

**Promoting the Value of
Education (and Educators) in
Tough Times**

Janette Helm, M.A., R.N.,
CHES, FAHCEP
St. Vincent Health System
Indianapolis, IN

Defining Health Care Education

“Tell me again what it is that you do?”



Developing an Education Strategy

- From “putting out fires” to creating a strategy
- Articulate the strategic plan --
 - Why “articulate”
 - Sounds complicated -- what about the day-to-day work?



Steps to Strategize – Sample Tools

- Tie in to organizational Strategic Plan
- Department plan using homegrown template
- **Categories:**
 - Life Safety
 - Professional certification
 - Ongoing training
 - Learning and Development
- **Learning Activities**
 - Orientation
 - EMS Accreditation
 - Net Learning
 - Management Development
 - Preceptor Recognition
 - Patient Satisfaction
 - Student Shadowing
 - Nursing/Education priorities
 - Survey/"Just in time" needs
 - Educator Development

Learning Activities – expanded descriptions

- **Orientation:**
 - General new employee orientation
 - Clinical
 - "Plan B" – Agency staff self-study
 - Volunteers and contract staff
 - Department-specific
 - Management
 - Follow-up evaluation at established intervals

Learning Activities . . . continued

- **Management Development**
 - Competency Development
 - a. Department assignments
 - b. Work sessions to provide assistance/direction
 - c. Clinical competencies; i.e.: CLIA regulations
 - Process Improvement tools education sessions
 - Relationship Development training sessions

Learning activities . . . continued

- Student Shadowing
 - Individuals
 - a. High School
 - b. College
 - c. Adult learners
 - School groups

Learning activities . . . continued

- Survey and "Just in time" needs
 - Computer education
 - HIPAA regulations
 - Central Line therapy
 - Telephone courtesy
 - EKG – Performance Improvement process
 - TMS training (Telemetry Medical-Surgical unit)

Steps to Stratelize – training/evaluation tool

- Kirkpatrick levels of evaluation:
 - 1 - Reaction and planned action
Measures participant satisfaction; captures planned actions
 - 2 – Learning
Measures change in knowledge, skills, attitudes
 - 3 – Job Application
Measures changes in on-the-job behavior
 - 4 – Organization Impact
Measures changes in organizational results

www.isixsigma.com/dictionary

Steps to strategize – get the message out

- Create a vision: tell your story



Visioning/Story-telling Activity



Internal Contacts – Producing outcomes

- Quality Management
- Marketing / PR
- Human Resources
- Finance
- Unique scenarios



Expanding Educator competency through External Networks

- Human Resources, Organizational Development networks
- School and community based programs
- Web-based resources; social networking sites
- Local and state agencies
- Develop expertise

Provide outstanding service

- "Is there anything else I can do for you? I have time."

Quint Studer principle



Defining the health care educator

"Tell me again what it is that you do?"



Group Activity – “Elevator speech”



Self-evaluation – Lessons from Career Coaches and Mentors

- Update your resume, even when you love your job
- Build a portfolio – provide self-evaluation
- Find your strengths – assessments, evaluations
- Find your inspiration - what gives you meaning, purpose

Keep loving what you do*

- Affirmations:
 - People
 - Books
 - Lifelong learning
 - Coaches
 - Mentors
 - Defining “meaning” and “purpose” for you

*(Not the same as “do what you love”)
