



June 2011 Annual Report

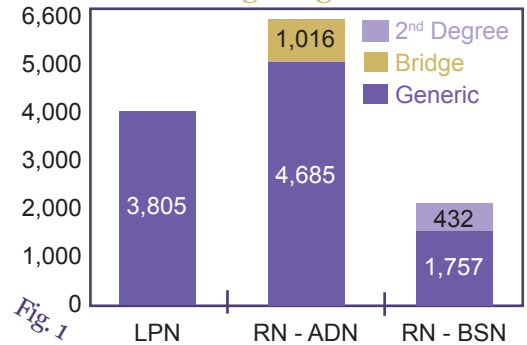
The Florida Center for Nursing is the definitive source for information, research, and strategies addressing the dynamic nurse workforce needs in Florida.



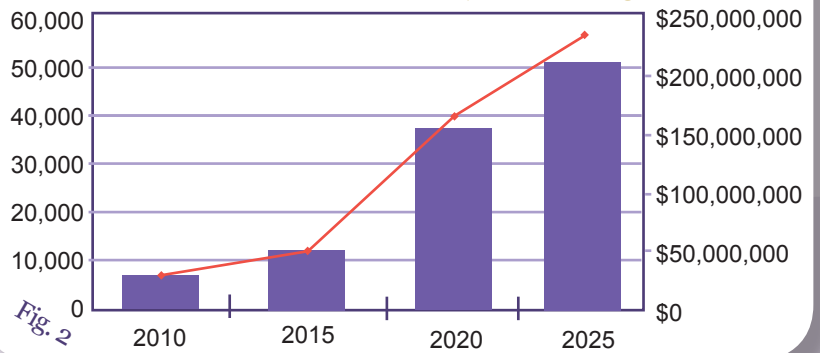
Publications & Reports

- RN and LPN Supply and Demand Forecasts, 2010-2025: Florida's Projected Nursing Shortage in View of the Recession and Healthcare Reform (October 2010) - See Figure 3
- Technical Report: Use of HRSA's Supply and Demand Models in Florida (October 2010)
- The Economic Impact of Florida's Nursing Workforce (October 2010) - See Figure 2
- Florida Nursing Education: 2010 Survey Results (March 2011) - See Figure 1
- State and Regional Nursing Workforce Reports (March 2011)
- The Florida Nursing Shortage (March 2011)
- Simulation, Nursing and Healthy Florida Communities: An Imperative for Change. Think Tank Results (April 2011)
- Comparison of Florida's Nurse Population to the General Population (May 2011)

Annual Year 2009-2010 Graduates from Pre-Licensure Nursing Programs

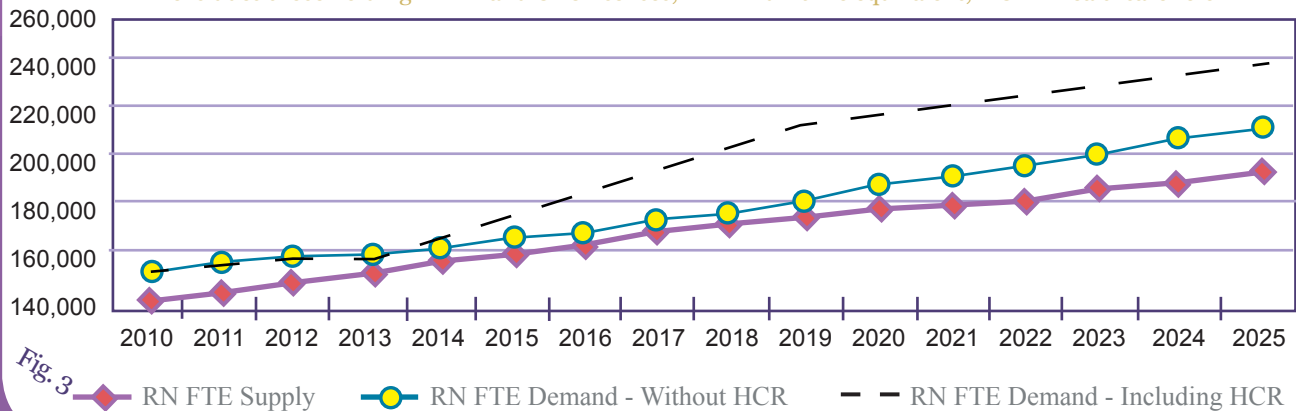


Florida's Projected RN FTE Shortage and State & Local Tax Revenues, 2010-2025



RN FTE Supply and Demand Projections with and without Healthcare Reform*

*excludes those holding ARNP and CNS licenses; FTE = full-time equivalent; HCR = healthcare reform



- Brunell, M.L. and Ross, A. (2011). The nursing workforce. In D.J. Mason, J.K. Leavitt & M.W. Chaffee (Eds.) Policy & Politics in Nursing and Health Care. Philadelphia: Elsevier.
- Toward Standardization (Part 1): Assessment of State and National Nursing Workforce Data Sources. JG Nooney, BL Cleary, P Moulton, PL Weibusch, JL Murray, M Yore, ML Brunell. Policy, Politics, and Nursing Practice. 2010; 11(3), 173-183.
- Articles were contributed to the Florida Nurse, which is distributed by the Florida Nurses Association to all licensed registered nurses in the state, by Mary Lou Brunell, Dr. Jennifer Nooney, and Michelle Yore.

Presentations

- *Florida Nurses Association Collier County Chapter (April 2011) Mary Lou Brunell presented "The Future of Nursing – Nurses in Southwest Florida Leading the Way"*
- *Heart of Florida Healthcare Summit (February 2011) Mary Lou Brunell presented "Nursing Education: Challenges and Opportunities"*
- *Central/North Florida Hospital Information and Management Systems Society (January 2011) Mary Lou Brunell presented "Addressing the Nursing Shortage through Simulation"*
- *Simulation, Nursing & Healthy Florida Communities: An Imperative for Change (January 2011) Mary Lou Brunell presented "Situation Assessment: The Scale and Impact of Our Nursing Shortage"*
- *Florida Nurses Association Membership Assembly (September 2010) Mary Lou Brunell presented "The Nursing Shortage in Florida: Has Progress Been Made & Can We Meet the Future Needs?"*
- *Keiser University, Nursing Pinning Ceremony Keynote Address (August 2010) Mary Lou Brunell*
- *Florida Organization of Nurse Executives (June 2010). Jennifer Nooney and Ruth Stiehl presented "State of the State: Nurse Supply, Demand, and Education in Florida"*

Media Citations (as known by staff)

Center data and information was cited by 25 professional articles and 34 press or web publications.

Center Media Releases:

July 2010, October 2010, November 2010, May 9, 2011 and May 13, 2011



Retention & Recruitment Projects

The Center's research continues to demonstrate that increasing production alone will not resolve the nursing shortage. We must retain the experiential knowledge of Florida's existing nurses to complement the influx of new graduates, fill vacancies in high-demand settings, and optimize the quality of care. With seed money from Blue Cross and Blue Shield of Florida, the Center has funded a total of 20 small grant projects primarily focused on improving retention of nurses. These projects have been implemented with great success over the last three years and have spanned a diverse range of disciplines. Utilizing Center research, projects have identified methods for engaging the older nurse as well as ways to improve the work environment for nurses thus improving retention. Project summaries and outcomes are available on the Florida Center for Nursing Website.

Note: Due to discontinued state funding, the Retention & Recruitment Small Grants Program was placed on hold as of January 2011.

The Center continues partnership with Blue Cross and Blue Shield of Florida Foundation on two major, nurse-led initiatives that will change health care delivery for the better.



FLORIDA

Foundation

Blue Cross and Blue Shield of Florida Foundation

Simulation Project: Promoting the Use of Simulation Technology in Florida Nurse Education

The first initiative has as its project goal to maximize the use of simulation technology in the preparation of new and continuing education of current Registered Nurses in Florida, thus addressing the nursing shortage by increasing the nurse supply through increased production and retention. During Year Two, the Project Team and Advisory Panel considered recommendations provided in the quantitative research survey, qualitative focus groups, and simulation center site visit reports. An extensive set of action items were developed for consideration by an elite group of leaders asked to be a part of a discussion intended to answer the question – How do we optimize the use of simulation technology to address the nursing crisis and deliver top notch patient care? The 140 participants in the two-day think tank included nurses representing education, practice, and simulation center administration, as well as leaders in the fields of economic development, workforce development, and modeling and simulation.

Consensus was reached on a shared vision for the use of simulation in Florida, return on investment was identified, and next steps to achieve success were articulated. As the funding period comes to a close, the project team and advisory panel members are developing a business model to seek a second round of funding as a sustainable structure is put in place. The centerpiece of the proposal is a statewide simulation resource center that also recognizes regional needs, issues, and contributions.

Funded by: Blue Cross and Blue Shield of Florida Foundation (formerly known as The Blue Foundation for a Healthy Florida) and The Robert Wood Johnson Foundation / Northwest Health Foundation Partners Investing in Nursing's Future.



Florida Action Coalition

The second nurse-led transformation under way is much broader in scope and invites a cross-section of the community to participate. Florida is one of fifteen states forming a regional action coalition that will bring together business executives, government officials, health industry executives and medical professionals – including nurses – to transform the way Americans receive health care.

The Florida initiative is co-led by the FCN and BCBSF Foundation and was selected by the Future of Nursing: Campaign for Action, which is a collaborative created by the Robert Wood Johnson Foundation and the AARP Foundation. The national call to action is based on the Institute of Medicine's (IOM) recommendations issued last fall in a landmark report titled *The Future of Nursing: Leading Change, Advancing Health*. Since nurses are the largest segment of the health care workforce and have a central role in how health care is delivered in the U.S., it is essential for nurses to take a leadership role to transform the nursing profession and advance health.

The Florida regional action coalition was officially announced in February and a steering committee of Florida-based nursing organizations, health industry executives, elected officials, philanthropists and leaders from education and workforce development is working to establish the coalition. Its goals are to foster interprofessional collaboration across the health spectrum; enable all health care professionals to practice to the full extent of their education and training; strengthen nurse education and training; expand leadership ranks to ensure that nurses have a voice on management teams, in boardrooms and during policy debates; and improve health care workforce data collection.

The IOM report concluded that the U.S. "has the opportunity to transform its health care system, and nurses can and should play a fundamental role in this transformation." But, nurses alone can't make it happen. It will require the collaboration of government, businesses, health care organizations, professional associations and the insurance industry.



FCN Funding

Following the loss of state allocated funding in the 2010 Legislative session, Center staff and board members initiated a variety of measures to assure the continued provision of information, research, and strategies addressing the dynamic nurse workforce needs in Florida. Though we do not receive state funding, we remain committed to meeting our legislative mandate. Measures initiated that will continue until a sustainable funding stream is established include overall fiscal conservation through management of expenditures; continuing 1.5 FTE as unfilled; increased solicitation of private contributions; submission of grant applications as identified; exploration of contractual opportunities; and suspension of projects deemed nonessential (i.e.: Retention & Recruitment Funded Projects Initiative).

So, what's the bottom line? The Center for Nursing remains operational with a sound commitment to meet the (unfunded) statutory mandate. We will continue to publish essential reports and remain a source of information and strategies related to the nursing shortage in Florida. However, to do so we must continue to receive your donations. We hope to see a renewed effort to achieve sustainable funding in the 2012 Legislative session.

Special Thanks...

The Center Board of Directors and Staff would like to sincerely thank and recognize the following organizations for their generous donations to support the work of the Center:

- **Blue Cross and Blue Shield of Florida Foundation**
(formerly known as The Blue Foundation for a Healthy Florida)
- **Association of Operating Room Nurses Gulf Coast Florida**
- **Central Florida Organization of Nurse Executives**
- **FHA June 2009 Education Summit Fund**
- **Florida Association of Colleges of Nursing**
- **Florida Council of Nursing Education Administrators**
- **Florida Nurses Association - District 1**
- **Florida Nurses Association - District 8**
- **Florida Nurses Association - District 9**
- **Florida Nurses Association - District 46**
- **Florida Organization for Associate Degree Nursing**
- **Florida Organization of Nurse Executives**
- **Laerdal**
- **Northeast Florida Organization of Nursing Executives**
- **Nursing Executives of Polk County**
- **Sun Coast Organization of Nurse Executives**
- **Tampa Bay Organization of Nurse Executives**
- **Royce Foundation (in honor of Jane Mass)**

FCN Staff and Board of Directors are deeply honored to announce that we have received significant individual donations, receiving more than \$33,000 from nurses since July 2010. Thank you!

It is through supportive donations such as these that the Center will be able to sustain its mission and continue to serve as your source for information, research, and strategies addressing Florida's nurse workforce needs.

FCN 2010/2011 Board of Directors



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Executive Director

Michelle Yore, MSPH
Assistant Director,
Workforce Research Programs

Cathy Lewis
Executive Secretary

Special Gratitude

The Center wishes to thank:

Dr. Jennifer Nooney for her phenomenal contributions and wish her the best in her new position at the National Center for Health Workforce Analysis.

Mrs. Angela Ross who continues to provide limited support to the Center, we wish her great success as the Vice President for Operations at Big Brothers and Big Sisters of Central FL.



Special Thanks

The Center Board of Directors and Staff wish to recognize and thank the University of Central Florida - College of Health & Public Affairs, Office of Research & Commercialization, and Institute for Simulation & Training for their ongoing support of our work on behalf of all Floridians.



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