



The Nursing Workforce And The Need For Innovation

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“The dogmas of the quiet past are inadequate to the stormy present.

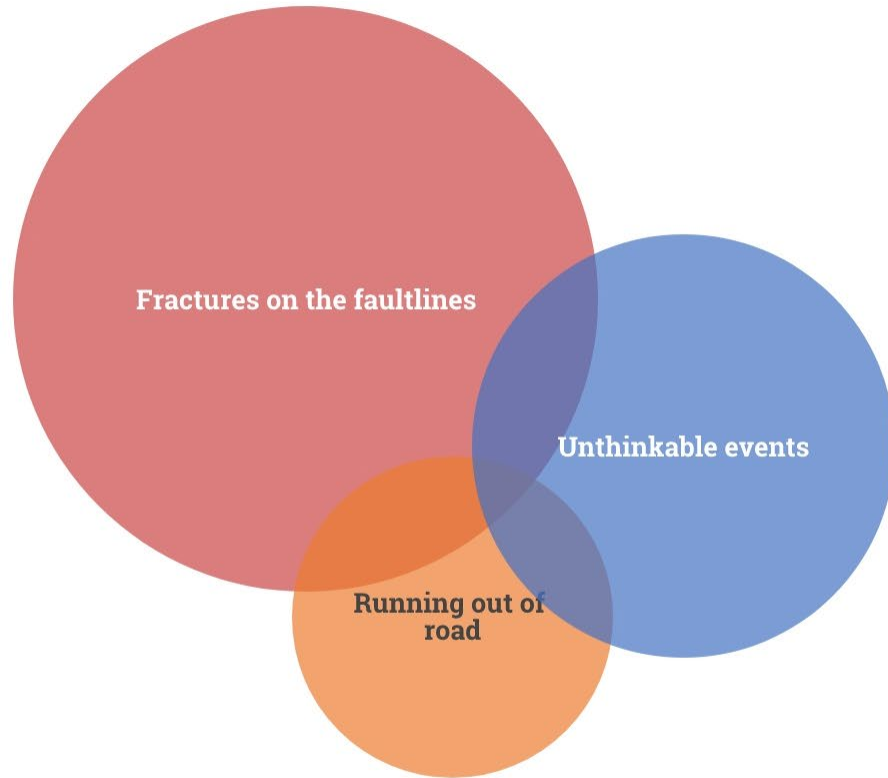
The occasion is piled high with difficulty, and we must rise **with the occasion.**

As our case is new, so we must think anew and act anew. We must disenthrall ourselves, and then we shall save our country.”

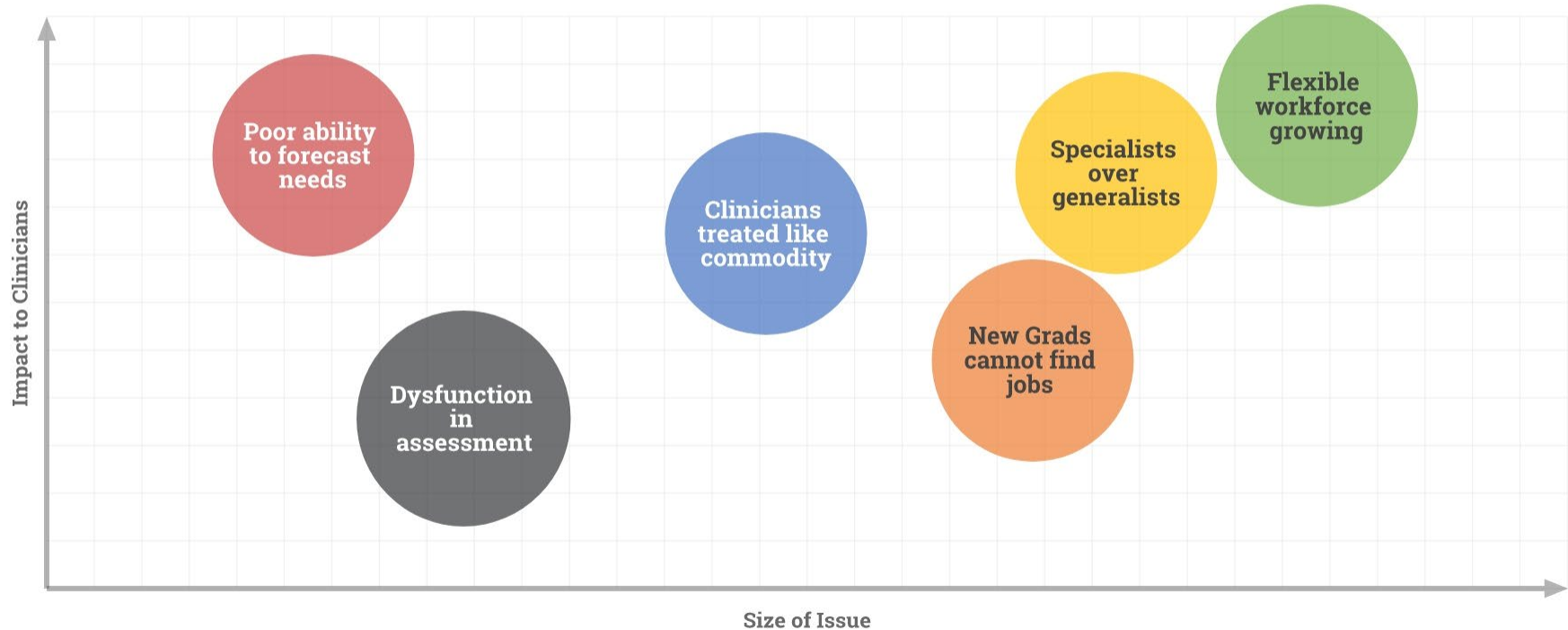
--Abraham Lincoln

Catalysts of Change in Markets

The market and the product are not in perfect alignment



Fractures on the fault line- The Nursing Shortage



Unthinkable Events



**Challenge our
assumptions**

**Force adaptation despite
past restrictions**

Running Out of Road



200,000+

Open nurse roles
every year through
2029



**ROAD
ENDS**

Up to a year
to orient a
new nurse



**Technology
not
embedded
in nursing
school**

DE LOREAN

A dark blue night sky filled with numerous stars of varying brightness and colors, including some prominent blue stars. The stars are scattered across the frame, with a slight concentration in the center. The entire image is framed by a solid blue border.

This is our Blockbuster Moment!

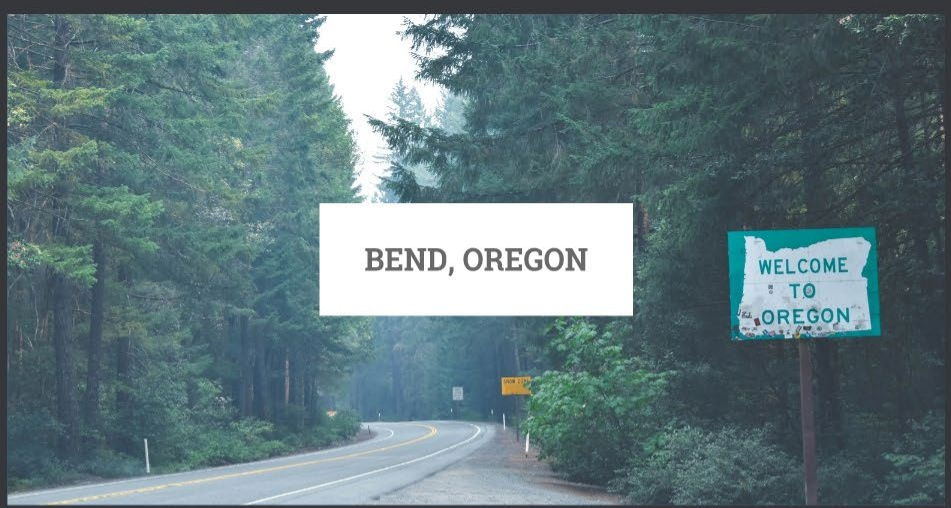
not.....

BLOCKBUSTER



BEND, OREGON

WELCOME
TO
OREGON



Unsuccessful at Adapting

The Fatal Flaw:

**Blockbuster doubled
down on the past**



New Entrants Shifting the Landscape



Amazon

Leveraging data and supply chain



Google

Everything Big Data



Apple

Wearables and Privacy



Walmart et al.

Partnerships to Challenge the Market



Nursing: The Current State

- **50% of nurses have worsening mental/physical health**
- **Workplaces that support wellness = 9x nurses quality of life**
- **Shorter shifts = well nurses**
- **29%= Depression symptoms**
- **37% = Anxiety**
- **78% = Stressed**
- **1/3 = increased ETOH**
- **22% = Exercise 150mins per week**



**Leaders are Deviation
Amplifiers**

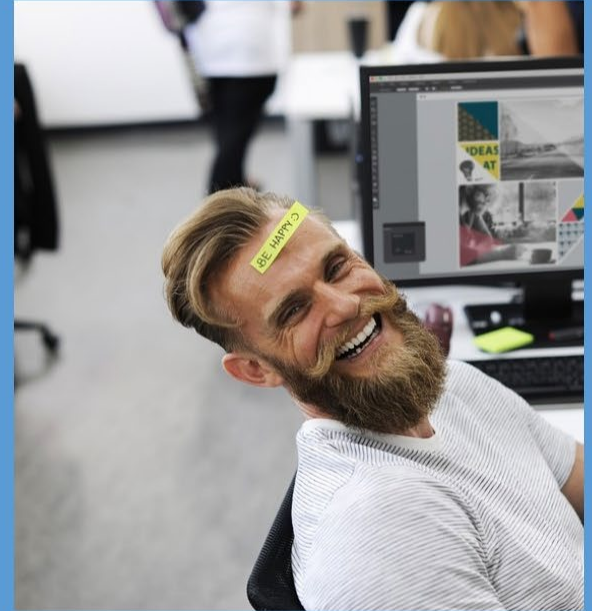
Culture Clashes are a Cue to Change



Policy Restricting Information Access



Training Methods Not Matching Practice Environment



Work is Flexible, Mobile, and Tied to Passion not Pension

Disruption Sources

Education

Learning Science Shifts

Workforce

Shortage + Flexible +
Expectations

Education is Changing

**Interleaved
Learning**

**Technology
Enabled
Education**

**Access to
Content
for Free**

**Active
Team Based
Learning**

**Fully
Integrated
Curriculum**

Workforce Is Changing

**“You will
never ever
ever be fully
staffed ever”**

**Skill
Determines
Assignment**

**On Demand
Workforce**

**Transition to
Practice
Requirements
Needed**

Supporting Clinicians

Workplace Wellness

5x improvement in better sleep
16x improvement in better eating

Shift Length

12 hours negatively impacted nurses health, wellness, sleep, mental health

Flexibility

Flexibility and customization of work to life
Skills and Competency based employment models

Transition to Practice

90% Retention
Need true academic practice partnerships
Move beyond NCLEX Metrics



Where to Focus Innovation Efforts

**Nurse Managers are Barriers to
Change**

ex: Teach Change Science

**Post-it Notes
and
Hack-a-thons
are not the
answer**

**Standardize
Clinical
Competency
and
Credentialing**

**Embedding
technology
enabled
decision
making as a
core of our
practice**

Innovation must be evidence based

ex: American Nurse Foundation

Individual Innovation

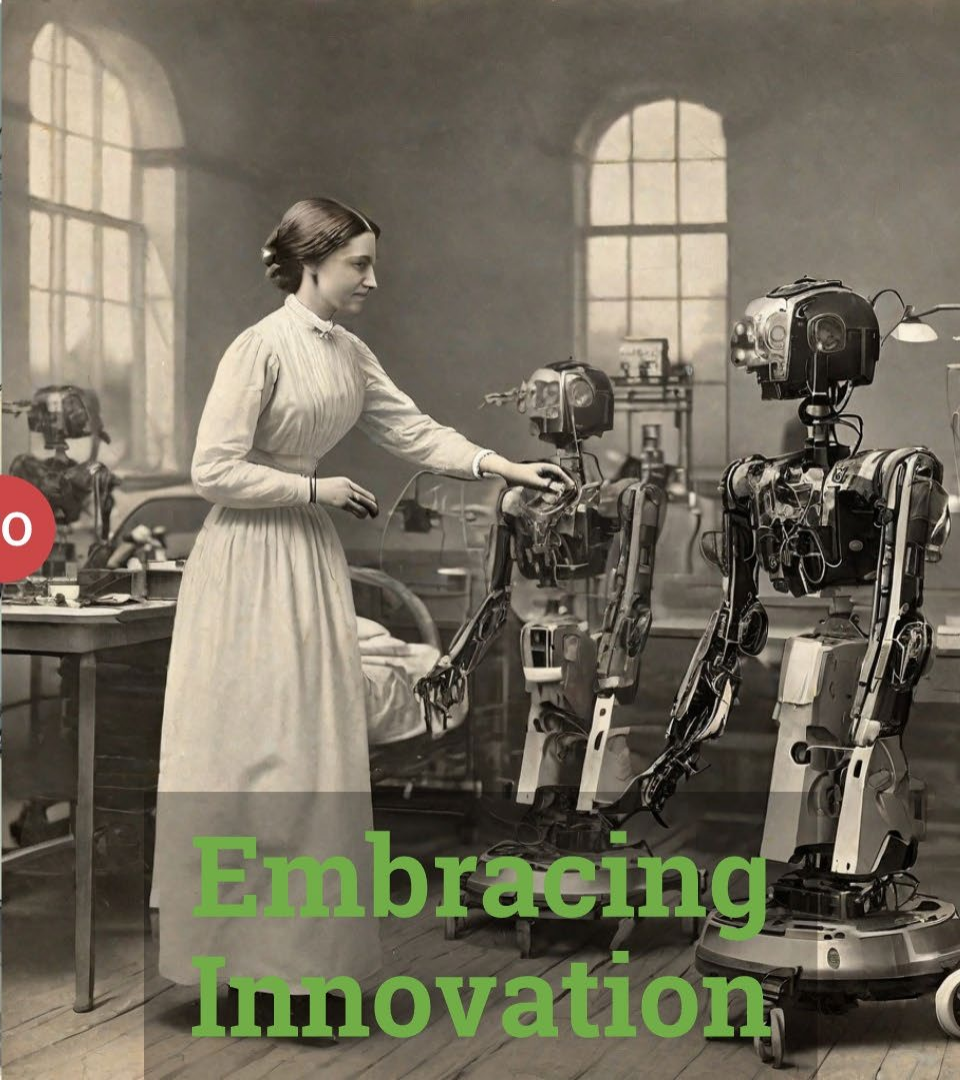
**You Don't Need to be an
Innovator to Lead Innovation**





Fear of
Change

TO



Embracing
Innovation