

NURSING CARE AT MARTHA JEFFERSON

EXCELLENCE IN NURSING

Nurses are at the heart of Martha Jefferson's high standards of patient care. Martha Jefferson Nurses are among the Hospital's highest and most urgent annual philanthropic priorities.

Committed to attracting, retaining and supporting our vitally important healthcare workforce, Martha Jefferson is investing philanthropic resources in nursing education, research and professional development in coming years. Designed to address critical nursing shortages, increase the number of Martha Jefferson nurses prepared with advanced degrees and support specialty certifications for new and expanded medical services, Martha Jefferson's Nursing Leadership has developed a core program for nursing advancement that ensures Martha Jefferson is prepared to meet the healthcare needs of our community and is a preferred employer.

With construction and planning progressing rapidly for the move to the new hospital in 2012, new and increasingly acute medical services slated to be added each year and the need to proactively address nursing shortages that are projected to have significant impact on healthcare availability and quality nationwide, the urgency has never been more compelling for philanthropic support of nursing at Martha Jefferson Hospital.

GIFT AND NAMING OPPORTUNITIES:

- * \$2,000 funds our new graduate nursing retreats supporting our stellar new graduate retention rates;
- * \$30,000 funds an associate degree nurse (RN) to obtain his or her baccalaureate degree (BSN) in nursing, a factor proven to improve patient outcomes;
- * \$5,000 funds our annual *Week of the Nurse* in May to support retention and recognition of our nursing staff;
- * \$10,000 funds our annual Nursing Staff Development Days Continuing Education conference—available to our entire nursing team;
- * \$100,000 funds our Clinical Ladder program for one year – an incentive and advancement program recognizing and supporting skill development and professional patient-centered practice of nurses;
- * \$50,000 funds our Clinical Simulation and Learning Center for one year;
- * \$3,000 funds nursing certifications for one unit – specialty certification by unit through national certifying organizations;
- * \$15,000 funds nursing research fellowships for one year;
- * \$40,000 funds the recruitment and orientation for one nurse.

☞ For more information, visit our Web site at www.njhfoundation.org ☞