

## **Need Nurses? Not Us!**

**Christie Zotter, RN, BSN, CPN  
Clinical Manager  
Children's Medical Center Dallas**



1

- **Background**
  - Working in Pediatrics
  - Challenges
- **Children's Medical Center**
- **C6**



2

## Children's Medical Center

- **Private, not-for-profit, healthcare provider – located on 2 campuses**
  - Dallas
  - Legacy – in Plano, TX
- **The only academic healthcare facility in North Texas dedicated exclusively to the comprehensive care of children**
- **Primary pediatric teaching facility for The University of Texas Southwestern Medical Center at Dallas**
- **Licensed for 476 beds and has more than 50 subspecialty programs**



3

## C6

- **Patient Demographics**
  - Endocrine, Cystic Fibrosis, and Epilepsy (EMU)
  - 23 Beds
- **Nurse Demographics**
  - 37 Nurses



4

- **NDNQI survey (2006)**

- Job enjoyment scale
  - 39.71%

- **Employee Opinion Survey**

- I am satisfied with the recognition I receive for doing a good job.
  - 2.78 (0-5 scale)
  - Overall hospital rating was 3.53

- **Voluntary Turnover**

- 6.9%



## Objectives

- **Describe successful strategies to decrease nurse turnover.**
- **Factors that impact nurse satisfaction.**



## **Plan for change included:**

- 1. Enhancing our teamwork.**
- 2. Maintaining a family-style approach of nursing.**
- 3. Utilizing the compassion of the staff.**
- 4. Creating unique and fun ways to recognize the staff.**
- 5. Encouraging open communication between staff and management.**
- 6. Finding creative ways to staff the unit.**



7

## **Categories:**

- 1. Programs**
- 2. Communication**
- 3. Celebrations**
- 4. Miscellaneous**
- 5. Involvement**



8

*Never poke a snake with a short stick.*



9

## Programs

- **Attendance Incentive Program**
  - 3 months
  - 6 months
  - 12 months
- **Aim High Program**



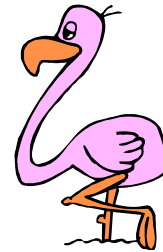
10

## “You Rock Party” Recipient



11

*There are more plastic flamingos in the world than real ones.*



12

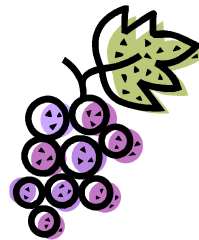
## Communication

- **Open door policy**
- **Acknowledging good work**
  - Notifying staff of patient/parental feedback
- **E-mailing new employees**
- **Finding out goals and interests of employees**
- **Personalized Christmas cards**



13

*Grapes explode when you put them in  
the microwave.*



14

## Celebrations

- **Sunshine Committee**  
--Birthdays, weddings, babies, etc.
- **Press-Ganey comments**  
--Recognizing individual staff members
- **Length of service on the unit**  
--Hospital awards  
--Unit-based celebration
- **Holiday celebrations**



15

## 5+ years on the unit



16



## Halloween



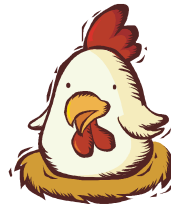
17

## Christmas



18

*The left leg of a chicken is more tender than the right one.*



19



## Miscellaneous

- **Visibility on the unit**
- **Meeting coverage**
- **Fun facts**
- **Creative staffing**
- **Humor**
- **Food for thought**  
--M&M Mondays, Happy Night Shift, Candy bin, donuts, etc.



20



*Nose prints are used to identify dogs,  
just like humans use fingerprints.*



21

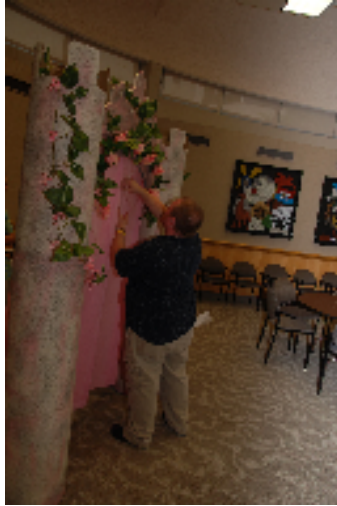
## **Involvement**

- **Teamwork**
- **Compassion**
- **Family-Style approach**  
--3 examples



22

## 1. Toward Patients and Families



23

## 2. Within the Department



24

### 3. To Deal with Change

- Upcoming unit changes
- Patient populations
- Staff decision



25

### As a result:

#### BEFORE:

- NDNQI survey (2006)  
--39.71%
- Employee opinion survey  
--2.78
- 2007 Voluntary turnover  
--6.9%

#### AFTER:

- NDNQI survey (2008)  
--54.61%
- Employee opinion re-survey  
--4.2
- 2008 voluntary turnover  
--0%

- Ongoing challenges and motivation



26

## **Final Thought**

**Happiness lies in the joy of achievement and the thrill of creative effort.**

**--Franklin D. Roosevelt**

**Thank you!**

**Christie Zotter, RN, BSN, CPN  
Christie.zotter@childrens.com**

