



THE Lamp LIGHTER

Methodist Hospitals Nurse Newsletter • Mar. 2024

More Help is on the Way

New yearlong marketing plan launched to attract more nursing talent

Methodist Hospitals is implementing a comprehensive strategy to market the hospital as a desired destination for nursing professionals seeking rewarding careers.

As part of that strategic plan, Methodist is rolling out innovative recruitment initiatives aimed at attracting top-tier nursing talent, including experienced nurses and new graduates. From targeted advertising campaigns to recruitment events, we're casting a wide net to connect with passionate nurses who share your commitment to excellence in patient care.

Our Human Resources Department has developed a year-long marketing campaign to raise awareness of Methodist Hospitals among prospective nursing employees throughout Northwest Indiana and beyond. This multimedia campaign employs direct mail, email marketing, social media, digital advertising and events.

The campaign kicked off with a mailing to former Methodist Hospitals nurses inviting them to meet with our nurse recruiter to talk about rejoining our team. In the past, we have been very successful in reuniting with nurses who left in good standing. Sometimes all it takes is rolling out the welcome mat.

There will be two Methodist Hospitals nurse recruitment fairs in 2024. The first was held on February 29. The second is currently scheduled for late September. We promote these events using targeted direct mail, targeted email blasts and digital advertising.

In the middle of this year, we will launch a four-month, multichannel brand campaign targeting prospective nursing employees using online ads, Facebook ads and Nurse.com featured job posts. Nurse.com recently revamped its recruitment advertising model to more



proactively communicate opportunities to nurses seeking new positions. That campaign will launch in early May to coincide with Nurses Week.

Throughout the year, Methodist will broadcast twice-monthly email blasts to more than 13,000 area nurses. And in February, we debuted a new Facebook campaign that profiles a different Methodist nurse manager each month.

To attract new nursing graduates, Methodist will participate in placements fairs at several area institutions, including Indiana University Northwest, Purdue University Northwest – Hammond, Purdue University Northwest – Westville, Ivy Tech – Porter, and Valparaiso University. We recently started a productive dialog with Chicago State University, which may turn into another great source for new grads.

Methodist Hospitals is committed to being The Region's employer of choice for nursing professionals. With these strategic recruitment initiatives, our shared governance effort and our commitment to help nurses advance their careers, we're confident that Methodist Hospitals will emerge as a competitive destination for nurses.

Celebrating Excellence: Methodist Hospitals Honors Certified Nurses on March 19



Methodist Hospitals is proud to recognize the invaluable contributions of its certified nurses as we celebrate Certified Nurses Day on Tuesday, March 19. This special day serves as an opportunity to honor the dedication, expertise, and commitment of certified nursing professionals who continually strive for excellence in patient care.

Certified Nurses Day acknowledges the hard work and dedication of nurses who have pursued additional certifications in various specialties, ranging from critical care and emergency nursing to oncology and pediatrics. These certifications reflect a nurse's commitment to expanding their knowledge, enhancing their skills, and providing the highest level of care to their patients.

"At Methodist Hospitals, certified nurses play a vital role in delivering exceptional healthcare services to the community," said Marla Hoyer-Lareau, RN, BSN, MHA, Senior Vice President, Chief Nursing and Operations Officer. "Their expertise not only ensures the delivery of safe and effective patient care but also contributes to improved outcomes and enhanced patient satisfaction."

Please join us in recognizing the remarkable contributions of Methodist Hospitals' certified nurses. Their passion, expertise and dedication are truly deserving of celebration and appreciation.

Meet Our Shared Governance Council Chairs



Many thanks to our council chairs for their many contributions to our Shared Governance effort. Pictured are (l-r) Michele Lobo, RN, Lactation Consultant, OB, Professional Development Council co-chair; Virginia Ait Said, RN, SLC ICU,

Clinical Quality Council co-chair; Lydia Espinosa, RN, SLC ICU, Clinical Quality Council co-chair; Kayla Eldridge, RN, 3W2, Clinical Operations Council co-chair; Mary Gaydos, RN, Rehab, Clinical Operations Council co-chair. Not pictured are Ruben Martinez, RN SLC ED, Leadership Council chair and Colleen McDermott, RN, SLC ED, Professional Development Council co-chair.



Clinical Ladder Questions?

Navigating our Clinical Ladder Program may sometimes raise questions or require clarification.

To ensure that your journey through the Clinical Ladder Program is smooth and supported, please remember that Mary Jo Valentine, our Director of Nursing Professional Development is here to assist you. Whether you have inquiries about requirements, documentation, or any other aspect of the program, Mary Jo is available to provide guidance and address your concerns.

Please don't hesitate to reach out to Mary Jo at mvalentine@methodisthospitals.org with any questions or uncertainties you may have.

Your progress and success in the Clinical Ladder Program are important to Methodist Hospitals, and we are committed to providing the assistance you need to excel.



Event Reporting Policy Reminder

To provide and maintain a safe hospital environment, a VERGE report must be submitted regarding issues and events representing risks to the institution, including errors, near misses, as well as adverse, serious, unanticipated and sentinel events as defined in the policy.

Your area may have policies/procedures requiring reports for specific events. For example, the Skin and Tissue Inspection, Assessment and Management Procedure states that you should enter an event report when patients develop pressure injuries/wounds during their stays.

Please email Merievelyn Stuber at mstuber@methodisthospitals.org, or call 219-886-4704 with any reporting questions.