

The Contribution of Nursing to Communicating and Caring: The Future of the Profession

Margaret Maher McGuire

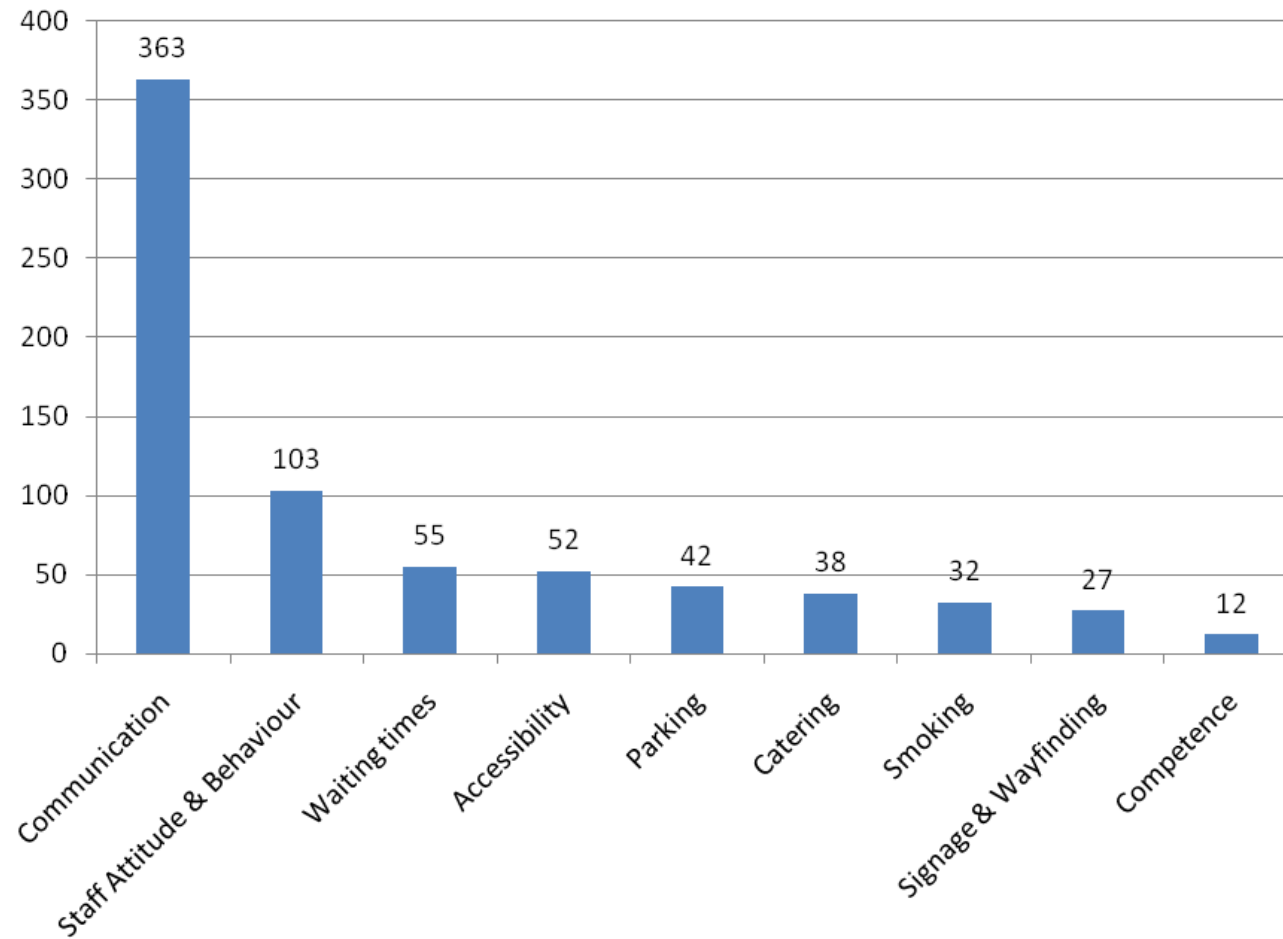
What matters to me

- My family
- Patients and quality of their care-essence of care
- Staff and colleagues
- My profession
- Keeping things simple
- Respect and mutuality
- Candour
- Learning and getting better

What matters to the Patient/Family

- Get to know me and my family
- Spend time with me/family – make me feel important
- Give me the information, care and attention I need
- Listen to me, talk to me, tell me - **COMMUNICATION**
- Walk my path with me
- Professional but caring
- Give me confidence and assurance
- Don't make me feel a burden
- Treat me as an individual
- No surprises... tell me what happens next

Essence of Nursing is care and compassion: Fundamental skill is communication GGC feedback



What matters to you

- Same as me
- Work/Life balance/fear of burnout
- Workload/Staffing/skill mix
- Evidence based quality care
- Professional respect and mutuality
- The team
- Treated as an individual

Reality of Practice



Your greatest skill- communication

- The most underrated, under developed, under described and under managed skill.
- *If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.*

Winston Churchill

Person Centred Care – two sides of the same coin

- Listening and responding to **our patients and carers**
- Valuing, understanding learning and improving from what our patients and carers tell us – manage adverse events
- Listening and responding to our **staff**
- Valuing, understanding learning and improving from what our staff tell us

Person Centred Care

- What matters to me
- Behaviours
- Communication
- Handling complaints and feedback
- Duty of candour
- Equal part of the team
- Respect and value

Mind the Gap- Transitions

- On admission - relatives.
- Discharge from ICU: for patients, relatives and with ward staff.
- Who is the lead professional – who takes grip and co-ordinated to ensure effective communication with family and community services?

Discharge Home...out of your hands- or is it?

- Survivorship-fatigue, physical/psychological issues.
- Rehab and follow up
- But more than just about the ICU experience
 - Survivorship
 - AsPIRE

A Different Breed!



Career Pathway– NES Post Registration Career Development for NMAHPS

- Level 5 – Practitioner
- Level 6 – Senior Practitioner
- Level 7 - Advanced Practitioner
- Level 8 – Consultant Practitioner
- Level 9 – More senior staff

NES Career framework- pillars of practice



NES Career framework- pillars of practice



Bigger picture and unintended consequences

- Clear professional, clinical and academic pathway
- Critical care nurses working to the top of their licence but NOT just all about the skills
- Nub of this is the ability to make complex decisions and act on them. Easier to decide to do something than nothing!!!!
- Must be the holistic care model-
- Succession planning
- Professional isolation??

The care context and environment

- Structures
- Demographics
- Expectations
- Evidence
- Improvement
- Education and research
- The team
- Economics
- NMC pre registration education review

My gripes

- Generically using term nurse
- Patronising descriptions and behaviours
- Attempts to demonstrate added value of a nurse – why???
- Lack of motivation and professional drive/ambition
- Nurses who want to be mini doctors

Confidence

- Ask the right questions
- Never be afraid to say you don't know or admit you are wrong
- Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations.
– **Steve Jobs**

Thinking like a Freak

Steven D. Levitt and Stephen J. Dubner 2015

- Ignore boundaries
- Learn to say “**I don’t know**”—for until you can admit what you don’t yet know, it’s virtually impossible to learn what you need to.
- **Think like a child—because** you’ll come up with better ideas and ask better questions.
- Find the **root cause of a problem**—because attacking the symptoms, as often happens, rarely fixes the underlying issue (*the row is new what the row is about!*)’
- Incentivise people, but don’t manipulate them.
- Get your garden to weed itself, learn to persuade people
- Learn to appreciate the upside of quitting—because you can’t solve tomorrow’s problem if you aren’t willing to abandon today’s.

Fundamental of Care

- Back to Basic's
- Play to your strengths – Bob Torrance
- Patients and Carers can expect all staff to....
- To successfully work in partnership with patients and carers we (nurses) **MUST** ensure they have confidence in our profession to deliver the services and the care they require

Be proud and share your success

I have had a larger responsibility of human lives than ever man or woman had before. And I attribute my success to this:—I never gave or took an excuse. Yes, I do see the difference now between me and other men. When a disaster happens, I act and they make excuses

(1861 letter was sent from Nightingale to Miss H. Bonham Carter)

Get the basics right and keep things
simple...

Focus and simplicity. Simple can be harder
than complex; you have to work hard to get
your thinking clean to make it simple.

Steve Jobs

Getting better

- Broken window theory
- Learning and spreading

Time to strategise – intelligent inactivity



“I don't have time to see any crazy salesman; I have a battle to fight.”

What the future holds!

- Role
- Image
- Status
- Professional tensions - assertiveness
- Revalidation
- Governance

What the future holds!

- Clinical /Research/academic
- Advanced Practice
- Mutuality
- Changing care context, responsibilities and accountabilities.
- Multiagency – health and social care
- A profession to be proud of...

Key messages

- Be good and loyal to your nurse colleagues
- All about the patient /family/carers
- Professional and clinical leadership and grip
- Clinical and Care Governance
- Keep improving and getting better
- Know when good is good enough
- Be proud, confident, caring and compassionate but above all be tenacious remember who you are!
- Keep things simple
- Go with your instinct!

In the driving seat

- Critical care nurses holding the ring on communication and care throughout care episode and critical to the whole care experience and after.
- Beacon for the profession – stay shining!