

Multiple Magnet® Designations Case Study Carle Foundation Hospital/Carle Physician Group, Urbana, IL

Carle Foundation Hospital launched its first Magnet® journey as a strategy to improve nurse recruitment and retention. Nursing leaders reviewed the standards and realized Magnet is all about doing the right thing—for nurses, for the organization, and, most importantly, for patients.

Pride of accomplishment drove Carle’s redesignation journey four years later. Magnet status put the hospital among the nation’s elite, and everyone was determined to stay there. However, the recent integration with Carle Physician Group posed some challenges. Certification rates in the ambulatory clinic were low, and nurses showed little enthusiasm to pursue specialty credentials. Nursing leaders implemented a program to pay the certification fee in advance, and rates skyrocketed from 14% to 36% in just eight weeks.

Carle’s Magnet designation bolsters its mission to provide high-quality, world-class health care that garners national recognition. As leaders hoped, the credential is an outstanding recruitment and retention tool. Employees are proud to say they work for a Magnet organization. Physicians and nurses cite the hospital’s Magnet status when choosing to work for Carle.

The hospital’s New Nurse Residency Program further improves retention rates. New graduate nurses spend their first 13 weeks moving from unit to unit under the watchful eye of an experienced clinical coach. Each nurse is then matched to the unit with the best fit. The program boasted a 96% retention rate its first year, and Magnet appraisers named it an exemplar during their most recent site visit.

Recognition and accreditation from prominent national ratings organizations confirm Carle’s excellence. Most recently, the organization was named to Healthgrades’ list of America’s 100 Best Hospitals, *Becker Hospital Review’s* 100 Great Hospitals, and *U.S. News & World Report’s* prestigious Best Hospital lineup.

Pursuit of Magnet standards improved outcomes, as well. Implementation of CHG (basinless) bathing in the cardiovascular intensive care unit significantly reduced surgical site infection rates, with zero deep/organ space infections for more than a year. The successful program has since been expanded to other surgical areas.

Providing tuition assistance (rather than reimbursement) to nurses to pursue educational goals produced a steady increase in BSN rates since the hospital’s first designation in 2009. Currently, 46% of nurses have BSNs, with a clear plan to get to 80% by 2020. The MSN rate is 3.5%.

Carle’s nursing leaders call Magnet an “indispensable roadmap” for success. It directs you where you need to focus and pinpoints what you need to do. But they advise others considering

the Magnet journey to recognize it as a continuous, evolving process. The pursuit of excellence is not a once-every-four-year goal, but an integral part of an organization's daily work.

About the Magnet Recognition Program®

The Magnet Recognition Program® recognizes healthcare organizations for quality patient care, nursing excellence and innovations in professional nursing practice. Consumers rely on Magnet designation as the ultimate credential for high quality nursing. Developed by the American Nurses Credentialing Center (ANCC), Magnet is the leading source of successful nursing practices and strategies worldwide.

