Strategies for Increasing BSN Prepared Nurses:
A Resource Guide for Employers
Understand the impact of increasing the percent of BSN nurses as related to organizational goals and outcomes.
OBJECTIVE

2

Design a structured organizational approach to increasing the percent of BSN prepared nurses by creating a BSN philosophy and nursing strategic plan.
OBJECTIVE

3

Establish goals and strategies through the use of data and forecasting tools to assess the current nursing organizational workforce.
Identify financial incentives, communication strategies, and academic partnerships for achieving the IOM recommendations.
Robert Wood Johnson Foundation (RWJF) and Institute of Medicine (IOM) partnership

IOM Committee was tasked with an action-oriented blueprint for the future of nursing
EIGHT RECOMMENDATIONS RESULTED IN FOUR KEY MESSAGES
Nurses should practice to the full extent of their education and training.
KEY MESSAGE

Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.

GOAL: Increase the proportion of nurses with BSN degrees to 80% by 2020
KEY MESSAGE

3

Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States.
Effective workforce planning and policy making require better data collection and an improved information infrastructure.
Campaign for Action: Guiding implementation of the Future of Nursing report

- Center to Champion Nursing in America
- RWJF and AARP Initiative
SNAC Composition:

- Nursing leaders, educators, and community members from four county area:
  - Charlotte, DeSoto, Manatee & Sarasota

Development of a triad model approach with specific focus areas:

- Academic
- Community
- Employer
Strong community partnerships:

- The Patterson Foundation
- Community Foundation of Sarasota County
- Ringling College of Art & Design

Development of Nurse Education Navigator (NEN)

- Structure & process for role
- Grant proposal for funding

Logic Model completion
**Employer presentations**

- Partnering with Ringling College of Art & Design

- Doctoral project in progress to evaluate the effectiveness of an educational session and resource guide in affecting the extent of activities nursing leaders utilize to achieve the IOM recommendations of 80% BSN prepared nurses by 2020.

- Resource guide developed for healthcare employers within the 4 county area
EVIDENCE
Supporting BS Education

SHARE the reason behind the change
As Nurse Education Increases, Patient Mortality Decreases  
Aiken (2003)

DEATHS PER 1,000 PATIENTS WITH COMPLICATIONS

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>DEATHS/1,000 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>90 deaths</td>
</tr>
<tr>
<td>40%</td>
<td>84 deaths</td>
</tr>
<tr>
<td>60%</td>
<td>76 deaths</td>
</tr>
</tbody>
</table>
Validated earlier study of 2003: each 10% increase in BSN proportion of nurses associated with 4% decrease in risk of patient death (Aiken, et al, 2008).

Reduction in surgical mortality of 2.12 deaths/1000 patients with a 10-point increase in BSNs (Kutney-Lee, 2013).

Lower lengths of stay, lower rates of heart-failure related mortality, decreased chance of post-op deep vein thrombosis or pulmonary embolism (Blegen, et al, 2014).
RN
twice as likely to remain in job with tuition assistance

BSN prepared nurses reported higher job satisfaction and lower job stress

BSN prepared nurses more than ten years of tenure

Ingersoll et al, 2002; McGinnis & Martiniano, 2008; Megginson, 2008; Rambur et al., 2005.
AD Programs introduce the following concepts:

BS Programs advance the concepts to a higher level:

- Scholarship for evidence-based practice
- Information management
- Inter-professional communication & collaboration
- Organizational & systems leadership
- Disease prevention & population health
Financial Incentives with Higher BSN Percentages

**Improved patient outcomes**
\[ = \text{better CMS reimbursement} \]

**Reputation for high quality patient outcomes**
\[ = \text{higher market share} \]

**Improved nursing satisfaction with educational support & professional development**
\[ = \text{lower turnover rates & associated savings.} \]
Recent study on the economic analysis of meeting an 80% BSN workforce:

6 month study

of 8,526 patients & 1,477 direct care nurses

BSN proportion associated with lower mortality, lower readmission rates & shorter length of stay (1.9%)

Overview of Employer Resource Guide

Strategies for employers

- Organizational Infrastructure
- Workforce Analysis
- Financial Incentives
- Communication Strategies
- Academic Partnering
Nursing Strategic Plan

Drive priority action

BSN Philosophy

Making the business case

Decrease mortality and failure-to-rescue

Decrease hospital-acquired infections

Policies

Hiring expectations

BSN achievement/contracts
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Employer Resource Guide
Data Collection

Assess your current BSN percentage

Analyze gaps

Forecasting Model

Project and plan future BSN needs

Develop strategies to increase
The Use of Forecasting Models

Provide statistical decision-making

Removes the “best-guess” methodology

Allows for different scenarios to be entered for decision-making:
- Implement time-limited contractual agreements?
- Shift to hiring all BSN’s?
- Determine actions for existing nursing workforce
Forecasting Data Requirements

- Database of current rates: BSN/non-BSN
- New graduate hires/degree status
- New experienced hires/degree status
- Contract deadlines for all new hires
- Terminations
### Forecasting Data Requirements

<table>
<thead>
<tr>
<th></th>
<th>Non-BSN Percent &amp; Number</th>
<th>BSN &amp; Higher Percent &amp; Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Workforce</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Projected Contract Completions</td>
<td>X</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>New Graduate New Hires</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Experienced RN New Hires</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Terminations</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
### CASE STUDY 1
- 50% BSN or higher
- No RNs completing BSN
- Require 10 years to complete BSN

### CASE STUDY 2
- 50% BSN or higher
- No RNs completing BSN
- Require 5 years to complete BSN

### CASE STUDY 3
- 50% BSN or higher
- No RNs completing BSN
- Require all new graduate hires to have BSN
- Give experienced new hires 5 years to complete BSN
CASE STUDY 1: Hire at 50% BSN + 10 Year Completion New Hires

CASE STUDY 2: Hire at 50% BSN + 5 Year Completion

CASE STUDY 3: Hire New Grad 100% BSN + 5 Year Completion

GOAL
<table>
<thead>
<tr>
<th>Component</th>
<th>2010 Data</th>
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<tbody>
<tr>
<td>RN growth</td>
<td>22</td>
</tr>
<tr>
<td>n-BSN</td>
<td>750</td>
</tr>
<tr>
<td>n-nonBSN</td>
<td>750</td>
</tr>
<tr>
<td>n-AD&amp;DIPc</td>
<td>0</td>
</tr>
<tr>
<td>NG% Total NH</td>
<td>50.0%</td>
</tr>
<tr>
<td>ENH% Total NH</td>
<td>50.0%</td>
</tr>
<tr>
<td>NG-BSN</td>
<td>43</td>
</tr>
<tr>
<td>NG-nonBSN</td>
<td>43</td>
</tr>
<tr>
<td>NG-BSN%</td>
<td>50%</td>
</tr>
<tr>
<td>NG-nonBSN%</td>
<td>50%</td>
</tr>
<tr>
<td>ENH-BSN</td>
<td>43</td>
</tr>
<tr>
<td>ENH-nonBSN</td>
<td>43</td>
</tr>
<tr>
<td>ENH-BSN%</td>
<td>50%</td>
</tr>
<tr>
<td>ENH-nonBSN%</td>
<td>50%</td>
</tr>
<tr>
<td>ACQ-BSN</td>
<td>0</td>
</tr>
<tr>
<td>ACQ-nonBSN</td>
<td>0</td>
</tr>
<tr>
<td>ACQ-AD&amp;DIPc</td>
<td>0</td>
</tr>
<tr>
<td>RN Turnover</td>
<td>10%</td>
</tr>
<tr>
<td>T-BSN%</td>
<td>50%</td>
</tr>
<tr>
<td>T-nonBSN%</td>
<td>50%</td>
</tr>
<tr>
<td>T-BSN</td>
<td>75</td>
</tr>
<tr>
<td>T-nonBSN</td>
<td>75</td>
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</tbody>
</table>

This worksheet is for completing the first column of the Current State. Subsequent columns have calculations that interact with the first column. Cells are not protected.

Instructions
Overview of Employer Resource Guide

Strategies for employers

- Organizational Infrastructure
- Workforce Analysis
- Financial Incentives
- Communication Strategies
- Academic Partnering
Financial Incentives for Nurses

- Tuition Reimbursement
- Salary Differential
- Professional Advancement Programs
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Communication Strategies

- Benefit to Patients
- Benefit to Nurses
- Communicate the Case for Change
- IOM Recommendations
Benefits of BSN Degree to Nurses

- Satisfaction and pride from goal achievement
- Recognition and credibility
- Career expansion opportunities
- Broader understanding of the nursing profession

Fosters skills beyond basic patient care
  - Systems-thinking
  - Continuum of care
  - Leadership
Develop a communication strategy

- Presentations
- Open forums
- Small group sessions
- Blogs, newsletters
- Surveys

CLINICAL INPUT IS CRUCIAL!
Turn the negative into the positive:

“Studies show that nurses with BSN degrees provide better care than nurses who only have an ADN”

VERSUS:

“Hospitals with more BSN prepared nurses have lower rates of mortality and post-surgery complications, and shorter patient stays”
“We need to convince nurses that they should be lifelong learners, so they can improve their skills”

VERSUS:

“We need to make it easier and more affordable for nurses to continue their education so they can do even more to provide high quality care and promote health”
“Technology has made our health care system more complicated and the Affordable Care Act has brought more people into it. Nurses need to have BSNs to provide high quality care in this changing environment”

VERSUS:

“Technology has made our health care system more complicated and the Affordable Care Act has brought more people into it. BSN programs equip nurses with the critical thinking skills and experiences they need to provide care in this increasingly complex environment”
• Gear your message to the audience
• Tell stories that highlight the message

Video clip: Real-life stories of nurses who returned to school to achieve BSN.

http://campaignforaction.org/video/inspiration-aspirations-school-again

• Acknowledge/discuss the barriers to education
• Focus on professional growth and enhanced patient outcomes.
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Develop innovative agreements for clinical and classroom faculty
- Reassign nurse to teach clinicals
- Reassign nurse to teach coursework
- Support nurses in adjunct faculty employment

Partner with BSN programs

Serve on advisory boards

Engage faculty in agency nursing and QI committees
Academic Partnerships

- Engage faculty in employer nursing and QI committees
- Create innovation ways to enhance nursing student experiences
- Support Action Coalition activities
  - Ask Action Coalition representative to provide ongoing feedback on current activities
SUMMARY

- Organizational Infrastructure
- Workforce Analysis
- Financial Incentives
- Communication Strategies
- Academic Partnering

Promote the message of increasing the educational level of our nurses
Any requests for additional presentations or assistance will be followed up with CNO or designee.

An electronic survey will serve as the post-data results & will be sent in January 2015.
THANK YOU for your participation in this very important initiative to enhance the profession of nursing!
QUESTIONS?


Hasmiller, S. (2013). The RWJF’s Investment in Nursing to Strengthen the Health of Individuals, Families, and Communities. *Health Affairs, 32*(11), 2051-2055.


Zimmerman, D., & Cain, J. (2013). *Forecasting and Moving Your Organization to an 80% BSN Workforce (PowerPoint slides).*