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## **AMERICAN NURSES CREDENTIALING CENTER AND CERNER CORPORATION ANNOUNCE THE 2011 MAGNET PRIZE® WINNER: BASSETT MEDICAL CENTER**

SILVER SPRING, Md.—The American Nurses Credentialing Center (ANCC) and Cerner® Corporation announced that the winner of the prestigious 2011 Magnet Prize® is Bassett Medical Center of Cooperstown, New York. This award is sponsored by Cerner Corporation, a global supplier of healthcare solutions, and recognizes innovative nursing programs and practices in ANCC Magnet®-designated organizations. Cerner encourages cutting-edge nursing programs and practices by sponsoring the \$25,000 purse attached to the Magnet Prize. The prize money will be used to continue, advance, or disseminate the innovation that was selected for the Magnet Prize.

The Magnet Recognition Program® was developed to recognize healthcare organizations that provide the very best in nursing care and uphold the tradition of professional nursing practice. The Magnet Prize is awarded only to Magnet-recognized organizations. Winning organizations must meet specific criteria, such as extraordinary nursing activities that have been sustained over an extended period of time, innovations that are beyond the characteristics of Magnet organizations, and positive outcomes that have been demonstrated and empirically linked to the innovation.

The winning entry from Bassett Medical Center highlighted its School-Based Health Program (SBHP), which works in schools to address health and social issues that make it difficult for children to learn. Bassett's SBHP staff has been working "where the kids are" for the past 20 years. There are currently 18 school-based health centers operating in four counties, serving 6,000 students. An additional 10 schools have requested that Bassett establish an SBH Center in their district.

"Bassett Medical Center's School-Based Health Program is a tremendous example of a Magnet facility that supports the importance of promoting lifelong wellness in its community," says ANCC Executive Director Karen Drenkard, PhD, RN, NEA-BC, FAAN. "The service the SBHP provides is invaluable and will continue to benefit children and their families with quality healthcare practices."

"We are thrilled to be a part of the ANCC Magnet Prize, sponsored by Cerner Corporation," said Roy L. Simpson, RN, C, DPNAP, FAAN, Vice President, Nursing at Cerner. "Given only the top of the Magnet hospitals, this year's award recognizes nurses' contribution to health in school children. The Bassett Medical Center School Based Health Program is an exciting acknowledgement of awesome and great commitment to the essence of caring through community outreach."

A School-Based Health Center is an innovative model for delivering health care, mental and dental health care, health education, and social services to children and adolescents on a school campus. The concept of the SBHP came from an experienced RN. While working as a school nurse in Delhi, New York, and part-time nurse at the Bassett-affiliated Delhi Primary Care Clinic, Jane V. Hamilton, current SBHP clinical manager, discovered that many children had limited access to health services due to financial, geographical, and other care barriers. Hamilton partnered with Barbara Curran, then-vice president for nursing at Bassett, to launch the program and follow their vision to empower students and their families toward lifelong wellness. The Delhi school where Hamilton worked agreed to fund a pilot SBHC, which sparked the SBHP to grow and become the largest rural school-based health program in New York State and one of the biggest rural programs in the country. Last year, there were 22,000 visits at Bassett's school-based health centers.



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The motivated Bassett SBHP team consists of 10 family and pediatric nurse practitioners, 2 physician assistants, 11 mental health care workers and 5 Bassett physicians, who collaborate with the goal of providing high-quality care to students enrolled in the SBHP. Bassett's community outreach workers, licensed practical nurses, dental hygienists, and medical office assistants also work to assist the program. SBHC staff is proud to be members of the school community, building strong relationships with families and adolescents alike.

"The School-Based Health Program is an important safety net for children and youth in our rural communities," said Hamilton. "We strive to provide quality, comprehensive care by partnering with schools that recognize the importance of healthy learners. We are thrilled that Magnet has recognized this work."

ANCC and Cerner® Corporation are also pleased to announce Abington Memorial Hospital of Abington, Pennsylvania, and Robert Wood Johnson University Hospital of New Brunswick, New Jersey, as winners of the 2011 Magnet Honors at the National Magnet Conference in Baltimore. This award recognizes two innovative nursing programs and practices worthy of distinction among ANCC Magnet®-recognized organizations.

#### **About the Magnet Recognition Program**

The Magnet Recognition Program was developed by ANCC to recognize healthcare organizations that provide nursing excellence. The program also provides a vehicle for disseminating successful nursing practices and strategies.

Recognizing quality patient care, nursing excellence, and innovations in professional nursing practice, the Magnet Recognition Program provides consumers with the ultimate benchmark to measure the quality of care that they can expect to receive. *U.S. News & World Report* uses Magnet designation as a primary competence indicator in its assessment of almost 5,000 hospitals in order to rank and report the best medical centers in 16 specialties. Eight of the top 10 medical centers on the *U.S. News Best Hospitals in America* Honor Roll (2011–2012) are ANCC Magnet-recognized organizations. In the Leapfrog Hospital Survey, the nation's oldest survey comparing hospital performance in safety, quality, and efficiency, Magnet designation automatically earns full credit for Safe Practice #9 Nursing Workforce. This section of the survey scores hospitals on their commitment to staffing with highly trained nurses and putting nurses in leadership positions that afford them substantial input on patient safety issues.

#### **About the Magnet Prize**

In 2002, the ANCC board of directors established the Magnet Prize to encourage the pursuit of excellence. The Magnet Prize recognizes organizations with unique programs where innovative action transforms nursing practice. The interventions and outcomes benefit the nursing profession as a whole and have a direct impact on patients in various settings. This award serves as a means for acknowledging peak performance within credentialed Magnet organizations and is the highest honor ANCC bestows within the Magnet community. Cerner Corporation has sponsored the \$25,000 award since 2007.

#### **About Bassett Medical Center**

Bassett Medical Center, the foundation for Bassett Healthcare Network, is a 180-bed, acute-care, inpatient teaching facility in Cooperstown, New York. Bassett Healthcare Network is an integrated healthcare system that provides care and services to people living in an eight-county region covering 5,600 square miles in upstate New York. The organization includes six corporately affiliated hospitals, as well as skilled nursing facilities, community- and school-based health centers, and health partners in related fields.



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Bassett Medical Center offers 24-hour emergency and trauma care, comprehensive cancer and heart care, dialysis, and most medical and surgical specialties. The Bassett Clinic is located on the same campus as the medical center and provides outpatient primary and specialty care.

Bassett Medical Center received ANCC Magnet Recognition in 2004 for sustaining excellence in nursing care and, in 2008, earned Magnet re-designation.

Bassett maintains an affiliation with Columbia University College of Physicians and Surgeons and became a medical school campus of Columbia P & S in 2009. The Bassett Research Institute, located on the medical center campus, conducts programs in basic and clinical science, and population and public health studies.

### **About Cerner**

Cerner is transforming health care by eliminating error, variance, and waste for healthcare providers and consumers around the world. Cerner solutions optimize processes for healthcare organizations ranging in size from single-doctor practices to health systems to entire countries, the pharmaceutical and medical device industries, the employer health and wellness services industry, and the healthcare commerce system. These solutions are licensed by more than 8,500 facilities around the world, including approximately 2,300 hospitals; 3,400 physician practices covering more than 30,000 physicians; 600 ambulatory facilities, such as laboratories, ambulatory centers, cardiac facilities, radiology clinics, and surgery centers; 700 home-health facilities; and 1,500 retail pharmacies. The trademarks, service marks, and logos set forth herein are registered and unregistered trademarks and/or service marks owned by Cerner Corporation and/or its subsidiaries in the United States and certain other countries throughout the world. Nasdaq: CERN. For more information about Cerner, please visit [www.cerner.com](http://www.cerner.com), [Twitter](#), [Facebook](#), and [YouTube](#).

### **About ANCC**

The American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association (ANA), provides individuals and organizations throughout the nursing profession with the resources they need to achieve practice excellence. ANCC's internationally renowned credentialing programs certify nurses in specialty practice areas; recognize healthcare organizations for promoting safe, positive work environments through the Magnet Recognition Program and the Pathway to Excellence® Programs; and accredit providers and approvers of continuing nursing education. In addition, ANCC's Institute for Credentialing Innovation® provides leading-edge information and education services and products to support its core credentialing programs. The American Nurses Credentialing Center (ANCC) is the first and only healthcare certification organization in the United States to have successfully achieved ISO 9001:2008 certification. [www.nursecredentialing.org](http://www.nursecredentialing.org)