

Advanced Registered Nurse Practitioner Care

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Characteristics of ARNPs in Washington State:

Results of a 2008 Survey In 2008, Washington State surveyed all of the licensed Advanced Registered Nurse Practitioners (ARNPs) in the state to obtain basic demographic, education, and practice information. This report presents findings from analyses of the survey that provide estimates of the number of ARNPs in active practice, their specialties, practice characteristics, educational background, and plans for retirement.

This report describes ARNPs in Washington using the 2008 survey responses and state licensing records. Most of the descriptive statistics reflect ARNPs who live and practice in-state, and rural-urban analyses provided.

Policy Brief at:

http://depts.washington.edu/uwrhrc/uploads/FR124_Skillman_PB.pdf

Report of the survey at:

http://depts.washington.edu/uwrhrc/uploads/FR124_Skillman.pdf

Marketing—Why Does it Matter?

By Deonne Brown-Benedict

Although nurse practitioners recognize their essential place in health care, in a profession which values individual dignity, social justice (Fahrenwald, Bassett, Tschetter, Carson, White, & Winterboer, 2005), caring, and holism (Watson, 2002), many NPs struggle with the use of marketing tactics (Nolan, et al, 1988; Towers, 1990) and public relations. Marketing, however, is not as mercenary as it may sound. In fact, it is marketing which can offer nurse practitioners not only increased public name and role knowledge, but also the opportunity for the advancement of nursing initiatives, such as nurse run clinics, progressive state laws supporting NP practice, and enhanced entrepreneurial ventures in rural and underserved areas (McIntosh, et al., 2003). ARNPs United of Washington State “markets” every year when it goes to the legislature and creates awareness about the NP role in increasing health care access.

Buppert (2008) suggests the following five steps in developing a marketing plan:

1. Develop a message
2. Determine who the message should reach
3. Determine the best way to disseminate the message
4. Disseminate the message
5. Evaluate the success of the effort and fine tune the process (p.434).

In practice, these steps are somewhat more intertwined. Developing a message, for example, requires the identi-

fication of a *target market*. “Target market” is a marketing term used to indicate the customers possessing needs which can be addressed through marketing efforts. The marketing message must include what makes the service different from competitors (Hall, 2004). Finally, and here is where NPs have sometimes faltered, the message must be framed in terms of what is in it for the consumer, rather than a “who we are, what we do” message (Frey, 2002).

Past Studies

The first studies to provide insight into consumer knowledge of nurse practitioners were conducted in the 1980s. Smith & Shamansky (1983) and Shamansky, Schilling, and Holbrook (1985) conducted market research studies to analyze consumer intent to use NPs and found that very few residents in Seattle, Washington (n=239) and New Haven, Connecticut (n=331), were aware of NPs. In 2000, Garfield conducted a study on the marketability of nurse practitioners in New York City. Of those surveyed, 76% had heard of NPs, but few could offer a definition of an NP, and no participant could discuss what kind of training NPs receive or describe their scope of practice. A more recent study by Brown (2007) using an anonymous electronic survey among 1,000 employees in King county, Washington revealed that 90% of respondents were aware of nurse practitioners. Now that consumers are aware, the challenge seems to be educating them about who we are and what we do.

The Nursing Difference

Nurse practitioners are distinct in their practice style, quality outcomes, and improvement of care access, particularly among rural and underserved populations. NPs have also been found to be more likely than physicians to seek relevant history prior to prescribing (Avorn, Everitt, & Baker, 1991) and to have a longer overall duration of visit when compared with physicians and PAs (Hooker & McCraig, 1999). This is related to the NP’s comprehensive approach to health care which requires more time for patient counseling and education (Barton et al, 2003; Hooker & McCraig, 1999; McIntosh et al., 2003; Moody, Smith, & Glenn, 1999).

What Our Competitors are Doing

In 2007, the American Academy of Family Physicians embarked upon a five million dollar advertising campaign promoting their medical home model (Lee, 2007). One of the ad titles states “If your health care isn’t working, neither are your employees” and was published in major outlets such as the Wall Street Journal (N. McMurrey, personal communication, August 13, 2008). The campaign emphasizes traditionally nursing strengths, such as disease prevention, coordinated care,

and resulting decreased costs (Lee, 2007). Meanwhile, the American Medical Association has been involved in a three year branding campaign championing physicians as “everyday heroes” (Adams, 2005), alongside their “Voice for the Uninsured” campaign, which promotes physician interest in reducing numbers of the uninsured (Adams, 2005; Borgmeyer, 2007).

Naturopathic physicians (NDs), particularly those affiliated with Bastyr Center for Natural Health in Washington state, are natural primary health care providers in several states. NDs have also formed extensive multi-million dollar print advertising campaigns based on patient testimonials emphasizing their personalized, whole-person approach. One long-running campaign, “We treat people not just illness,” resulted in increased visits to affiliated clinics. Another, “Bastyr changed my life” launched in the spring of 2008.

Past Efforts

Most NPs are aware of the 2000 NP National Marketing Campaign which was funded by private NP contributors and NP organizations. The campaign’s biggest obstacle was in creating “newsworthy” articles and in engaging NPs from the Speakers Bureau for interviews (Citigate Communications, 2002). Perhaps NP discomfort with self-promotion was a factor. Several national nurse practitioner organizations are involved in ongoing public relations, but typically lack traditional marketing campaigns (the Nurse Midwives are an exception). Most, however, create streaming videos, radio spots, and flyers for free forms of public relations. Other NPs, such as “Nurse Barb” in California, have targeted TV, Internet, and email communications to get the word out about the value of NPs. Thus far, while many NPs use flyers and other forms of educational tools for their clients, Washington state NPs have not coordinated their efforts cooperatively.

ARNPs United’s Current Efforts

ARNPs United’s regional marketing campaign is the first known to take a strategic regional approach targeting influential consumers. Targeting influential affluent consumers tends to “trickle down” and eventually reach all segments of society. Public relations work for NPs must emphasize the “nurse,” the role that consumers trust, in “nurse practitioner,” while differentiating NPs from other known providers based on education, training, skills, scope of practice, and benefit to consumers. Although NPs had been requesting and have been denied inclusion in Seattle Magazine’s Top Docs surveying for years, in 2009 NPs were given a voice, with a brief article on NPs and a two page color spread ad, funded by ARNPs United’s coalition of NP organizations and private practices. The July issue has been on newsstands since June 25, 2009.

Next steps are to take a similar approach to other regions, to educate NPs and provide materials so NPs are more comfortable with self-promotion, and to develop a consistent consumer-friendly online presence.

Zicam Cold Remedy Nasal Products Removed From Market

From FDA MedWatch

The FDA notified consumers and healthcare professionals to discontinue use of three Zicam Nasal Gel/Nasal Swab products sold over-the-counter as cold remedies because they are associated with the loss of sense of smell that may be long-lasting or permanent. The FDA has received more than 130 reports of loss of sense of smell associated with the use of the three Zicam products. In these reports, many people who experienced a loss of smell said the condition occurred with the first dose; others reported a loss of the sense of smell after multiple uses of the products. People who have experienced a loss of sense of smell or other problems after use of the affected Zicam products have been advised to contact their health care professional. The loss of sense of smell can adversely affect a person’s quality of life, and can limit the ability to detect the smell of gas or smoke or other signs of danger in the environment.

Read the complete MedWatch 2009 Safety Summary at: <http://www.fda.gov/Safety/MedWatch/SafetyInformation/SafetyAlertsforHumanMedicalProducts/ucm166996.htm>

Nation's First Eco-Friendly Mobile Health Van Launched by NJ Non-Profit Health Center

Zufall Health Center, a federally qualified health center operating in northwestern New Jersey, just launched the nation's first eco-friendly mobile medical unit.

The Highlands Health Van will bring urgently needed, affordable health care to low-income, mostly uninsured residents of Hunterdon, Warren and Sussex counties. State and local officials commemorated the launch at a ribbon cutting ceremony in Flemington.

Designed to provide primary and preventive medical services to adults and children, the 37-foot van has been customized to be the "greenest," healthiest and most efficient vehicle of its kind.

Resembling a standard medical office, the Highlands Health Van will house two examination rooms and an intake/waiting area. Staffed by a nurse practitioner, a medical assistant, and a patient representative, it will operate six days a week, making regularly scheduled stops in each county. It is expected to treat nearly 5,000 patients with more than 7,000 visits in its first two

years. Patients will receive care regardless of their ability to pay.

Classified Ads

Tri-Cities, WA – Independent Practice

Independent Practice Opportunity located at the hub of the Tri-Cities, Washington. Busy psychiatric practice including office building, all equipment, and patient files. Practice will accommodate two psychiatric practitioners. Seller willing to help with the transition of patients to new practitioners. Serious inquiries only. Call 509-539-3112.

Wenatchee, WA – Psychiatric Nurse Practitioner

Wenatchee Valley Medical Center's Moses Lake Clinic in North Central Washington is seeking solution-oriented certified specialist ARNP with prescriptive authority for out-patient practice. Integrated among primary care and specialty physicians. Electronic medical records and full medical clinic support. High production-based salary with initial income guarantee, excellent benefits and retirement.

Moses Lake Clinic is Wenatchee Valley Medical Center's largest branch campus, with a solid 25 year history of medical excellence and teamwork with other WVMC locations. WVMC is a major area employer with excellent salaries and benefits as a physician-owned and patient-centered multi-specialty group since 1940.

Moses Lake is a growing community where active families thrive. Located on the shores of one of the state's largest natural fresh water lakes with over 120 miles of shoreline and covering 6,500 acres. It is an outdoor recreational oasis featuring numerous parks and campgrounds. Kids enjoy our premier water park, teenagers love the unique opportunities they receive from the 4-A school system, and everyone enjoys the summer concerts at the magnificent Gorge Amphitheater down the road. In addition to the natural beauty of the Columbia Basin, Moses Lake has many convenient, quality attractions and facilities where residents enjoy a variety of family events, concerts and other activities. Whether we want to go to Seattle, Spokane, or Wenatchee, we're an easy road trip away from great shopping and entertainment. Come see why we love it here!

Send CV: David Weber, MD at JoinUs@wvmedical.com. Learn more at www.wvmedical.com

Wenatchee, WA – ARNP Wanted

Wenatchee Valley Medical Center is seeking an experienced ARNP for Internal Medicine at our Moses Lake Clinic. Join busy group of Internists and two midlevels in busy, established multi-specialty clinic.

Work independently to build your own practice and work within our team of internists to extend their ability to serve current patients. Fully integrated electronic medical record and superb specialty support. Midlevels assist internists on call. Full-time.

Moses Lake Clinic is Wenatchee Valley Medical Center's largest branch campus, with a solid 25-year history of medical excellence and teamwork with other WVMC locations. WVMC is a major area employer with excellent salaries and benefits as a physician-owned and patient-centered multi-specialty group since 1940.

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Excellent compensation and benefit package. Send CV: David Weber, MD at JoinUs@wvmedical.com. Learn more at www.wvmedical.com

Nurse Practitioners – Planned Parenthood of the Great Northwest

Join our talented & dedicated medical team! Sign on bonus up to \$3000!

Seeking Clinician candidates to provide comprehensive reproductive health & family planning services.

AK or WA State NP/CNM/PA-C w/prescriptive authority, current certification & CPR card required.

Alaska Clinician opportunities

PT/per diem Juneau, AK

PT (M-Th) Soldotna, AK

Western WA Clinician opportunities

PT Tacoma/UPlace (M & W)

PT Float (S Puget Sound area) (Tu-F)

PT Float (W Sea/Puyallup/Silverdale)

Please apply for any positions at: www.ppgnw.org/jobs. Questions?

Email: jobs@ppgnw.org

Seattle, WA – Nurse Practitioner (ARNP) Wanted

As part of the Cancer Treatment Centers of America family, Seattle Cancer Treatment and Wellness Center is a patient-focused integrative care facility dedicated to healing and hope for patients with cancer.

We offer a competitive compensation and benefits package including: bonus opportunities; 401(k); medical, dental, vision, disability, life, cancer, long-term and critical care insurance; paid-time-off, vitamin/mineral supplement discounts, tuition reimbursement, commuter assistance and much more. Non-smoking and the ability to successfully pass a background check, assessment test and drug/alcohol test will be required.

Please send a cover letter and resume or CV to kimberlys@seattlecancerwellness.com. EOE: MFVHD

CE Opportunities

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Advance your career in the health field with a quality credential from the UW. Earn a certificate online or in the classroom in Psychological Trauma, Advanced Research in Addiction and the Brain, Geriatric Mental Health, Healthcare Regulatory Compliance, Medical Management, and more. Learn from leading clinicians and researchers and earn Continuing Education Units. For more information, visit www.extension.washington.edu

Pacific NW 32nd Annual Conference for Advanced Practice in Primary and Acute Care

October 28-31, 2009 • 6.0-21.6 contact hours • Washington State Convention & Trade Center, Seattle, WA

Enhance your clinical competencies • Acquire new assessment and management skills • Examine critical issues in health care at the state and national level • Foster a strong coalition of providers in advanced practice • Learn about new products, services, and pharmaceutical agents at this highly-acclaimed conference.

For information call CNE, 206-543-1047

email: cne@u.washington.edu

Web: [uwcne.org](http://www.uwcne.org)

The URL for the Advanced Practice in Primary and Acute Care brochure: <http://www.uwcne.org/conf/PDFs/09130-C.pdf>

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Meetings

Join us! Puget Sound Nurse Practitioners Association is a non-profit organization supporting ARNPs in Puget Sound since 1998. We meet every other month and offer a social hour/networking and a CME talk. Annual dues are \$35/\$17.50 for students. Apply for membership and find meeting information at <http://PSNPA.org>

West Sound Advanced Practice Association meets the second Thursday of the month. Meetings include networking/dinner/educational session. E-mail Fionafnp@centurytel.net for more information.

Healthy Humor

Mrs. Bernard, eight months pregnant, carefully made her way into the midwife's office and sat down.
"You've got to help me. Every morning when I wake up I am sick and nauseous. The feeling doesn't go away for at least sixty minutes. What should I do?"
"Get up an hour later."

Ad Information

Copy deadline is the second Tuesday of the month prior to publication. Ads may be accepted later than this on a space-available basis. Position Available Ads of less than 66 words are \$45, of 66 to 130 words are \$75, and greater than 130 words are \$105. Position Available Ads are priced per insertion. Continuing Education Announcements of less than 65 words are \$70, of 66 to 130 words are \$105, or 131 words or greater are \$130. Continuing Education Announcements are per offer-

ing for up to three (3) consecutive insertions. New Product Announcements per product for one insertion of 130 words or less are \$75. Ad Inserts are \$550 for one issue. All ads are subject to space limitations and editing. Call for detailed rate information. Mail copy to ARNP Care, 10024 SE 240th St, #102, Kent, WA 98031. Phone 253.852.9042. Fax 253.852.7725. Email care@nurse.net.

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