THE NURSE PRACTITIONER IS A LEADER
THE NURSE PRACTITIONER ASSOCIATION OF NEW YORK STATE CONFERENCE
NIAGARA FALLS, NY
OCTOBER 2, 2015

Presented by
ROBERT D. DONALDSON, NP-C
Clinical Director, Emergency Department
Medical Staff President
Ellenville Regional Hospital, Ellenville, NY

This is an informative story (only)
It is not intended to be a template to be copied.

My hope is that some will be inspired
To reach for the Brass Ring,
should the opportunity present itself.
MY BACKGROUND

1st. Career Trucking Industry
16 years general manager large
Terminal operation with nearly
20 Million dollar annual budget

2nd. Career Hospital RN
Medical- Surgical
Telemetry
ICU
Pediatrics
Emergency
Supervision

3rd. Career – Family Nurse Practitioner
PACE UNIVERSITY
CLASS OF 1993
“FIRSTS”
1. Started Philmont, NY Family Practice
2. NP @ Memorial Hospital ED Medical Staff, (urgent care center)
3. Kingston Hospital Medical Staff (emergency Medicine with ED medical staff.
4. Benedictine Hospital, Kingston, NY Emergency Medicine

5. Margaretville Hospital – sole provider
6. Ellenville Regional Hospital, Ellenville, NY
   Also worked in EDs at
   United Hospital, Port Chester, NY
   St. Francis Hospital Hospital, Poughkeepsie,NY
   St. Johns Hospital, Yonkers, NY
   St. Marys Hospital, Amsterdam, NY

2004 ERH in CRISIS
Hospital in second bankruptcy, a death spiral
HPSA
Aging Providers
Regulatory Concerns
Declining Business Volumes
Inability to recruit physicians to ED
or to the community
OPPORTUNITY FOR CHANGE
ED STAFFING GROUP unable to staff ED with competent physicians
ED STAFFING GROUP owner suggested CEO interview a NP for the ED
After that interview CEO decided to try staffing ED with NPs
And later PAs, as we could not find enough NPs

HURDLES TO OVERCOME
• The Board of Trustees
• The Medical Staff
• EMS Community
• Community at Large

STEPS TO GAINING ACCEPTANCE
APPLICATION OF METRICS
1. Quality
2. Patient Satisfaction
   “METRICS LET DATA TELL THE STORY”
1. LOS
2. AMA’S
3. Time to treat
4. LBE’s
THE NURSE PRACTITIONER ASSOCIATION OF NEW YORK STATE

1. Member since student days.
2. Dutchess- Ulster Representative late 90’s
3. Membership Chairman 2000
4. Observed gains in both practice and legislative areas
5. Became source of answers about NP Practice at Ellenville Regional Hospital

VISION TO BUILD A GREATER ROLE FOR NURSE PRACTITIONERS

At request of CEO, Elizabeth Hermida NP and I joined the Medical Staff Bylaws Review Committee in 2009

CHANGES TO MEDICAL STAFF BYLAWS
NPs now able to vote (equal to MDs)
NPs now able to hold any office
NPs now able to admit patient under their own name

OUTCOMES OF NEW BYLAWS

I became first full “Attending” at ERH 2009
I ran for President of Medical Staff against 2 physicians and won
This was very rewarding as I was the only non–physician attending on the medical staff at that time
As President of Medical Staff I also hold an ex offico seat on the ERH Board of Trustees
OUTCOMES (con’d)

I was re-elected for a 2nd term and 2 years later ran unopposed for a 3rd term.
In 2013 NYS requested that they be allowed to enter Ellenville Regional Hospital as their nominee for a national award for CAHs based on Quality, innovation and Demonstrated Improved Community Health Outcomes.
ERH was one of five award winners, the only CAH east of the Mississippi.

VISIONS FOR OUR FUTURE

• Providers need to articulate a clear vision for the “role the seek”
• The term “doctor” no longer means only “physician”
• All providers must practice at the top of their license for greatest efficiency in the health care delivery system.

MARKETING

• Make sure your public knows who you are:
  1. Introduce yourself as a nurse practitioner
  2. Give out business cards with your name and full title on the card
  3. Offer news articles about your practice to the press or to the media
  4. Let recruiters know you are interested in “talking”. What better way to know what the market is paying for your profession.
MARKETING (CON’D)

• Nurse Practitioners are currently one of the top sought after professions
• Some of us must be willing to change jobs (positions)
• Some of us must be willing to take a chance at independent or group practice.

Bylaws Change Assistance

• Currently we are assisting NPs with changes
  1. New Hampshire
  2. Pennsylvania
  3. Massachusetts
  4. Illinois

Kingston Hospital (now Health Alliance of the Hudson Valley) has now changed their Medical Staff Bylaws to permit Hospitalist NPs to admit their patients under the NPs name

ADVERTISEMENT

• There is a wonderful climate for practice in Ellenville, NY
• Funds are available for relocation
• Opportunity exists for multiple providers in Family Practice and Emergency Medicine
CONTACT INFORMATION

Robert D. Donaldson, NP-C
bobdednp@aol.com
© 914-388-1122