FOR IMMEDIATE RELEASE
November 1, 2013

American Nurses Association Staffing Conference
Focus on “solution storming” and innovation to achieve optimal staffing

WHAT: American Nurses Association (ANA) 2013 Staffing Conference

- What should your audience know about optimal nurse staffing at health care facilities? Optimal staffing could be the difference between someone living or dying.

- Studies show that optimal staffing reduces mortality rates, adverse patient outcomes (falls, infections, etc.), length of stay, and rates of readmissions and medical errors. A 2013 Health Affairs study found that hospitals with high nurse staffing had lower odds of readmission penalties than hospitals with lower staffing. Lowering hospital readmissions is a key component of the Affordable Care Act (ACA).

- The purpose of this conference is to engage nurses across the spectrum to create dynamic solutions to address staffing challenges.

- This conference will also help nurses counter the “We can’t afford more nurses!” mindset from their employers with the development of the business case for optimal staffing. Nurses will sift through the best business arguments for optimizing staffing and how to deliver bottom line savings to their organizations through fewer negative outcomes and readmissions.

WHO: ANA, the only full-service professional organization representing the interests of the nation’s 3.1 million registered nurses, and the American Nurses Foundation (ANF), ANA’s charitable arm, plus more than 600 nurses, including staff nurses, chief nursing officers and others from hospitals, health systems and long-term care facilities.

Karen A. Daley, PhD, RN, FAAN, president of ANA, will set the tone for the conference — a day and a half of dynamic speakers and high-energy “solution-storming.” Additional featured conference speakers and topics include:

- Barbara A. Blakeney, MS, RN, FNAP, past president of ANA and the current innovations specialist at the Center for Innovation in Care Delivery in the Institute for Patient Care at Massachusetts General Hospital in Boston

TOPIC: Building Leading Practices through Leadership and Innovation

(MORE)
• Sean Clarke, PhD, RN, FAAN, director of the McGill Nursing Collaborative  
  **TOPIC:** *Organizational Climate: Impact on Nurse Staffing and Patient Outcomes*

• Jennifer Mensik, PhD, RN, NEA-BC, FACHE, ANA board member and author of “The Nurse Manager's Guide to Innovative Staffing”  
  **TOPIC:** *Care Delivery Models: How and Why They Impact Care Delivery*

• Jack Needleman, PhD, FAAN, professor of health services, UCLA Fielding School of Public Health; associate director, UCLA Patient Safety Institute  
  **TOPIC:** *Making the Business Case for Staffing*

**WHEN:** Friday, Nov. 8 from 8:30 a.m. to 5 p.m. and Saturday, Nov. 9 from 7:45 a.m. to 1 p.m.

**WHERE:** Washington Hilton, 1919 Connecticut Ave., NW, Washington, DC

**WHY:** The **two-day conference** aims to empower nurses to improve patient care by developing innovative solutions to the complex challenge of determining and delivering appropriate nurse staffing.

**MEDIA OUTLET:** Reporters interested in attending or covering the conference should contact Jemarion Jones at Jemarion.Jones@ana.org or 301-628-5198.

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*ANA is the only full-service professional organization representing the interests of the nation's 3.1 million registered nurses through its constituent and state nurses associations and its organizational affiliates. ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public. Please visit [www.nursingworld.org](http://www.nursingworld.org) for more information.*