

# Practice Makes Perfect Newsletter



Phyllis Garr, RN  
Ellen McCarthy, MSN, RN, CCRN  
Kathy Lang, BSN, RN  
Helene Bowen Brady, M.Ed, BSN, RN-BC

## Purpose

The purpose for creating an electronic newsletter was to develop a mechanism for the timely and accurate dissemination of information to all nurses about changes or updates in nursing practice.

## Background

- Prior to December 2012, monthly updates from the Nursing Practice Committee were communicated to staff nurses by individual committee members.
- Individual interpretation often led to inaccurate dissemination of important information.
- The development of an electronic newsletter was identified as an important strategy to meet three key goals:  
*Communicate, Educate and Celebrate*
- The newsletter empowers nurses to own their nursing practice and connects their work to the strategic goals and success of the organization.
- The newsletter also addresses national patient safety goals for improving hand-off communication.
- Development of the newsletter by staff nurses supports principles of shared governance and recognizes the value and importance of bedside leaders.

## Process

### December 2012:

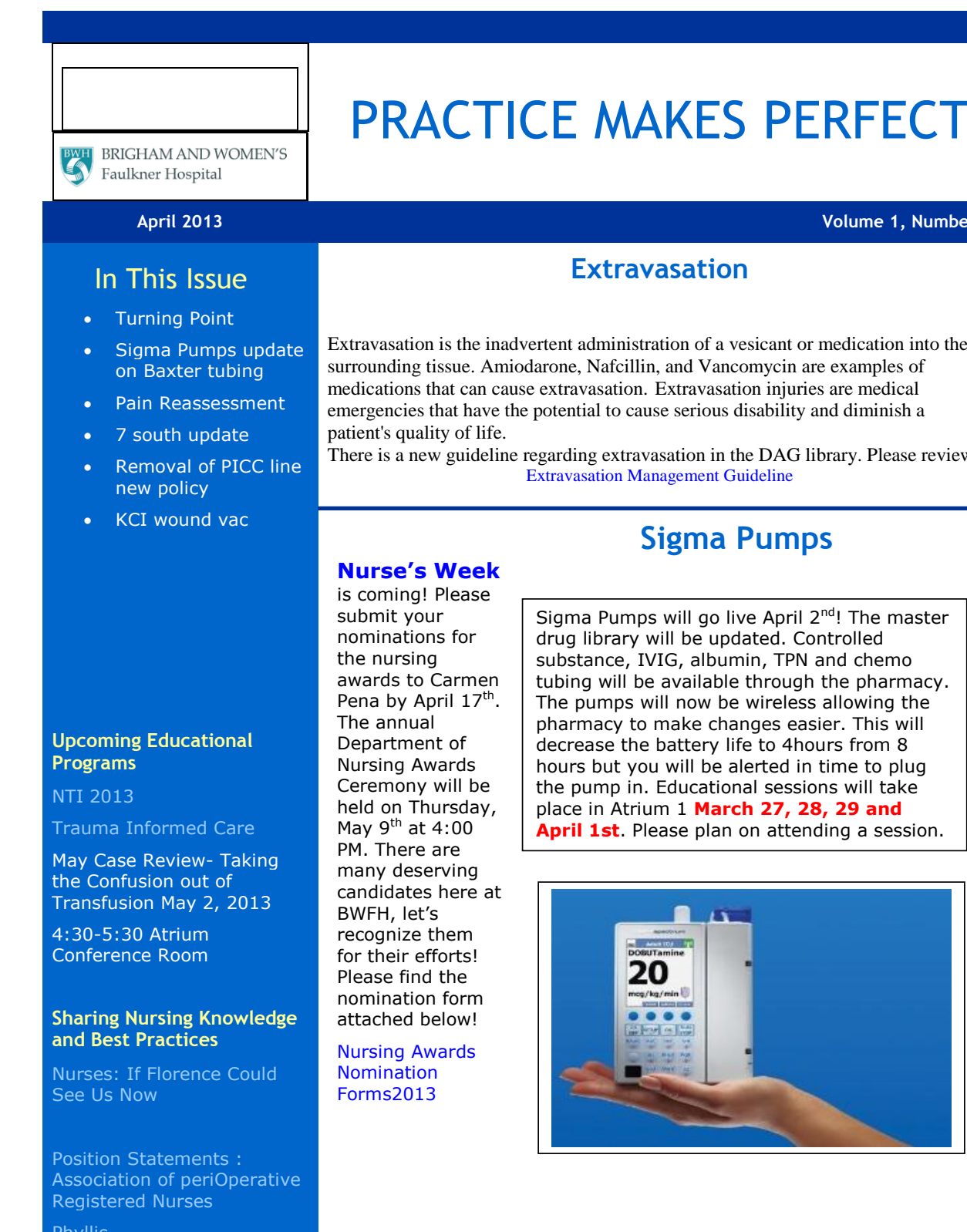
- The first newsletter was developed using a Word document
- The newsletter was emailed to the RN distribution list without the ability to track readership statistics
- Development of the newsletter was a time consuming process - average time to develop and publish the newsletter was 2 weeks

### May 2013 – July 2013

- Trial period using a commercially available email marketing software tool

### August 2013 – Present

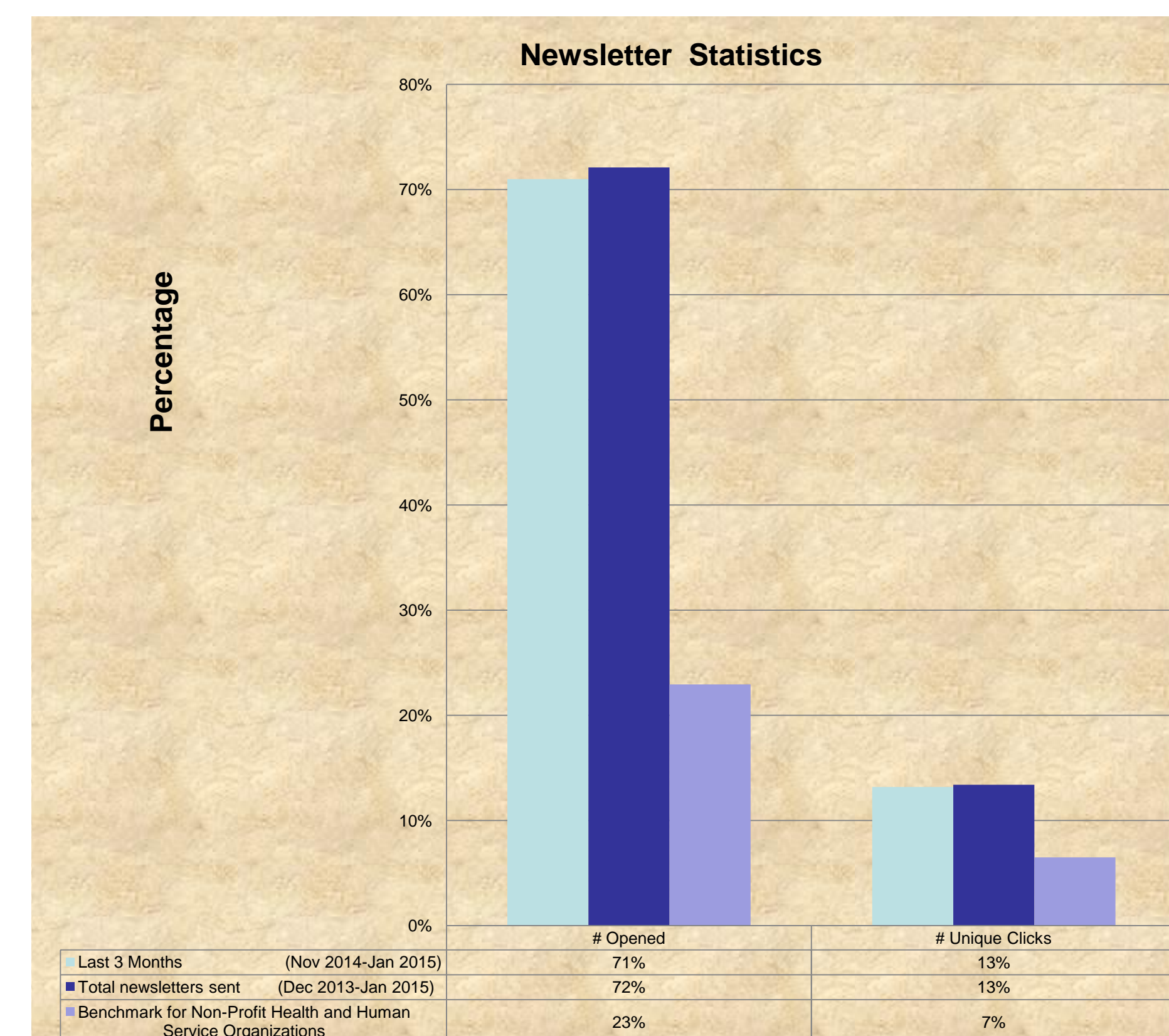
- Affordable, multi-year contract with commercial vendor
- Easy to use software is a time saver and produces a professional publication
- Average time to develop and publish newsletter is 3-5 days after meeting



April 2013



January 2015



## Definitions

Open Rate:

- Percentage of nurses who opened the newsletter compared to the number of newsletters emailed

Unique Clicks

- Percentage of nurses who opened the email and then opened individual links in the newsletter

## Key Outcomes

Newsletter provides:

- consistent communication across the nursing department relating changes in nursing practice.
- active links to updated policies, guidelines, and relevant nursing articles – a time saver for busy staff nurses.
- recognition of professional accomplishments of nursing colleagues.
- a strategy to share innovative, evidence - based practices across the entire nursing department.

Interdisciplinary Collaboration

- An unexpected and positive outcome has been the request by interdisciplinary colleagues to submit articles for publication on topics that are relevant to the delivery of patient and family centered care.

## Next Step

- Develop a monthly feature titled "Committee Corner" that will highlight the on-going work of nursing and interdisciplinary committees.