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THE REGION'S MONTHLY NEWSPAPER FOR HEALTHCARE PROFESSIONALS & PHYSICIANS

PUBLIC RELATIONS & MARKETING

How Joining a Professional Organization Can Further Your Career in Healthcare Marketing and PR

BY LISA PARRO

Whether you're new to the healthcare marketing and public relations field or a seasoned veteran, there is always room to learn and grow in your career. One of the best ways to accomplish this is by joining a professional organization. The financial cost is minimal and most organi-



Lisa Parro

zations are willing to pay for memberships to support professional development opportunities for their employees. Among the benefits of joining a professional organization:

1. **Networking opportunities.** Even with the proliferation of LinkedIn and other virtual networking sites, nothing beats face-to-face contact for developing and maintaining business rela-

tionships. Professional organizations host conferences, trade shows, conventions, seminars and other meetings so we can step out of our cubicles and offices, reaching out to colleagues at other organizations to learn best practices and new ways of doing business. It also allows you to put a face with the name of someone you have "known" for some time in the online world. Networking also allows you to mentor a younger colleague or find an experienced professional to mentor you. Through my work with the Illinois Society of Healthcare Marketing and

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SPIRITUALITY IN HEALTHCARE

Spirituality Can Cure What Medicine Can't

BY DORIS M. VAN BYSSUM, PSY.D., MS, RN

The first two things my nursing students have to learn in their Ministry of Nursing class is that religion and spirituality are not synonymous, and that providing spiritual care is not dependent on practicing the same religion as the patient.

It is imperative for all healthcare providers to maintain a nonjudgmental attitude



Doris M. Van Byssum

towards the value system of the patient, focusing on what is important to the patient. Accompanying another on their journey does not necessitate agreement with their chosen expression. By not feeling the need to agree with patients' religious or spiritual practices, healthcare providers are able to accompany the patients on their search for solace.

Mother Teresa once said,

"The greatest disease in the West today is not TB or leprosy; it is being unwanted, unloved, and uncared for." Having access to some of the most advanced healthcare technology, the Western world commonly focuses on the cure rather than the care of the patient. Concentrating on the mechanics of technical equipment has the potential to leave a patient feeling somewhat neglected, however, even the most technical tasks can be accomplished with an attitude of respect and care for the person within the patient. Care can be provided spiritually through kind words and touch, listening to patients while

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ELDERCARE TRENDS

Eldercare Trend: Staying Fit Head to Toe

Mather LifeWays Institute on Aging Seeks Participants for 2013 Brain Fitness Program

A growing body of research suggests that cognitive health is not entirely genetic – that the way our brains age is not fixed, but malleable. Progressive healthcare providers and caregivers seek to help older adults by encouraging brain fitness as part of overall fitness in the continuum of care. Mather LifeWays recently announced its partnership with Dakim, a company which has pioneered interactive cognitive tools, as part of its multi-pronged Spencer Powell brain fitness initiative to promote cognitive health and healthy lifestyle choices among older adults.

"Recent research on lifestyle factors and cognition provides reason to be optimistic about maintaining a healthy brain as we age," says Catherine O'Brien, MA, MPH, Director of Workforce Research at Mather LifeWays Institute on Aging. "Being physically active and continuing to learn new things are two of the most promising strategies we can use to keep our minds and memory sharp."

Through this positive approach, Mather LifeWays brain fitness initiative incorporates various activities during an 8-week program,

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PHOTO CREDIT: DAKIM

2012 a Banner Year for University of St. Francis Nursing Program

Faculty and student achievements indicate program growth and success

The University of St. Francis' (USF) Leach College of Nursing faculty and students enjoyed many successes in 2012, according to Dean Carol Wilson.

Early in the year, Sharon Abbate, Ed.D., MS, BSN, RN, associate professor, and Peggy Lewandowski, D.N.P., FNP-C, associate professor, received a competitive grant from the National League of Nursing for Health Information Technology. They completed a series of preparatory web-based modules and participated in a three day workshop at the Johns Hopkins University School of Nursing in Baltimore, MD. Their final project is to submit and execute a plan for an integrated technology project for the Leach College of Nursing. They will develop case studies for scenarios to use with SimMan. These will fit with the pharmacology and fundamentals courses and benefit students in both undergraduate and graduate programs.

Instructor Doris Van Byssum, Psy.D., MS, RN, was awarded with an Illinois Board of Higher Education (IBHE) Nurse Educator Fellowship Award. The grant gave Van Byssum \$10,000 to encourage faculty to stay in nursing. According to the IBHE web site, "Nursing continues to be a high-demand field that requires the retention of well-qualified faculty to train nursing students. The demand for this occupation also has increased the frequency of outside offers for nurse educators to leave teaching and go into clinical practice. This fellowship helps institutions recognize their well-qualified nurse educators and counter those outside job offers so that Illinois can continue to address the high demand for well-trained nurses." Van Byssum also presented a paper on "The Courage to Teach Spiritual Care" and a poster on "Measuring Critical Thinking" at the 39th Annual National Conference of the Professional Nurse Educators Group in Philadelphia, Pa. Instructor Deb Peterson presented a poster at that same conference titled, "Successful, Satisfied Online Learners: What Does it Take?"

Instructor Mario Paulino, MSN, RN, was nominated for a prestigious "DAISY Award" by the nursing staff in the unit he uses for USF graduate clinicals at Advocate Christ Hospital in Oak Lawn.

DNP student Tracy Scott's abstract entitled "Collaboration and supervision in advanced practice nursing: An exploration of current policy, steps to enact change and educate nurses to become advocates for



Michael Vinciguerra, USF president, and Debra Daniels, JJC president, sign an official partnership agreement for the USF 3+1 Nursing Program with JJC. Onlookers are Frank Pascoe, USF provost; Valerie Roberson, JJC vice president of Academic Affairs; Bette Conkin, JJC dean of Liberal Arts and Sciences; and Carol J. Wilson, USF dean of the Cecily and John Leach College of Nursing.



Deena Nardi



Peggy Lewandowski



Sharon Abbate

change," was accepted as a poster presentation for the 37th Annual Meeting of the National Organization of Nurse Practitioner Faculties (NONPF) in April in Albuquerque, NM.

In fall, DNP students Christine Nordick and Pat Shelvy presented a poster of their research, "Nurse Practice Characteristics with DNR Patients in the Acute Care Setting" at the DNP Community of Practice Conference: Evidence-Based DNP Education" in September. Nordick is an assistant professor of nursing St. Ambrose College in Davenport, Iowa; Shelvy is a nursing faculty member at Chicago City Colleges.

Deena Nardi, USF professor and director of the Doctor of Nursing Practice (DNP)

program, was appointed to the American Nurses Foundation Research Grant Review Committee to serve three years from 2012 to 2015. She co-authored and published "Establishing Standards for Culturally Competent Mental Health Care" in the vol. 50, 2012 ed. of the Journal of Psychosocial Nursing and Mental Health Services. Nardi also learned that her editorial about the sporadic mass murders of children and strangers in our country, titled, "Acting, not Reacting, to Prevent Violence: Sandy Hook Reminds Us to Focus on One Patient, One Family at a Time," will be published in the same publication in January 2013.

Instructors Lola Prince and Catherine Ferrario presented a paper at the 2012

Illinois Society of Advanced Practice Nursing Conference titled "Screening for Eating Disorders in Middle-Age Women in Primary Care." USF Leach College of Nursing Dean Wilson presented "Identification and Management of Alpha 1 Antitrypsin Deficiency" at the same conference.

Six undergraduate nursing students represented USF as delegates to the annual convention of the Student Nurses' Association of Illinois. Students attending were: Emily Burt, Michelle Siears, Taylor Quigley, Nicole Zaremba and Christine Melilli. The theme of the convention was "Oh, the Places You Will Go." USF's SNA faculty advisor Connie Litwiller served as teller for the state election of officers.

Margaret Freisinger, a Family Nurse Practitioner program student at USF's Albuquerque, NM campus, presented a poster at Edwards Hospital's Ninth Annual Evidence Based Practice Conference in Naperville. Her topic was "Balancing immune function with probiotics."

This year, University of St. Francis launched a program with Joliet Junior College (JJC) to enable licensed RNs who have completed their AAS degree at JJC to transfer all relevant credits to USF to more efficiently earn their BSN. This convenient "3+1" arrangement allows students to begin online USF coursework while still learning at the community college. The arrangement offers convenience and a significant cost savings. USF administrators are talking with other regional community colleges about similar programs.

Finally, plans are underway for more growth in the university's nursing programming. Pending approval by the Higher Learning Commission, USF will start a certificate program for Psychiatric Mental Health (PMH) Nursing in summer of 2013. This is a summer completion program for those with a CNS in PMH Nursing to retool as a PMH Nurse Practitioner (PMHNP). A master's degree option in PMHNP will be offered in fall of 2013.

The University of St. Francis in Joliet serves 3,400 students nationwide, offering undergraduate, graduate and doctoral programs in arts and science, business, education, nursing and health care and social work.

For information, call (800) 735-7500 or visit www.stfrancis.edu.

Cover Story: Eldercare Trend: Staying Fit Head to Toe

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in each of the six dimensions of wellness:

- Maintaining Good Heart Health
- Eating Healthy Foods
- Getting Physically Active
- Social Engagement
- Stress Management
- Staying Mentally Engaged

The program is currently being piloted locally in the Chicago area to Mather LifeWays' various residences, cafés and employees. Funding for the initiative was given, in part, from a bequest left by a prior resident, Spencer Powell.

"Preserving cognition is now a major issue in our country with 10,000 people a day turning 65. Mather LifeWays is addressing this head-on, consistent with their heralded past in implementing programs to support older adults," said Dan Michel, CEO and Founder, Dakim, Inc. "For over 70 years Mather LifeWays has dedicated its efforts to successful aging amongst older adults and we are extremely pleased they selected Dakim BrainFitness to be part of their comprehensive wellness programming."

New for 2013

Next year, Mather LifeWays Institute on Aging will expand this initiative by conducting a large-scale study of this brain fitness program designed specifically for older adults living in senior living residences. The purpose of this study is to determine the effect of an 8-week educational program on "brain healthy" behaviors, memory, and language. The program integrates existing research on protective factors for cognitive health (e.g. physical activity, cognitive engagement) with a whole-person wellness philosophy.

Mather LifeWays Institute on Aging is currently seeking senior living communities that may be interested in participating in the 2013 project. All participants will receive the program in a train-the-trainer format including all content and guidance for implementation with residents.

Anyone interested in learning more can contact Cate O'Brien, Mather LifeWays Institute on Aging, at (847) 492.6803 or e-mail cobrien@matherlifeways.com.