

impact



THE YEAR OF
The Nurse
AND MIDWIFE

IN THIS ISSUE

The Critical State of Nursing

Rochester General
College of Health Careers

In My Own Words

ROCHESTER
REGIONAL HEALTH



A Message from President and CEO Eric Bieber, MD

In this edition of Impact, we're focusing on some of our true health care heroes: *our talented nurses*.

Even before the COVID-19 pandemic, the World Health Organization designated 2020 as the "Year of the Nurse and Midwife." It did so in honor of the 200th birthday of Florence Nightingale, a nurse who worked tirelessly to improve health care for all.

Today, it seems even more fitting that we would offer our heartfelt thanks to the world's nurses – and to you. In our time of greatest need, you offered support and comfort. You made masks and delivered meals. You brought flowers and posted notes of encouragement. You made it clear that we are all in this together, and together we can overcome any challenge.

In the pages of this newsletter, you'll see how your generosity also is helping us face a national nursing shortage. You'll get to know some of the outstanding nurses who share their talents here at Rochester Regional Health, and you'll read about what we're doing to recruit and retain people with these incredible skills.

Thank you for taking the time to celebrate our nurses and for everything you do to improve health care for all.

With gratitude,

Eric Bieber, MD
President and CEO
Rochester Regional Health

CELEBRATING OUR Nurses



- A. Edna Tina Wilson Team
- B. Newark-Wayne ICU
- C. Clifton Springs Unit 1400
- D. Clifton Springs PACU
- E. Unity COVID-19 Unit
- F. Wegman Family Cottages Team
- G. Newark-Wayne Unit 2W
- H. Rochester General Hospital Unit 5400
- I. Rochester General Hospital ER Team

Because Care Matters

THE CAMPAIGN for
ROCHESTER REGIONAL HEALTH

ON THE COVER:
Eriberto Martinez, St. Mary's Campus
Cindy Dean, Clifton Springs Hospital & Clinic
Aidah Mirembe, St. Mary's Campus

The Critical State of Nursing

For Alyssa Krenzer, the tug to be a nurse came from a desire to help people feel better.

“When people get the worst news, I want to make sure they are comfortable,” she said. “I want them to know that they have people to talk to and that they are not alone.”

That compassion and professionalism are what hospitals around the country are struggling to find as waves of nurses begin to retire before colleges can train enough replacements.

“It can take three or four years just to get into nursing school because it’s so competitive,” said Deborah Stamps, vice president and chief nursing education officer for Rochester Regional Health. “That’s why we created the Isabella Graham Hart School of Practical Nursing. It’s our own pipeline for our employees and community members to become licensed practical nurses (LPN).”

Krenzer already works as a patient care technician at Rochester General Hospital. She takes vital signs, draws blood and assists patients with personal care while on shift, and then she attends day classes at the Isabella Graham Hart School.

“I got a grant, and it’s paying for most of my education,” she said. “These



Alyssa Krenzer, Isabella Graham Hart School of Practical Nursing student and patient care technician hopes to spend her career helping others.

instructors give 110 percent to better us, and the computers and technology here really prepare us for our futures. I’m very thankful for all of it. Anything that someone donates is going to something positive here. It’s helping us students so much.”

Even with Krenzer’s experience and education, she could still wait years to study to become a registered nurse (RN).

“We asked the RN programs in our area if they could hold open a few spots for our LPN students to transfer over,” Stamps said. “They told us the competition was too great. They couldn’t save any spots. So, we’re creating our own Rochester General College of Health Careers. Now more people will have the chance to earn their associate’s degree and become registered nurses.”

The first Rochester General College of Health Careers class is expected to start in September with about 16 students. After that initial class, the number of students will grow to more than 200 annually. And every graduate has the potential to ensure more neighbors and loved ones have the care they need.

Thanks to generous donors, Rochester Regional Health has several forward-thinking strategies for recruiting and retaining those nurses and others. Already, hospitals and programs within the health system offer tuition reimbursement, the opportunity to gain certifications for free and a variety of options for career growth.

“Plus, our donors propel innovation forward by purchasing the newest technology and keeping our facilities up-to-date and efficient,” said Stamps, who started her career as an LPN. “Nursing isn’t what it used to be. It’s not always in the four walls of a hospital, and the patients who are in the hospital are very, very sick and have complex medical needs. The skill set is different, and the technology needs are different.”

That’s why projects like the Sands-Constellation Center for Critical Care are so important for patients – and medical

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As the average life expectancy has increased so has the complexity of our medical care. That’s why we’re making sure our nursing graduates are prepared with the knowledge and skills they’ll need in order to help today’s patients – and all the patients they’ll see throughout their careers.

Deborah Stamps, EdD, MBA, MS, RN, GNP, NE-BC
Vice President and Chief Nursing Education Officer for Rochester Regional Health

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Quick Facts



58 YEARS OLD

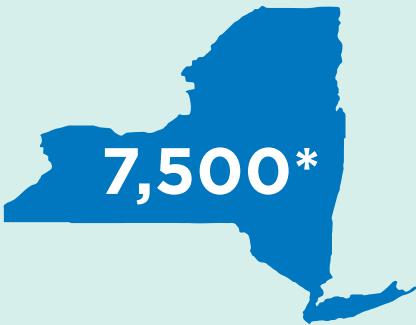
Average age of nurses

Additional RN positions needed by 2024:

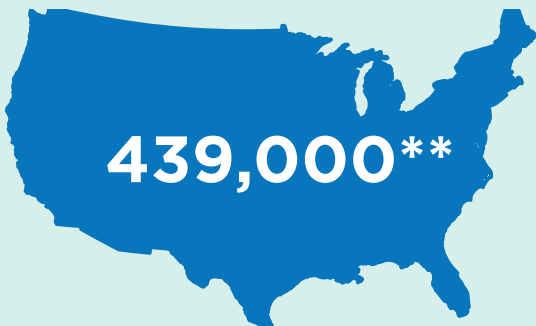
440*



7,500*



439,000**



*Center for Health Workforce Studies – October 2019

** US Bureau of Labor Statistics – October 2019

Continued from Page 3

teams. Starting this fall, the new critical care center at Rochester General Hospital will offer everything from the ability to video conference with other experts during surgery to private patient rooms that adjust so patients don't have to switch rooms as often when their medical need change. All of that matters to nurses.

"Eventually I'd like to be a RN and I'd love to stay within the health system," Krenzer said.

"Rochester Regional has so many locations and opportunities for me to grow." And it has so many other great nurses, like her mother.

"She's the nurse I want to be," Krenzer said. She always listens to patients, shows she cares and reaches out to other team members when she doesn't know an answer. "That's what a nurse should be."

Did You Know? The Isabella Graham Hart School of Practical Nursing



- The school was started in 1964
- More than 300 LPNs graduate each year
- 50 percent of the applicants are current Rochester Regional Health employees
- 40 percent of the graduates go on to become RNs
- When the school began, 20 percent of the students were diverse. This year, 70 percent are diverse.



The Isabella Graham Hart School of Practical Nursing November 2019 graduates.

Rochester General College of Health Careers

The Rochester General College of Health Careers will offer more than a pipeline for nursing students. It's also a possible lifeline.

"While there is a national nurse shortage, we simply have to solve the nursing shortage locally," said Dr. Kevin Casey, president of Rochester General Hospital, which typically hires 85 to 90 nurses each year. With the opening of the Sands-Constellation Center for Critical Care, that number will grow to 130. "RGH is also located adjacent to some of the poorest neighborhoods in our city and access to a college where you can become an RN has the potential for real economic impact and change in those neighborhoods."

"Plus, students will bring that education back to their families, their churches and their communities," Casey said. "We've had a hard time transforming the health of those communities because of social disparities, but with the College of Health Careers, we have a unique opportunity to truly shape the health of our city."

Often nursing colleges don't allow students to work other jobs while in school, and students graduate with significant debt. When the college opens this fall though, students can work around their own classes.

That's much more practical for nursing students like Charles Taylor. He works part-time as a patient care technician at Unity Hospital, studies at the Isabella Graham Hart School of Practical Nursing so he can become an LPN and still fits in time for his wife and three sons.

"Keybank has scholarships available to eligible Isabella Graham Hart School of Practical Nursing students and I have one

ABOUT THE COLLEGE

The Isabella Graham Hart School of Practical Nursing continues to grow, but often those students want to continue on and become RNs - and it could take years before a spot opens up at a local college. That's why Rochester Regional Health is opening the Rochester General College of Health Careers expecting to open in the fall with a RN program.

through them. I don't know if I'd be able to go to school without it," he said, adding that he waited to start school until his wife graduated as an RN. "I have a drive to learn as much as I can and to go as far as I can. Nursing means the world to me."

Even when he gets home, he talks about symptoms and personal hygiene with his

5-year-old twins and his 12-year-old. "My oldest wants to become a doctor, and I just want to support that."

"I grew up in a house where it was just my mom, and I saw so many struggles. Now, because of my job at the hospital, things have really opened up for me. I get to live my dream, and I'm very grateful."



Charles Taylor, current Isabella Graham Hart School of Practical Nursing student and patient care technician at Unity Hospital looks forward to supporting his family and community through nursing.

Technology Leads the Way in Rural Hospitals

Hospitals of all sizes are competing for talented nurses, and Rochester Regional's rural hospitals are keeping up by offering sophisticated training, career advancement and an opportunity to work and serve close to home.

"The people who work here want to stay here. They live here, and they want to take care of their neighbors," said Terri Glessner, chief nursing officer for the Eastern Region. "Clifton Springs Hospital & Clinic and Newark-Wayne Community Hospital are both full-service hospitals. We offer critical care. We have surgeries scheduled every day. Nurses can get a lot of the same experience here as if they worked in a larger hospital."

Plus, as part of Rochester Regional Health, nurses have access to tuition reimbursement, free specialty certifications and more.

"Donors have solved a lot of recruitment and retention problems for us," Glessner said. "They are making it possible to send 15 people to state and national conferences this year, which gives our nurses training and recognition. Donors also make it possible for us to purchase equipment to stay on the leading edge.

For example, both hospitals have life-like training mannequins that speak and bleed and offer nurses the chance to practice scenarios like putting in a central IV line and delivering a baby.

And when donors help with capital campaign projects, like updating and renovating spaces, nurses benefit, too, said Dan Ireland, president of United Memorial Medical Center.

"Those kinds of changes make it safer and better for nurses," he said, "and in an efficient, high-tech environment, nurses have more time to focus on their patients."

"Thankfully, donors are willing to invest in the health and strength of their communities," Glessner said.

"We're able to keep our nurses engaged, and we're able to keep them in their hometown. That way, everyone benefits."

Isabella Graham Hart School of Practical Nursing students training in the simulation lab.



In My Own Words

A Reflection from Dan Ireland, President, UMMC

*ONCE A NURSE,
ALWAYS A NURSE*



Dan Ireland

What kid doesn't want to be a firefighter? I always liked the idea of helping people out, of being prepared if someone is injured. So, when I was 18, I started volunteering with our local fire department and became an EMT. From there, I was hired to drive an ambulance at the hospital in Batavia. That gave me an up-close look at the emergency room and the role that nurses play, and I knew that's what I wanted to do.

It's a calling and a way of life. As a 20-something, I learned the importance of holding people's hand and letting them talk about their fears – of being present with all of those emotions. I like to think that has shaped me as a person, a father and a professional.

As a nurse, you are often with a patient longer than anyone else. You get to have a complete view of the patient and that makes you a critical touchpoint. The job has changed tremendously since I started. Our patients' needs are more complex, and our nurses have to stay up-to-date on the latest technology. But nurses are still the heart and soul of patient care. Today, when patients write to thank the hospital for their care, they always thank their nurses by name. That's not a coincidence. That's a testament to the importance of the job and the time nurses spend impacting the patient's life.

People always ask me if I miss nursing, and the answer is yes. Every single day. I help give flu shots every year, and I stay current with my nursing license. I was in the emergency room a while back and a patient needed to go to the second floor. I said, "I'm headed there. I'll take her." About halfway there she looked at me and said, "The orderlies are dressing better these days." I couldn't help but laugh. I'm the president now, but I'll always be a nurse.



Dan Ireland's nursing school pinning ceremony in 1992.

Investing in Future Nurses

Nursing offered Michael Kaplan what he had spent his whole life searching for: a career perfectly designed for his compassionate personality.

"Nurses are on the front lines of patient care," said Michael's father, Dr. Stuart Kaplan. "Mike had found something he enjoyed, something he really looked forward to."

So, when Michael passed away, his family decided to honor his memory with the Michael B. Kaplan Nursing Scholarship at the Isabella Graham Hart School of Practical Nursing.

"We're anticipating huge needs in nursing in the future," said Judy Kaplan, Michael's mother. "And this is the kind of program that helps people like Mike start a second career and make a meaningful contribution."

To find out more about supporting the Michael B. Kaplan Nursing Scholarship or to learn more about starting your own, call Dan Watson at 585.922.4800.



Mike Kaplan

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OPENING FALL 2020



SANDS-CONSTELLATION CENTER FOR CRITICAL CARE