

Advanced Registered Nurse Practitioner Care

Vol. 21, No. 12

Official Newsletter of ARNPs United of Washington State

December 2010

Moving, Moving, Moving

ARNP Care is produced by NP Central and ARNPs United of Washington State. AUWS is housed at NP Central. Staffing is provided by Sarah, Tracy and Bob all of whom want to let you know we have moved our offices upstairs to nicer digs. The result of this is a new address. You can now reach NP Central, AUWS and ARNP Care at:

10024 SE 240th St, #230
Kent, WA 98031

Voice, fax and emails remain unchanged.

Media Training Opportunity

Family physicians, pharmacists, and naturopaths spend millions in Washington State every year promoting their profession. As such, they are frequently quoted in newspaper articles and on radio shows regarding current health care issues. In 2010, the American Academy of Nurse Practitioners made public relations for nurse practitioners a priority, bringing in Peter Van Sant, CBS News Correspondent, to interview members of the public in Washington State about their perspective on nurse practitioners. Unfortunately, few of those interviewed were even aware of what nurse practitioners are.

The board of ARNPs United believes the next step in effective interactions between NPs and legislators, health care leaders, and media representatives is broad PR training with a cadre of NPs from across the state prepared for radio and TV media opportunities. Public relations know-how allows individual NPs to develop an effective sound bite about their profession and to project confidence when opportunities arise to write articles to their local papers, or respond to local issues. As Peter Van Sant stated in June of this year, TV media are constantly looking for strong contacts in the health care sector to assist them in developing current topics.

ARNPs United will be hosting a 2-hour media training webinar Saturday, February 5, 2011 from 10am-12pm with one of the premier nurse media trainers in the country, Barb Dehn. "Nurse Barb" has brought nursing to the fore through the effective use of multi-media and TV presentations in California and across the country.

The cost of basic training is \$35 for members and students and \$65 for non-members. ARNPs United is encouraging as many NPs as possible to take advantage of this unique opportunity. Registration forms will be available through the December and January editions of Care, through the auws.org website and listserv, as well as through local NP organizations. Please mail, fax, or

scan and email a completed registration form to Tracy Kiele, 10024 SE 240th St., Ste. #230, Kent, WA 98031 or fax to 253.852.7725 or email tracy@nurse.net. An activation code for the webinar will be emailed to you 3 days prior to the event.

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Happy
Holidays

Propoxyphene Withdrawn Risk of Cardiac Toxicity

Sold as Darvon, Darvocet, and generics. The FDA notified healthcare professionals that Xanodyne Pharmaceuticals has agreed to withdraw propoxyphene, an opioid pain reliever used to treat mild to moderate pain, from the U.S. market at the request of the FDA, due to new data showing that the drug can cause serious toxicity to the heart, even when used at therapeutic doses. FDA concluded that the safety risks of propoxyphene outweigh its benefits for pain relief at recommended doses. FDA requested that the generic manufacturers of propoxyphene-containing products remove their products as well.

The FDA's recommendation is based on all available data including data from a new study that evaluated the effects that increasing doses of propoxyphene have on the heart. The results of the new study showed that when propoxyphene was taken at therapeutic doses, there were significant changes to the electrical activity of the heart: prolonged PR interval, widened QRS com-

plex and prolonged QT interval. These changes can increase the risk for serious abnormal heart rhythms.

The FDA recommends that healthcare professionals stop prescribing and dispensing propoxyphene-containing products to patients, contact patients currently taking propoxyphene-containing products and ask them to discontinue the drug, inform patients of the risks associated with propoxyphene, and discuss alternative pain management strategies. Patients were advised to dispose of unused propoxyphene in household trash by following the recommendations outlined in the Federal Drug Disposal Guidelines.

Flu Education Campaign

The Department of Health launched a new flu prevention campaign recently – we'd love your help in spreading the word to ARNPs United members and encourage them to order the free materials and put them up in their offices. The following is from the WA DOH

Hello Immunization Partners:

We're excited to announce that the Washington State Department of Health's new flu education campaign starts this week. The campaign is highlighted in this week's news release

http://www.doh.wa.gov/Publicat/2010_news/10-195.htm. It takes a lighter approach to remind people of the importance of getting vaccinated against the flu. The campaign uses a humorous play on words to describe Washington as WashYourHandsingTon where everyone washes their hands, covers their cough, and gets a flu vaccine. The campaign includes radio ads, a YouTube video, on-line banner ads, bus cards, billboards, and print materials.

The video, radio spot, and print materials are available on our Flu News website at

<http://www.doh.wa.gov/FluNews/handsington.htm>. Print materials include posters (17" x 11"), postcards (6" x 4.25"), and stickers (4" x 2.5"). Orders for print materials can be sent to prepare@doh.wa.gov. Please include, organization, physical mailing address, quantity, and contact information.

We need your help in spreading the word about the WashYourHandsingTon campaign. This is a great opportunity to use social media and partnerships to share health information.

Here's how you can help:

- Post the video to your agency (or personal) Twitter and Facebook accounts.*
- Post graphics (i.e., on-line banner ads) on your agency website with a hyperlink to <http://doh.wa.gov/FluNews/handsington.htm>.*

- Put posters, postcards, and stickers in public places.*
- Share the materials and this message with partners.*
- Feel free to also use the news release to help draft your own agency news releases, or to share with local papers.*

Although flu activity is low in Washington so far this season, there has been a sharp increase in flu activity in the South East. With holiday travel and activities just around the corner, now is the time to spread the word about flu vaccination and good health habits. We want Washington to be the state where people "give high-fivers, not high fevers!"

Thanks!

2010 STD Treatment Guidelines Update

As the holiday season approaches, we want to provide you with a quick update on the Sexually Transmitted Diseases Treatment Guidelines 2010. The Guidelines, which update the 2006 Guidelines, were published in the Centers for Disease Control and Prevention's (CDC) Morbidity and Mortality Weekly Report (MMWR) Recommendations and Reports on Friday, December 17, 2010. After the release, we encourage you to visit CDC's STD Treatment Guidelines 2010 webpage for additional information and updates. From there you will be able to order hard copies of the report as well as wall charts and pocket guides. A podcast featuring lead author, Dr. Kimberly Workowski, will be posted on Monday, December 20 for viewing. CDC is also developing iPhone and eBook applications of The Guidelines and will keep you updated on their progress and availability.

Continuing Competency Requirement

The Nursing Commission adopted continuing competency requirements. The rules go into effect January 1, 2011. The rules require completion of 531 hours of active practice and 45 hours of nursing continuing education by 2014.

Additional information can be found on the web site at: <http://www.doh.wa.gov/hsqa/Professions/Nursing/continuecomp.htm>. This site includes sample forms, links to resources and frequently asked questions.

Medicare Information for APRN & PAs

From the Medicare Learning Network: "Medicare Information for Advanced Practice Nurses and Physician Assistants" A new Medicare Learning Network® booklet titled "Medicare Information for Advanced Practice Nurses and Physician Assistants" (September 2010), which is designed to provide education on Medicare requirements for advanced practice nurses (APN) and physician assistants (PA), is now available in down-

loadable format at http://www.cms.gov/MLNProducts/downloads/Medicare_Information_for_APNs_and_PAs_Booklet_ICN901623.pdf. This publication provides information about required qualifications, coverage criteria, billing, and payment for Medicare services furnished by APNs and PAs.

Classified Ads

Oncology – Auburn, WA

MultiCare Health System is searching for a full-time Oncology ARNP to work with our established and expanding comprehensive cancer program. The MultiCare Regional Cancer Center is a network affiliate of the Seattle Cancer Care Alliance. Competitive salary, a full array of benefits and a great location makes this an ideal choice for the provider who is looking to experience the best of Northwest living; from big city amenities to the pristine beauty and recreational opportunities of the great outdoors. Please visit our website to apply online at <http://blazenewtrails.org/>, email your CV to blazenewtrails@multicare.org or fax your CV to 866-264-2818. "MultiCare Health System is a drug free workplace"

Pain Management ARNP/PA-C – Western WA

MultiCare Health System is looking for a certified nurse practitioner or physician assistant to join our thriving Interventional Pain Management practice. Initially, primary responsibility would be seeing patients in follow-up after procedures. Previous experience in pain management, orthopedics or neurology is required. Located 30 miles south of Seattle, on the shores of Puget Sound, you'll experience the best of Northwest living, from big city amenities to the pristine beauty and recreational opportunities of the great outdoors. Excellent compensation, a full array of benefits, and a great location make for an exciting opportunity. Please visit our website to apply online at <http://blazenewtrails.org/>, email your CV to blazenewtrails@multicare.org or fax your CV to 866-264-2818. "MultiCare Health System is a drug free workplace"

Pulmonary ARNP – Western WA

MultiCare Health System seeks certified experienced pulmonary ARNP to join an established pulmonary/critical care practice. This is a full-time outpatient position located in Puyallup, WA. Competitive salary, a full array of benefits and a great location makes this an ideal choice for the provider who is looking to experience the best of Northwest living; from big city amenities to the pristine beauty and recreational opportunities of the great outdoors. Please visit our website to apply online at <http://blazenewtrails.org/>, email your CV to blazenewtrails@multicare.org or fax your CV to 866-264-2818. "MultiCare Health System is a drug free workplace"

Orthopedic ARNP/PA – Tacoma, WA

MultiCare Health System seeks Orthopedic ARNP or PA to join a highly specialized orthopedic surgical practice; primary focus includes hip dysplasia, hip dislocations and performing periacetabular osteotomies. Previous orthopedics and surgical first experience desired, although training will be provided. Competitive salary, a full array of benefits and a great location makes this an ideal choice for the provider who is looking to experience the best of Northwest living; from big city amenities to the pristine beauty and recreational opportunities of the great outdoors. Please visit our website to apply online at <http://blazenewtrails.org/>, email your CV to blazenewtrails@multicare.org or fax your CV to 866-264-2818. "MultiCare Health System is a drug free workplace"

Neurosurgery ARNP/PA – Western WA

MultiCare Health System seeks certified ARNPs or PAs to join an established neurosurgery practice with outpatient clinic and hospital

based opportunities. Previous neurosurgery and/or neurology experience highly desired. Competitive salary, a full array of benefits and a great location makes this an ideal choice for the provider who is looking to experience the best of Northwest living; from big city amenities to the pristine beauty and recreational opportunities of the great outdoors. Please visit our website to apply online at <http://blazenewtrails.org/>, email your CV to blazenewtrails@multicare.org or fax your CV to 866-264-2818. "MultiCare Health System is a drug free workplace"

Full or Part Time ARNP/PNP – Renton, WA

Well established 7-physician pediatric practice seeking a full or part time ARNP/PNP provider for same day and primary care services to children of all ages. Visit www.rentonpediatrics.com. Contact Dr. Dan Friedman at 425-271-5437 for more info or fax resume to 425-656-4212.

Meetings

Puget Sound Nurse Practitioners Association

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 \$40/\$20 for students. \$20 per meeting for guests. Apply for membership and find meeting information at <http://PSNPA.org>

Private Practice NP Discussion Group

All are welcome. Meetings will be Jan/Mar/May/Nov always on the second Thursday of the month from 6:30-8:00 at FamilyCare of Kent in Kent, WA. RSVP at least 48hr in advance to mwiley@familycareofkent.com so we can order food and drinks. Address and directions on www.familycareofkent.com.

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

A hospital bed is a parked taxi with the meter running.

~Groucho Marx

After two days in the hospital I took a turn for the nurse.

~W.C. Fields

Californians are so health conscious, they think it's bad luck to spill salt substitute.

~Johnny Carson

Medical Trivia

- The brain uses over a quarter of the oxygen used by the human body.
- Your heart beats around 100,000 times a day. 36,500,00 times a year and over a billion times if you live beyond 30.
- Adult lungs have a surface area of around 70 metres.

Ad Information

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 offering 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.

**Happy
New Year!**

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Webinar Registration February 5, 2011 (10am-12pm)

Name – First & Last

Credit Card Number

Expiration Date

Name on Visa or MasterCard

Billing Address

City, State Zip

Signature

Phone Number

Email (required)

Please Check One: **Member - \$35** **Non-Member - \$65** **Student - \$35**

Please make checks payable to: **ARNPs United of WA State or AUWS**

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