

Forming Partnerships in Maryland to Address the Nursing Shortage

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Introduction

- Addressing the nursing shortage requires creative and collaborative methods. By 2035, the demand for RNs in Maryland is expected to increase across all settings with the highest growth in residential care, nursing home care, and home health settings (MHA, 2022).
- Nurse educator shortages are affecting the ability to provide instruction to potential RNs; in 2021, U.S. nursing schools turned away over 91,000 qualified applicants from baccalaureate and graduate nursing programs due to a shortage of faculty, clinical sites, and clinical preceptors (AACN, 2022).
- Retention efforts are essential due to the high percentages of nurses considering leaving the profession due to burn out, stress, and health effects amplified by the pandemic (ANF, 2022).

Objectives

- Describe the need for a comprehensive approach to RN retention
- Discuss the contribution of each partner to this creative solution
- Examine progress and challenges to date

Background and New Partnerships

To address the retention of nurses, a team from Salisbury University School of Nursing (SUSON) collaborated with various organizations across the state of Maryland to expand the existing web resource, LeadNursingForward.org. Funded by a 1-year resource grant from the Maryland Higher Education Commission Nurse Support Program-ii (NSP-II), a new section of the site was developed to highlight the exceptional retention efforts taking place statewide, entitled "Be a Maryland Nurse." The content featured includes results of a mixed-methods (focus groups and survey) research study with MD nurse leaders and staff nurses.

www.LeadNursingForward.org is a comprehensive web resource with updated, easily accessible information about becoming an RN and nurse educator in Maryland. The site also connects job seekers with open positions on the searchable career portal.



LNF Homepage

When the Maryland Nursing Workforce Study revealed significant shortfalls in the number of RNs to meet current and future staffing demands, the need to expand www.LeadNursingForward.org became apparent (Global Data, 2022).

- An innovative partnership between SUSON, Maryland Hospital Association (MHA), Maryland Nursing Workforce Center (MNBC), Maryland Nurse Residency Collaborative (MNRC), and the Maryland Action Coalition (MDAC) Retention Committee was formed to tackle this project in a comprehensive manner.
- Webpage content was developed by this collaborative team with webpage design, coding, and interactive features developed by the Eastern Shore Regional GIS Cooperative, and the branding and media campaign handled by Pinnacle Communications Resource Company.

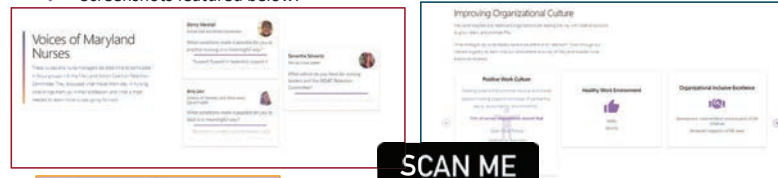


Methods

- Focus Groups** (n=5) were hosted by MDAC Retention Committee with staff nurses and nurse managers
 - Content from focus groups has helped shape messaging and is used in video and text format on the LNF site
- Retention Strategies Survey** (n=20) was developed by representatives from MNWC, MDAC, and LNF with input from MHA and a CNO workgroup.
 - Survey items were organized by the Priority Topics and Recommendations from the Nurse Staffing Think Tank Report (Partners for Nurse Staffing Think Tank, 2022) including:
 - Healthy Work Environment
 - Diversity, Equity, and Inclusion (DEI)
 - Work Schedule Flexibility
 - Stress Injury Continuum
 - Innovative Care Delivery Models
 - Total Compensation
 - This survey was disseminated via Qualtrics November 2023 – January 2024 to CNOs

Outcomes

- A Focus on Retention** page was designed by Salisbury University, the Eastern Shore Regional GIS Cooperative (ESRGC), and marketing group Pinnacle Communications with input from MNWC and MDAC to incorporate collected data and successful retention strategy stories from across Maryland.
- Items on the site include:
 - Key data points from the retention strategies survey
 - Statistics on employment, compensation, and demographics for nursing in MD
 - Career promotion efforts and testimonials from MD nurses
 - Additional resources for retention efforts
 - Screenshots featured below:



This work was supported by a Nurse Support II (NSP II) grant from the Maryland Higher Education Commission under the auspices of the Health Services Cost Review Commission.



Explore the LNF Retention page here! Share your perspective on retention in Maryland for an LNF Goodie Bag!



Implications/Next Steps

- Stakeholders across the state are invested in addressing critical nursing shortage and retention issues in Maryland
- Expanded partnerships allow for collaborative approaches to collecting and disseminating data on nursing retention and innovative solutions
- LeadNursingForward.org continues to be Maryland's one-stop-shop for information and resources to address the RN and nurse educator shortage.
- An updated survey will be sent to frontline nurses in late Spring/Summer 2024; data will also be reported in aggregate

References

American Association of Colleges of Nursing. (2022, October). *Nursing shortage fact sheet*. <https://www.aacnnursing.org/news-information/fact-sheets/nursing-shortage>

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Global Data. (2022, June). *Maryland Nursing Workforce Study*. <https://mhaonline.org/transforming-health-care/workforce>

Maryland Hospital Association. (2022, June). *Maryland nurse workforce projections 2021-2035*. <https://www.mhaonline.org/docs/default-source/default-document-library/maryland-nurse-workforce-projections-globaldata.pdf>

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Abstract

Background:

Addressing the nursing shortage is a crucial endeavor, requiring creative and collaborative methods. By 2035, the demand for RNs in Maryland is expected to increase across all settings with the highest growth in residential care, nursing home care, and home health settings (MHA, 2022). Additionally, nurse educator shortages are affecting the ability to provide instruction to potential RNs; in 2021, U.S. nursing schools turned away over 91,000 qualified applicants from baccalaureate and graduate nursing programs due to a shortage of faculty, clinical sites, and clinical preceptors (AACN, 2022). Furthermore, valuable nurse retention efforts are essential due to the high percentages of nurses considering leaving the profession due to burn out, stress, and health effects amplified by the pandemic (ANF, 2022).

Methods:

To address the retention of nurses and nurse educators, a team from Salisbury University School of Nursing (SUSON) collaborated with various organizations across the State of Maryland to expand the existing web resource, entitled Lead Nursing Forward. Funded by a 1-year resource grant from the Maryland Higher Education Commission Nurse Support Program-ii (NSP-II), a new section of the website was created to highlight the exceptional retention efforts taking place statewide. An innovative partnership between SUSON, Maryland Hospital Association, Maryland Nursing Workforce Center, Maryland Nurse Residency Collaborative, and the Maryland Action Coalition Retention Committee was formed to tackle this project in a comprehensive manner. Webpage content was developed by this collaborative team. The webpage design, coding, and interactive features were developed by the Eastern Shore Regional GIS Cooperative, and the branding and media campaign handled by Pinnacle Communications Resource Company. Entitled “Be a Maryland Nurse”, the retention pages feature interactive dashboards where users can search for information on demographics, employment projections, compensation and more by region. Best practices for growing, retaining, and promoting RNs in hospitals and healthcare organizations are highlighted. Personal stories from nurse leaders and frontline nurses provide insight into what motivates nurses to stay.

Conclusion:

This presentation addresses the MDAC Summit’s objective of exploring new and innovative practice collaborations and partnerships that can drive the implementation of models of care that address the current nursing crisis.

References:

American Association of Colleges of Nursing. (2022, October). Nursing shortage fact sheet. <https://www.aacnnursing.org/news-information/fact-sheets/nursing-shortage>

American Nurses Foundation. (2022, March). Pulse on the national nurses survey Series: COVID-19 two-year impact assessment survey. <https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/what-you-need-to-know/covid-19-impact-assessment-survey---the-second-year/>

Maryland Hospital Association.