

The Joys and Challenges of Magnet Status: Bassett Raises the Bar with Magnet

Bassett Healthcare, Cooperstown, New York

Magnet status is an award given by the American Nurses' Credentialing Center (ANCC), an affiliate of the American Nurses Association, to hospitals that satisfy a set of criteria designed to measure the strength and quality of their nursing. A Magnet hospital is stated to be one where nursing delivers excellent patient outcomes, where nurses have a high level of job satisfaction, and where there is a low staff nurse turnover rate and appropriate grievance resolution.

HealthStream Research has many Magnet hospitals as clients, and recently our expert analysts compared Magnet clients to all other clients. The result? As a group, Magnet hospitals outperformed all other clients in patient satisfaction—and Bassett Healthcare was the top Magnet hospital overall.

HealthStream Research

HealthStream Research is a national leader in the measurement of physician, employee, patient, and community satisfaction for healthcare organizations. We currently work with more than 1,100 facilities nationwide, including many of the nation's largest for-profit and not-for-profit health systems and specialty healthcare companies.

Overall Patient Satisfaction			
	Magnet	Total	Bassett
IN	4.20	4.16	4.29
OUT	4.41	4.38	4.34
ED	4.09	3.99	4.18

“Our Magnet status is an affirmation that our hospital is totally committed to our nurses and our patients,” said Bill Stamp, Senior Director of Marketing and Public Relations. “But there are challenges—we have more patients now, and these patients are coming to us with higher expectations. Magnet status is a very important and influential credential. Once the word gets out, your patients—and your nurses—will expect more.”

The following are the top drivers of patient satisfaction across all U.S. hospitals:

Inpatient: How well the staff was able to calm the patient's fears

Outpatient: The amount of confidence you had in the nurses involved in (your/the patient's) care

ED: How safe you felt that (you/the patient) would receive the proper care

Bassett Healthcare has a wide range of best practices that drive the top scores for patient satisfaction. “Nurses introduce themselves to every patient. We all have a fear of the unknown, so it is up to us to help remove that fear for the patients. The nurses know the environment, so part of this introduction is to orient each patient to the surroundings,” said Ronette Kinzelmann, Senior Director of Quality Resource Management. “We have retired nurses doing admissions, and this is their sole focus. We make sure that the patient is put at ease from the first interaction.”

Bassett Healthcare's inpatient best practices are the mark of a world-class facility. “We utilize the *Heal Faster* program at our hospital. Prior to admission as an inpatient, the patient is introduced to the ICU nurses. Our nurses walk them through relaxation techniques and practice these techniques with the patient. This has led to patients reporting improved comfort levels and they tend to heal faster,” said Connie Jastremski, Chief Nursing Officer.

Bassett's emergency patients receive an astounding level of care and attention. “If possible, patients are triaged in a room. We are committed to meeting patient expectations where they are,” said Bertie McKenna, Chief Operating Officer. “A registrar stays with the patient throughout the entire admission and triage process. Our patients have human contact all the way through.”

Patient safety is *the* culture at Bassett. “We carry requisition forms around with us at all times—if something is needed for patient safety, immediate action is taken. We established a Safety Action Council that acts on all identified safety issues and quickly implements solutions,” said Ronette Kinzelmann. “It is our belief that the nature of the culture affects patient care and safety, and we are building that culture. Our employees take care of the patients and each other. Magnet *demands* that kind of culture.”