

Advanced Registered Nurse Practitioner Care

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May 2011

ARNPs United Media Training

By Deonne Brown-Benedict

On April 2nd, ARNPs United of Washington State hosted and sponsored advanced media training for nurse practitioners. The training was led by Barb Dehn, a NP in women's health from San Francisco and media expert who has appeared on CNN, Good Morning America, Now, and iVillageLive.

"Nurse Barb" gave pointers on participants' one or two sentence "elevator pitches" on "what is a nurse practitioner" and advised them to memorize this so that the pitch is clear, crisp, and articulate, ready at any time.

She also taught participants how to craft their key message, or sound bite, to a reporter. Crafting a key message starts with the headline, or conclusion, provides key evidence, and answers the question of "who cares?" The "who cares" component answers the question of "What's in it for me?" (the listener). Each of these components needs to be clear, concise, and approximately 1-2 sentences.

Other pearls from the teaching include avoiding the words "but" and "death," and including memorable relevant patient stories with reporters. Participants then practiced their key messages related to ARNP media topics with each other and on camera to improve their performance. Participants learned how to emphasize their message and "block," or avoid getting sucked into reporter questions they didn't wish to answer. Most participants commented that the session taught them a whole new way of communicating, a skill that is distinct from patient-provider interactions. Several participants indicated they will be using these new skills in interactions with legislators, conversations with reporters for print media, and other opportunities. Some opportunities for nurse practitioners to respond with the "NP angle" on health care stories include subscribing to the KUOW public insight network and HARO (help a reporter out) network.

FDA Asks Manufacturers to Limit Acetaminophen Strength

In the interest of patient safety, Food and Drug Administration (FDA) asked drug manufacturers to limit the strength of acetaminophen in prescription drug products – which are predominantly combinations of acetaminophen and opioids – to 325 mg per tablet, capsule, or other dosage unit. In addition, FDA reports that the labels of all prescription drug products that contain acetaminophen will now include a boxed warning that highlights the potential for severe liver injury and a warning that highlights the potential for allergic reac-

tions. FDA has taken these actions to reduce the risk of severe liver injury and allergic reactions associated with acetaminophen. FDA notes that over-the-counter products containing acetaminophen are not affected by this action. While the maximum amount of acetaminophen in a prescription tablet, capsule, or other dosage unit will be limited to 325 mg, the total number of tablets or capsules that may be prescribed and the time intervals at which they may be prescribed will not change as a result of the lower amount of acetaminophen. Additional information for health care providers and patients is included in an FDA Drug Safety Communication available on the FDA Web site at www.fda.gov/Drugs/DrugSafety/ucm239821.htm.

From BOP Newsletter April 2011.

Distribution of Prescription Drugs and Controlled Substances to Practitioners

A practitioner can prescribe a drug, including a controlled substance, for a family member as long as the drug is within the prescriber's scope of practice and is for a legitimate medical purpose. For example, it would not be proper for a veterinarian to prescribe any drug for a family member since his or her practice is limited to the treatment of animals. Note that an MD or DO may prescribe outside of his or her specialty area while remaining within the physician's broad scope of practice, but not for veterinary purposes. A practitioner may not prescribe a controlled substance for him or herself.

From BOP Newsletter April 2011.

Graduate Student Research Study

By Melissa Olin

As a partial fulfillment of my MSN at Seattle Pacific University, I am conducting a research study to describe the process primary care nurse practitioners utilize as they treat uncomplicated upper respiratory infections in adults. If you are a nurse practitioner in a primary care setting and treat adult patients with uncomplicated upper respiratory infections, your perspective is appreciated. Interested participants will self-select to participate in a 30-minute phone interview. No identifiable information will be collected and any contact information shared for interviews will be destroyed upon completion of the interview. Study findings will be used for educational purposes only, which may include a professional paper or presentation. While there are no direct benefits to you, your perspective will provide valuable information to nursing science. There are no known risks associated with this study. The SPU Institutional Review Board has approved the research study and all materials (IRB# 101104007: valid through February 18, 2012). If you have any questions about this study or are

interested in participating, please contact me, Melissa Olin at cell phone (253) 312-0205 or by email olinm@spu.edu. You can also contact the SPU faculty advisor Heidi Monroe at phone (206) 281-2616 or by email at monroh@spu.edu. Interviews will begin in April of 2011 and be finished by May 31, 2011.

Help Your Patients Quit

Both you and your patients know that quitting tobacco is a difficult challenge. However, calling the Washington State Tobacco Quitline can double their chances of successfully quitting. Already 160,000 people have called to receive tobacco cessation support services. And now, for a short time only, your patients can get their patches and nicotine gum FREE while supplies last.

Washington state residents age 18 or older need to call the Quitline before June 30, 2011 for the free NRT (Nicotine Replacement Therapy). No health insurance required. The program includes counseling and a free course of NRT treatment – nicotine gum or patches.

Encourage them to call the Washington Tobacco Quitline today at 1-800-QUIT-NOW or 1-877-2NO-FUME. Quitline coaches are waiting for their call. Or visit www.quitline.com.

Important Message from CMS on Pre-Existing Condition Insurance Plan (PCIP)

The PCIP is administered by either your state or the U.S. Department of Health and Human Services and provides a health coverage option for children and adults in all 50 states and the District of Columbia who have been locked out of the health insurance market because of a pre-existing condition. This transitional program will continue until 2014 when Americans, regardless of their health status, will have access to affordable health insurance when the nation transitions to a new marketplace.

Eligibility criteria for PCIP:

U.S. citizen or residing here legally
Uninsured for at least the last six months
Have a pre-existing condition or have been denied health coverage because of a health condition

In Washington, the PCIP is administered by the Washington State Health Insurance Pool (WSHIP). For more information and how to apply, go to

WSHIP site at <https://www.wship.org/PCIP-WA> or “Find Your State” at www.pcip.gov and click on your state from a map of the United States or select a state from a drop-down menu for information about how to apply.

You can also call a toll-free line at: 1-866-717-5826 (TTY 1-866-561-1604). The Call Center is open from 8 AM to

11 PM Eastern Time.

A brochure is available online that can be printed and distributed:

<http://www.healthcare.gov/center/brochures/pcip.pdf>

Thank you for your assistance in raising awareness of this very important program.

NP Preceptors Needed

Seattle University NP Students in their last quarter of the program need NP preceptors in Family, Womens, Midwifery, Peds, Gero. Summer Quarter: 6/20-8/14.

Hours: 240 hours over 8 weeks (3 days/week) or share a preceptorship with someone in your office. Please call or email: 206-293-4416

or <mailto:frothil@seattleu.edu>

Classified Ads

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”

Medical Aesthetics ARNP – Gig Harbor, WA

Gig Harbor MultiCare Healthy Reflections Medical and Day Spa is seeking on-call medical aesthetics nurse practitioners to support our client's desires to restore, rejuvenate or enhance their image through education, medical aesthetic procedures and products. This is the ideal position for a provider who wants to set their own work schedule. Candidates must be eligible for licensure & certification in Washington State. Email your CV to providerservices@multicare.org or fax your CV to 866-264-2818. Website: www.BlazeNewTrails.org. “MultiCare Health System is proud to be a drug free workplace”

Physiatry ARNP – Western, WA

MultiCare Health System seeks a certified ARNP with experience in rehabilitation and chronic pain to join an established physical medicine and rehabilitation program. Position focuses on medical management of patients on the Inpatient Rehabilitation Unit. This is a full-time 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"

Pain Management ARNP- Seattle, WA

Find what you're looking for at Pacific Medical Centers! We recognize that each patient is unique and every patient has a story. We celebrate the power and vibrancy of the individual patient, physician and employee. By respecting each person's character, interests and life beyond the walls of a medical facility we help our patients live their best lives!

We are seeking an experienced Advance Registered Nurse Practitioner with three or more years' experience in interventional pain. Additional background in psychology, neurology or neurosurgery would be beneficial. The successful candidate will have a proven track record of growth, learning, and self-development and work first hand with our board certified Pain Medicine Anesthesiologist, Dr. Marshall Bedder based at our First Hill Clinic. The Pain Medicine clinic features state-of-the-art equipment and innovative procedures and is focused on providing interventional pain management for chronic pain patients. Specific responsibilities include:

- * Assist physician with outpatient consults
- * Perform routine outpatient follow-up visits
- * Coordinate patients sent to the clinic solely for image-guided pain management procedures
- * Provide patient and family education
- * Perform basic office procedures such as joint and trigger point injections
- * Program spinal cord stimulation systems
- * Participate in call schedule

NOTE: This clinic rarely performs inpatient pain consults or procedures. Medication refills are a very small part of the practice volume.

Requirements include a Washington ARNP license, DEA certification and a minimum of three year's clinical experience. Our complex and diverse patient population requires a compassionate, flexible and self-motivated individual with demonstrated clinical judgment and in-depth practice experience.

PMC Highlights: • Cohesive multi-specialty group of 150 providers, 25 specialties • 10 service locations • Supportive environment • On-site C-Arm Fluoroscopy unit • On-site lab, pharmacy and diagnostic imaging • Financially sound and growing organization • Competitive pay and excellent benefits to support and enhance a lifelong career.

Seattle offers breathtaking scenery, performing arts, exquisite dining, world-class shopping, quality schools and unique attractions. Factor in outdoor recreation over four seasons plus no state income tax, and you will have found what you're looking for!

Contact Deborah Akins, Medical Staff Recruiter for more details: Toll Free 1.888.901.1122 Email DeborahA@pacmed.org

**Background checks, drug screen and influenza vaccination or proof of immunization will be conducted on all candidates selected for this position. **Pacific Medical Centers is an equal opportunity employer.

Gero Psych ARNP- Tukwila, WA

Highline Medical Center is seeking an energetic, Gero Psych ARNP for it's busy, outpatient Gero Psych practice. This opportunity is a .8 FTE opportunity with the potential to move to FT.

Work in a collaborative outpatient practice setting that values the work you provide to our patients. We offer a competitive base salary plus RVU bonus incentive. We also offer a sign-on bonus and good benefit package.

If you are seeking an opportunity where you can make a difference in patients' lives, THIS IS FOR YOU!

Located just 20 minutes from downtown Seattle and the shores of Puget Sound. The Seattle area is consistently rated as one of the best

places to live.

Please send your CV, references and letter of interest to gmumma@highlinemedical.org or fax to 206-244-0505

Oncology ARNP per diem - Bremerton, WA

Harrison Health Partners Hematology Oncology has an outstanding opportunity for an experienced oncology ARNP to provide services at its busy and expanding Poulsbo and Bremerton Clinics. Providing service for over 25 years, this practice provides superior patient care, an exceptional work environment for dedicated professionals, many opportunities to contribute, and many learning and professional development opportunities. HHP offers very competitive compensation. Candidates should apply at www.harrisonmedical.org/employment and can learn more about Harrison oncology at www.harrisonmedical.org/oncology/home.

ARNP Practice for Sale - Seattle, WA

Successful independent NP practice of 12 years that contracts with two well-established wound care centers desires to sell the business to a Geriatric, Adult, or Family Nurse Practitioner. One clinic is located in Seattle, the other in Arlington. Outstanding opportunity to practice independently and own your own business that provides an excellent income. For more information call 425-275-7629 or email olym-picarnp@comast.net

CE Opportunities

UW Health Care and Social Work Certificates

Advance your skills, expand your network or earn contact hours and CEUs. UW Professional & Continuing Education offers the following certificate programs: Gerontology (online), Geriatric Mental Health (classroom), Medical Management (classroom), Psychological Trauma: Effective Treatment and Practice (online & classroom), Integrated Behavioral Health (online), and Infant Mental Health (classroom). Visit our website for full descriptions and start dates: www.keeplearning.uw.edu.

Legislating Pain Care: How Washington State Bill 2876 Will Affect Your Practice

Saturday June 18th. Sponsored by UW School of Medicine If you have questions about the course, contact Greg Terman at: gwt@u.washington.edu

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 Nov/Jan/Mar/May 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. Sponsored by NP Central.

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 man in his seventies was walking down the street when he encountered an old friend of his who was accompanied by his wife.

"Hey, you two. Good to see you," he hailed, and shook hands. "Harry you look terrific. Tell me, anything come of that diagnosis that you might have Alzheimer's?"

"Ben, I've been going to this new doctor and he's given me some experimental medication to go along with some physical therapy. And it's worked wonders. I'm completely cured!"

"Harry, that's great news. What's this doctor's name?"

Harry frowned for a moment. "Ben, what's that flower called? You know, it's usually red, and has a long stem, and thorns?"

"You mean a Rose?"

Harry nodded and turned to his wife. "Rose, what's that doctor's name?"

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 and Continuing Education Ads of less than 66 words are \$45, of 66 to 130 words are \$75, 131-180 words are \$105, and greater than 181 words are \$175. Position Available Ads are priced per insertion. 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, more

than 130 words are \$175. Ad Inserts are \$750 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, #230, Kent, WA 98031. Phone 253.852.9042. Fax 253.852.7725. Email care@nurse.net.

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