

*Preparations for fourth redesignation*

# Magnet Team Retreats to Fortress of Solitude

Within a small, cryptically numbered room in a nondescript corridor, a drive for a rare honor has quietly begun.

On Oct. 15, the windowless first-floor room became the command center for University of Colorado Hospital's effort to earn redesignation as a Magnet nursing facility, which is considered the gold standard of nursing excellence. The hospital is trying to become one of only a dozen in the world to earn a fourth straight Magnet designation from the American Nurse Credentialing Center (ANCC).



*Danielle Schloffman has 14 binders of Magnet documentation to remind her of the effort required for the hospital's 2009 redesignation effort.*

Only one, the University of Washington Medical Center – the first institution to be awarded Magnet designation in 1994 – has five.

The sparsely furnished space is testament to the idea that great journeys often have humble beginnings. For the next five months plus, Room 1.2316 in the Critical Care Wing will be a home away from home for three UCH staffers assigned the task of assembling and organizing the mountain of documentation required to earn the Magnet redesignation.

"We'll never have to leave the room except to go to the bathroom," joked UCH Magnet Program Director Danielle Schloffman, RN, MSN.

**Five-month sprint.** Schloffman, Magnet Steering Committee co-chair Terry Rendler, RN, MSN, and administrative assistant Shelly Collings form the trio facing a four-digit opponent: 4-1-14, the deadline for submitting redesignation materials to the ANCC.

If that sounds like a lot of time to complete the assignment, think again. The hospital's [last redesignation bid](#) required 14 thick volumes totaling more than 3,400 pages of documentation to demonstrate adherence to 60 Magnet standards covering evidence-based practice, quality outcomes, staffing, research, professional development, innovation, patient safety, interdisciplinary collaboration, and many more.

"We have to describe and demonstrate how we met each one of the standards," Schloffman said.

That means crafting a narrative bolstered with data that shows and tells what the hospital did to reduce rates of patient falls and pressure ulcers or boost patient and staff satisfaction, for example. The ANCC increased the challenge this year, requiring three supporting data points for every outcome the hospital includes in its application.

Throughout the hospital, individuals and teams will be unearthing the data the command center team requires. Special Programs Administrator Jan Keating, for instance, is responsible for providing demographic information, including the number of nurse FTEs; their education levels, professional certifications and mix of skills; and nurse turnover rates. There is no single repository for this information, which covers close to 2,000 nurses, Schloffman said.

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The Magnet Steering Committee, representing areas throughout the hospital, has written rough drafts of the various sections. Schloffman, Rendler and Collings will vet and edit the information – along with Chief Nursing Officer Carolyn Sanders, RN, PhD, and others – to develop a single narrative voice. They will also create a glossary and table of contents with supporting data in easy-to-read graphics.

**In my room.** Knowing the concentrated effort the last redesignation effort required, Schloffman inquired about securing the dedicated space, which had been a break room for the Sterile Processing and Environmental Services (EVS) departments.

“We didn’t want to be distracted or be distracting to others,” Schloffman said. With Sterile Processing and EVS getting new break rooms as part of the hospital’s ongoing remodeling, she saw a “window of opportunity” and put a request for the room through the Space Planning Committee.

“It wasn’t spoken for and was a good place for Magnet to go for six months,” said Catherine Reeves, a senior project manager for Facilities Design and Construction. “It’s basically an ‘as-is’ location.”



*Magnet Steering Committee Co-Chair Terry Rendler (second from left), Schloffman and administrator Shelly Collings set up the command center Oct. 15.*

To ready the room, the Space Planning Committee allocated a few pieces of furniture and EVS steam-cleaned the carpets, Reeves said. Computers went in Oct. 15, setting the stage for the Magnet marathon. Rendler, who will have to float between the Magnet assignment and her regular staff nurse position in the Birth Center, now has a designated space to work with the team.



*Room 1.2316 will be the trio’s home away from home the next five months.*

The most precious commodities now are time and plenty of heavy organizational lifting – although the towers of binders will at least go away this year, replaced for the first time by a USB flash drive holding thousands of pages of electronic documents. If the ANCC judges the written work favorably, the reward will be a site visit, the final redesignation hurdle to be cleared.

“The Magnet designation doesn’t just happen,” Rendler concluded. “It’s difficult to realize all the work that goes into finding and writing the narratives and highlighting the outcomes. The bar is raised with each redesignation. It’s not cut and dried; we have to work hard for it.”