Advancing Your Professional Practice

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Conflict of Interest disclosure notification

- The following have disclosed that they have no relevant financial relationships or conflicts of interest with commercial interests related directly or indirectly to this educational activity:
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- Any potential conflict of interest has been vetted according to policy and the determination was made that no conflict existed.
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Objectives

- Describe issues to consider for role implementation.
- Discuss strategies to enhance professional development.

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Tools and Resources

- Focus on using this manual as a resource and a tool to develop, implement and expand your scope of practice in a variety of settings.
- Perform within the full scope of practice through evidence-based care, education, research, advocacy, and public policy.

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Design & Implementation of WOC Nurse Specialty Roles

- WOC Nurse specialty role and scope of practice
  - Positive patient outcomes
    - Prevention
    - Health maintenance
    - Therapeutic intervention
    - Rehabilitative nursing care

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Design & Implementation of WOC Nurse Specialty Roles

- Conceptualize the role
  - Determine type & level of services to provide
    - Type & # of patients
    - Staff competence
    - Full-time or part-time position
Design & Implementation of WOC Nurse Specialty Roles

- Role Components
  - **Defining roles**
    - Direct patient care provider
    - Educator
    - Consultant/clinical expert
    - Researcher
    - Administrator
    - Dual Role

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - **Direct patient care provider**
    - WOC Nurse provides specialty care
  - Most appropriate for:
    - New ostomy patients
    - Complex draining wounds or fistulas
  - Takes more time to keep staff competent than it takes to provide the needed care
  - Expertise is established and role is effectively marketed

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - **Educator**
    - Direct patient/caregiver education
    - Education of non-specialty nurses & staff
      - Orientation
      - On-the-job training
      - In-service education
      - Guideline development
    - Academic educator
      - WOCNEP: faculty or preceptor

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - **Educator**
    - Guidelines for staff orientation
      - Skills checklist
      - Rounds
      - Skills-based labs

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - **Educator**
    - Guidelines for Developing Education Programs
      - In-service education
      - Orient to duties
      - Competency
      - Compliance with P&P
      - Use of equipment
      - Practice for previous learned skills

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - **Educator**
    - Planning education programs
    - Guidelines for seminar and conference planning and development
Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - Educator
    - Developing resource teams
      - Identify members
      - Assess education needs of team
      - Provide education
      - Collaborative projects

- Defining Roles
  - Educator
    - Development of resource teams
      - Collaboration projects
        - Creation of wound product formulary
        - System wide multidisciplinary P&P’s
        - Role clarification of team members
        - Consensus for treatment protocols
        - Communication pathway between departments and medical staff

- Defining Roles
  - Educator
    - Establish appropriate task force and nurse resource groups for:
      - Prevention and management of skin breakdown
      - Ostomy patient management
      - Continence care
    - Effective strategy for developing staff and extending the impact of WOCN role!

- Defining Roles
  - Educator
    - Patient education materials
      - Consider the following factors:
        - Accuracy, consistency, level of evidence
        - Does it meet the needs of the patient population being served?
      - Keep it simple (5th or 6th grade)
      - Large print!
Design & Implementation of WOC Nurse Specialty Roles

Defining Roles
- **Educator**
  - Patient education materials
    - Centers for Disease Control and Prevention (2010)

Defining Roles
- **Consultant/clinical expert**
  - In employing facility
  - As independent consultant
    - Appropriate when:
      - Large # of patients require specific type of uncomplicated care
      - Staff is competent & confident
  - Contracting for services
    - Schedule for delivery of services
    - Data collection
    - Constraints: ethical, legal, political
    - Feedback to consultant

Defining Roles
- **Consultant/clinical expert**
  - Collaboration with other health care providers
    - Increase pool of knowledge
    - Provide broad perspective about issues
    - Comprehensive solutions to improve overall quality of care
Design & Implementation of WOC Nurse Specialty Roles

Defining Roles
- Consultant/clinical expert
- Legal nurse consulting
  - Determine merits of potential lawsuit
  - Review of record
  - Conference with attorney
  - Possible testimony in deposition or trial

Defining Roles
- Consultant/clinical expert
- Legal nurse consulting
  - Expert witness
    - Speak to deviations from SOC
    - EIN #, fee schedule, billing system, CV, access to SOC documents

Defining Roles
- Researcher
  - Academia, industry, direct patient care settings
  - At clinical level
    - Strive to incorporate evidence-based practice using current research

Evidence-Based Practice and Research
- Development of EB Care
  - Consumer & developer of EB guidelines and SOC
  - Investigator in a scientific research trial
  - Evaluator of products

Evidence-Based Practice and Research
- Reviewing the literature
  - Searching for evidence
  - Choosing databases
  - Critical appraisal
  - Strength of evidence
  - Applying the evidence
Evidence-Based Practice and Research

- Product evaluation
  - Indications for product evaluation
    - Potential to meet unmet need
    - Significant cost savings
    - Significant clinical advantage

Evidence-Based Practice and Research

- Develop or evaluate supply formulary
  - Safety
  - Effectiveness
  - Availability
  - Cost and benefit
  - Patient preference
  - Impact on practice

Evidence-Based Practice and Research

- Research and EBP resources
  - JWOCN spotlight on research/articles
  - CCI (www.wocn.org/ResearchFunding)
  - Research grant proposal toolkit
    (www.wocn.org/SubmissionToolkit)
  - Electronic database links

Evidence-Based Practice and Research

- Research and EBP resources
  - WOCN EB guidelines/EBP lit review
  - Best practice documents
  - Evidence-based report cards
  - Position papers
  - White papers

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - Administrator
    - Management and oversight of clinical staff and services
    - Specific expectations and time commitment for each role should be clearly identified

Design & Implementation of WOC Nurse Specialty Roles

- Defining Roles
  - Leader/Manager Role
  - Marketing professional services
    - Inform others re: experience, education, clinical expertise
    - Explain value and benefits of services
Design & Implementation of WOC Nurse Specialty Roles

Defining Roles
- Leader/Manager Role
  - Five steps to successful marketing
    - Identify customers and gather info
    - Define product, service, price, place
    - Develop marketing strategies
    - Develop and present the plan
    - Continuously evaluate and revise

Design & Implementation of WOC Nurse Specialty Roles

Defining Roles
- Leader/Manager Role
  - Proposal development
    - You may need to write a proposal for a specific program or to convince a health care provider to purchase your services

Design & Implementation of WOC Nurse Specialty Roles

Defining Roles
- Leader/Manager Role
  - Organizing and conducting a meeting
    - Specific purpose and goal:
      - Develop an agenda
      - Conduct a meeting
      - Parliamentary procedure

Design & Implementation of WOC Nurse Specialty Roles

Defining Roles
- Leader/Manager Role
  - Record keeping system components
    - Monthly reports
      - Number and types of patient visits and consultations to staff
      - Reflect time and/or number of each encounter
      - Staff development activities
      - Leadership and management activities
  - Annual reports
    - Goals and accomplishments for the past year (CQI studies, revenue generated or saved, goals and objective for the next year)
Design & Implementation of WOC Nurse Specialty Roles

Defining Roles

- Leader/Manager Role
  - Record keeping system components
  - Periodic reports
    - P&I of skin breakdown with comparison to national averages and to previous institutional studies

Defining Roles

- Leader/Manager Role
  - Components of record keeping reports
    - Patient outcomes
      - % of patients admitted with chronic wounds
      - % of wounds healed or significantly improved at discharge
      - Costs or # of visits to achieve desired outcomes

Defining Roles

- Leader/Manager Role
  - Continuous quality improvement
    - Measure and document the impact of WOC nurse activities on:
      - Patient outcomes
      - Staff knowledge and skills
      - Organization’s goals

Defining Roles

- Leader/Manager Role
  - Continuous quality improvement
    - Potential CQI studies
      - P&I study prior to and after implementing a risk assessment and prevention protocol
      - Outcome studies directed toward specific aspect of WOC practice

Defining Roles

- WOC Nurse Specialized Skills
  - Wound
  - Ostomy
  - Continence
Design & Implementation of WOC Nurse Specialty Roles

- WOC Nurse Specialized Skills
  - Resource management
    - Prevent complications and reduce recidivism
    - Improve continuity and coordinate care across settings
    - Increase staff productivity
    - Develop new revenue-producing programs

Design & Implementation of WOC Nurse Specialty Roles

- Standards of Practice
  - All roles should be in accordance with the scope and standards of practice as defined by the WOCN Society.
  - Standards of practice were recognized by the ANA in their endorsement of WOC nursing specialty.

Design & Implementation of WOC Nurse Specialty Roles

  - Available at www.wocn.org/bookstore

Design & Implementation of WOC Nurse Specialty Roles

- Scope and Standards for Wound, Ostomy and Continence Specialty Practice Nursing: A White Paper
  - www.wocn.org/MemberLibrary
  - Clarifies the role of:
    - WOC Nurse
    - WOC Advanced Practice Nurse

Design & Implementation of WOC Nurse Specialty Roles

- Role Implementation Issues
  - Establish an effective referral mechanism and educate the staff regarding the referral process
    - When to refer
    - How to refer
    - What to expect

Design & Implementation of WOC Nurse Specialty Roles

- Role Implementation Issues
  - When to refer
    - Indications for referral or services
  - How to refer
    - Who to call, format to use (date, name, location reason for consult, etc.)
  - What to expect
    - Time frame for response, phone v. visit, WOC/ET and staff responsibilities
Design & Implementation of WOC Nurse Specialty Roles

- Role Implementation Issues
  - Review and revise policies and procedures
    - Current and consistent with national guidelines for facility accreditation and certification
    - Current best practices

Design & Implementation of WOC Nurse Specialty Roles

- Role Implementation Issues
  - Career Development
    - Promotes nurse empowerment
    - May include:
      - Self appraisal
      - Clinical ladder programs
      - Tuition reimbursement
      - Educational leave

Design & Implementation of WOC Nurse Specialty Roles

- Role Implementation Issues
  - Position Descriptions
    - Opportunity to shape and define with WOC Nurse role within the organization
    - Essential that it accurately reflects
      - Type of patients seen/level of involvement
      - Setting in which care will be provided
      - Professional responsibilities

Design & Implementation of WOC Nurse Specialty Roles

- Role Implementation Issues
  - Performance appraisals
    - Developed from the position description
    - Provide examples of activities that demonstrate accomplishment of the expectations listed in the position description

Effective Role Negotiation

- Role and employment negotiations
  - How does role contribute to goals of organization?
  - How does role contribute to positive patient outcomes and cost-effective care?
Effective Role Negotiation

- **Attitudes and approaches**
  - *Aim for a win-win approach*
    - Stay focused on goals and issues rather than your and their ideas
    - Be prepared to offer options
  - *Know your bottom line*
    - If you are unable to negotiate a position that is acceptable to you, what are your alternatives?
    - Have exit strategy to leave gracefully

**Other factors to address**

- Role design
- Report to someone whose scope of authority is consistent with your scope of responsibility
- Basics: beeper, office space, access to computer
- Salary and benefits: WOCN salary survey ([www.wocn.org/MemberLibrary](http://www.wocn.org/MemberLibrary))
- Budget for continuing education

**Other factors to address**

- Have protocols and guidelines in place for staff to manage newly occurring or newly admitted problems in your absence
- You are responsible for covering your caseload
  - Weekend coverage for stoma site marking and teaching
  - Make other arrangements for coverage

Legal Aspects of Nursing

- **Standard of care: Legal definition**
  - Embodiment of collective knowledge for what is required of the average nurse and sets the minimum criteria for proficiency
  - Be familiar with key statutes and regulations

**Elements of malpractice**

- To prove malpractice, all 4 of the following must be proven
  - Nurse had a duty
  - Nurse breached a duty
  - Patient injury occurred
  - Relationship between breach of duty and patient injury
Legal Aspects of Nursing

- Minimizing risk of malpractice
  - Know state nurse practice act and your facility's P&P
  - Stay up to date in your field
  - Assess patients per policy and orders
  - Promptly report abnormal assessments

Legal Aspects of Nursing

- What to do if you are sued
  - Contact your supervisor, employer and/or legal department
  - You will be assigned an attorney
  - Do not discuss the case with anyone other than attorney/employer
  - Review the record

Legal Aspects of Nursing

- Minimizing risk of malpractice
  - Follow up on assessments or care delegated to others
  - Communicate with pt., family, staff
  - Document factually and thoroughly
  - Promptly report and file incident reports

Legal Aspects of Nursing

- Malpractice Insurance
  - What does employer cover?
    - May not need additional coverage
  - Maintain your own insurance coverage if you are in independent practice

Grant Writing

- What is a grant?
- What are typical grant funding sources?
- WOCN Society grant resources

Health Care Delivery Systems: Payment and Reimbursement

- Impact of WOC Nursing on HC delivery systems
  - Prove effectiveness by obtaining desired outcomes in a timely and cost-effective manner
Health Care Delivery Systems: Payment and Reimbursement

- **Role justification and marketing in a capitated or value-based system**
  - Ask the right questions (i.e., payer mix)
  - Improve outcomes and reduce costs
  - Collect outcomes data

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Health Care Delivery Systems: Payment and Reimbursement

- **Future Professional Practice Issues**
  - Continue to monitor changes in reimbursement
  - Public Policy & Advocacy Health Care Agenda
  - Advocacy and Grassroots Toolkit

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Medicare and Medicaid

- **Medicare**
  - Definition
  - Types of coverage
  - Special coverage considerations
  - Administrative contractors
  - DME competitive bidding program

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Medicare and Medicaid

- **Medicaid**
  - Definition
  - Nondisabled adults
  - Managed care for Medicaid

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Medicare and Medicaid

- **Reimbursement & WOC Nursing**
  - **Fact Sheets**
    - Reimbursement of APN services
    - Understanding Medicare Part B Incident to Billing

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Medicare and Medicaid

- **Reimbursement & WOC Nursing**
  - How will the new health care law impact the eligibility and coverage by Medicare and Medicaid services in the future??
  - We must continue to monitor these changes to identify opportunities or threats that arise.
Writing for Publication

- Planning for success
- Types of articles
- Submitting a manuscript
- General publishing tips

Appendix

- Position descriptions
- Performance appraisals
- Orientation plan/skills checklist
- Annual conference planning information
- Role of WOC Nurse or Continence Nurse in continence care
- Business plan template workbook

Appendix

- Research grant proposal
- Web sites for evidence-based resources
- Structure of Medicare and Medicaid
- How Medicare policy is implemented

Professional Development

- Don’t reinvent the wheel!
- There are plenty of resources available!

Excellent Resource for any WOC Nurse!

- Strengthen your role within a health care organization
- Develop the role in a new organization
- Develop a foundation to the “business side” of nursing

Excellent Resource for any WOC Nurse!

Clinical Expertise + Professional Practice = emPOWERed WOC Nurse!

WOCN Conference

- Network with your colleagues!

References