Developing and Sustaining Partnerships: The Key to Successful Healthcare Initiatives

Linda A. Streit, RN, DSN
Dean and Professor
Dare Domico, RN, DSN
Associate Dean and Professor
Georgia Baptist College of Nursing of Mercer University
Collaborative Partnerships

• Negotiations
  • Who comes to the table
    • Administrative teams
    • Financial officers
    • Stakeholders
• Planning becomes essential prior to coming to the table.
  • Outcomes of the negotiations will extend well beyond the initial agreement
  • Consider factors associated with changes in the economy
How we began our partnership...

• After 6-12 months of negotiations, a partnership was created June 3, 2005
  • Joint initiatives included:
    • Nursing (the primary initiative)
    • Pharmacy
    • Medicine
    • Research entities
    • Allied health education programs
• For the healthcare center
  • Initiative was primarily aimed at enhancing research efforts and a teaching environment
    • Vision for achieving magnet status
  • Increase access to employment of nurses and pharmacists

• For the University
  • Access to clinical research environment
  • Broaden medical residency program
  • Fund an Endowed Chair position in nursing
Growth of the initiative...

- Establishment of an annual research conference
  - Ellen Fineout-Overholt (2005)
  - Melodie Chenevert; Barbara McClean (2006)
  - Ora Strickland (2007)
  - Barbara Bates (2008)
  - Betty Ferrell (2011)

- Scholarships for nursing students (2005-2011)

- An additional Learning Resource Lab (2006)
• Nursing maintains the endowed chair position and receives additional funds from investments
  • The endowed chair position was “key” to the support and establishment of the PhD program.
Where are we now...

• Center for Health and Learning continues to thrive
  • Director of Executive Development named in 2008
  • The Center is funded by the healthcare agency with a 2.85 million grant
  • The Center supports Executive Forums within the University, with speakers such as former speaker of the house Newt Gingrich
From the University Perspective...

- The University benefits from the partnership through
  - Facilitation of research
  - Facilitation of clinical resources and preceptors for:
    - FNP students
    - PA students
    - Medical students
    - PT students
    - Pharmacy students
    - Marriage and Family Counselors
New initiatives

- Developing additional Interprofessional Education (IPE) opportunities for students:
  - Focus on “patient rounds” with multiple disciplines of students
  - Development of “design teams” to facilitate practice
  - Coordination of physicians / nurses to teach together in the classroom [FNP specialty]
• Inclusion of DNP students in the Patient Centered Medical Home (to provide affordable patient care)
The Patient-Centered Medical Home (PCMH) Components

PPG pursuing certification as PCMH

- Ongoing relationship with personal physician
- Physician-led primary care practice
- Practice oversees all of patient’s medical needs and can arrange care with other providers
- Enhanced Access Options – Includes open scheduling, flexible hours, multiple communication options
- Clinical Decision Support Tools that guide decision making
- Payment appropriately recognizes added value provided to patients
- Coordinated care across all elements of a complex health system
• Utilization of healthcare professionals in select coursework
  • NUR 707 Financial Course for DNP students – co-coordinated with agency representative working on the “EPIC” software
Current Initiative

• Combine efforts to facilitate the advancement of the scope of practice for mid-level care providers in Georgia (Adv. Practice Nurses; Physician Assistants; Physical Therapists; Pharmacists):
  • Multiple conferences with state professional leaders
  • Collaboration of lobbyists
  • Exploring solutions for primary care

Need for mid-level care providers to provide care which is commensurate to the level of educational preparation
  • Consistent with the IOM
Additional initiatives...

- Piloting Accountable Payment Models
- Working together to prevent avoidable readmissions
  - Medicare is denying reimbursement for select diagnoses readmitted within 30 days.
Challenges

• CHANGES IN THE ECONOMY!
  • Hospital bed tax established in Georgia

• Change in CNO within the last 5 years
  • Development of a corporate CNO position

• Change in nursing deans within the last 5 years

• Facilitating the understanding of an Endowed Chair position