and pediatric providers. The company employs nurses, nurse practitioners, social workers, nutritionists, lactation consultants, and others to serve mothers and parents from preconception to early childhood using a telehealth platform connected to a robust electronic health record system. A telemonitoring system embedded in patients’ charts measures weight, blood glucose, blood pressure, and more. BabyLiveAdvice staff monitor the health of mothers and their babies, support remote rural communities, and improve care access to the estimated 7 million birthing people who live in maternal care deserts. In addition, BabyLiveAdvice says that by supporting hospitals and physicians, the company can increase revenue, reduce risk, and improve outcomes.

SECOND PLACE: READY.SIM.GO.™

More than 15 million U.S. children have a serious medical condition. As care has shifted from hospitals to homes, patients and families frequently provide much of the same care as

nurses. Seeing the anxiety this causes parents led Carol Rosenberg, DNP, ND, RN, to develop READY.SIM.GO., a patient-education tool powered by simulation that transforms discharge education in hospitals and home care agencies. This intervention consists of two product lines that teach nurses, discharge planners, simulationists, and other clinicians how to integrate simulation into discharge teaching. A learning platform under development provides clinician training workshops, web-based learning modules, virtual simulation, and telehealth applications. The second product line involves a child-size caregiver-friendly simulation mannequin designed specifically for the learning needs of patients and families, which will be developed in partnership with a simulation manufacturer.

THIRD PLACE: e-Platform to support social justice in nursing

Innovators Jodi Traver, PhD, RN, NE-BC, an ANA\California member, and Ayelet Ruppin, MN, RN, PHNA-BC, wanted to increase staff members’ access to social justice activism at one academic medical center, so they developed an online social justice program. This program—subsequently expanded to include the health system—consists of an ongoing virtual forum supported by a digital platform. The latter enables activism and visibility in social justice by broadening participation across the health system and including the entire community. Both the forums and the digital space are vital to addressing known health policy inequities and improving health outcomes. Since a 2020 pilot, the forums have emerged as a groundbreaking employee resource group, effectively operationalizing the health system’s diversity, equity, and inclusion strategic goals by addressing related education needs and priorities for patients and staff. The added digital platform will facilitate social justice program administration and management of program outcomes while enabling local and national scaling of this innovation.

Learn more about nurse-led innovation at nursingworld.org/innovation. **AN**



Carol Rosenberg



Jodi Traver



Ayelet Ruppin