From the Stroke Desk

Welcome to 2014, we hope that this is a good year for your organization and we look forward to working with you!

The highlight of February will be the American Heart Association / American Stroke Associations, International Stroke Conference on February 11-14. The conference will take place in sunny San Diego, California (thank you!).

Follow HFAP on twitter @HFAPquality for up to date information about the sessions.

In November we featured an article on Depression Screening so we will be at the Nursing Symposium on Tuesday starting the first session with burning issues surrounding depression and stroke. This will be followed by Transitions of care and essentials of standard clinical practice and stroke care development.

Concurrent to the Nursing Symposium, this year there is an Emergency Care Symposium! Quirky headliners include: A wolf in sheep’s clothing; Stand by me; Not tonight, I have a headache; Are you up to snuff?!; and Big brother is watching!

Pushing forward to the conference itself, there seems to be a theme around the importance of lifestyle risks and comorbidities, such as obstructive sleep apnea. While there is an emphasis on the basic, clinical and translational sciences, they appear to go into some pretty high level dialogue about how science has evolved toward a more sophisticated understanding of stroke pathophysiology, prevention and treatment.

HFAP Meet-Up in San Diego, CA.

There are several HFAP stroke centers attending the conference, if you or a representative from your organization are interested in a ‘meet-up’ send me an email at tpoland@hfap.org and we will keep you informed of events.

Spotlight on HFAP

Published in Becker’s Healthcare next month is a white paper on the need for support of Stroke Ready Certification. This paper was inspired by the American Heart Association / American Stroke Associations latest publication on “Formation and Function of Acute Stroke–Ready Hospitals within a Stroke System of Care: Recommendations from the Brain Attack Coalition”, released in 2013. For a copy of the white paper, email stroke@hfap.org.

The Need for Support of Stroke-Ready Certification in Rural United States: An Overview

Stacey Lang (RNS, BSN), Therese Poland (RN, BSN, MSN), Laura Owens (RN MSN MA MBA CCRN CRRN).

Improving patient care, along with morbidity and mortality outcomes is a challenge for acute stroke care in the rural sector. However, having partnerships through a hub and spoke model provides rural hospitals with access to resources, specialists, protocols and essential clinical support. Partnerships with Primary and Comprehensive Stroke centers facilitate continuity of care from the rural setting to higher levels of care, creating optimal patient outcomes and reducing clinical risk.

Primary and Comprehensive Stroke Certification programs in urban areas has unequivocally demonstrated improved patient outcomes. Stroke Ready Certification has been recognized by the Brain Attack Coalition as essential for the rural setting. Certification is a formal process that provides an objective assessment, based on recognized standards of care that include the requirement to collect and submit measures. Stroke Ready Certification compliments existing stroke frameworks, thereby providing a structured and integrated care delivery approach for managing acute stroke patients in the rural setting.
RN Certification Programs 2014

Neuroscience Nursing Certification Review Course
21.5 contact hours, February 10-March 27, 2014.
Gannett Education - Intensive CE Series. Monday, February 10, 2014 at 1:00 PM - Thursday, March 27, 2014 at 8:00 PM (EST).
Register online: Gannett CNRN.

Stroke Certified Registered Nurse Exam Review Course (SCRN). Hosted by AANN.
Two day event: February 18 and 19, 2014.
Location: Joseph Medical Center, Kansas City, MO.
Information and CNRN Registration.

Certified Neuroscience Registered Nurse Exam Review Course (CNRN). Hosted by AANN.
Two day event: March 21 and April 4, 2014.
Location: University of Maryland St. Joseph Medical Center, Towson, MD.
Information and SCRN Registration.

Certified Neuroscience Registered Nurse Exam Review Course (CNRN). Hosted by MedED.
Two day event: May 1 and 2, 2014.
Location: Maimonides Medical Center, Brooklyn, NY.
Information and SCRN Registration MedED.

Certified Neuroscience Registered Nurse Exam Review Course (CNRN). Hosted by Allegro Reviews.
Two day event: Various dates & locations.
Information and CNRN Registration Allegro.

ABNN Exam Application Deadlines
Applications for each exam window must be submitted by the ABNN Office no later than 5:00pm CST.


October Exam Window: Wednesday, October 1–Friday, October 31, 2014; Application Deadline: Friday, August 15, 2014.

Education Opportunities

Practice with Purpose & Passion March 8-11.
The American Association of Neuroscience Nurses (AANN) is conducting the 46th Annual Educational Meeting in Anaheim, California. The theme is "Practice with purpose & passion", during the conference we will explore the challenges and celebrate the achievements of neuroscience nursing. For more information, visit the AANN website at: AANN Annual Education Meeting.

Grants and Funding

NNF announces research grant for AANN Members
Deadline for application is Feb. 10, 2014. This grant is funded to the Neuroscience Nursing Foundation (NNF) by the Integra Foundation and restricted to current members of the American Association of Neuroscience Nurses (AANN). This grant is designed to provide funding to support foundational work for significant research that will have the potential to change the impact of neuroscience nursing on patient care and patient outcomes with the potential to help AANN neuroscience nurses implement evidence based changes in their practice setting. Grant request must not exceed $8,600.

For further information and application form go to www.nnfoundation.net and then to the Grants / Scholarship menu.

American Heart Association: Midwest Affiliate

Community Innovation Grant applications due 2/14/14.
The purpose of the Community Innovation Grant initiative is to improve the cardiovascular health of the communities we serve and help us achieve the American Heart Association’s mission to build healthier lives, free of cardiovascular diseases and stroke. See document attached for more details.

American Heart Association: Go Red!

Multicultural Sponsorship Fund applications open.
The purpose is to advocate the need for racially and ethnically diverse women in medically underserved communities. Visit: Go Red Scholarship.
How Does Your Website Fair?!  

Given the increase in competition that stroke certification has pushed out onto EMS and Emergency Departments, the time has come for you to get an edge on your competitors.

**Website**  

Compare your website with a local competitor.

Y N **Ask your team the following:**

- Starting on the home page, is there a quick and easy way to access information on neuroscience / stroke services (1-2 clicks)?
- Is stroke certification a feature?
- Is the current stroke certification logo on the website?
- Does the page articulate what stroke certification means in plain English?
- Is the information accessible and easy to read or do I have to look for it?
- Is the layout clear and pleasant to look at?
- Does this page give me confidence that this service will provide the best service?
- Do I feel like I have learnt something?
- Will I go to this service without reservation, to receive stroke care?

If you answered no to any of the above, then it's time to spruce up your page!

By including the above information on your webpage, you are educating the community on stroke and you are giving them confidence in your service.

They see the information on signs and symptoms, along with the stringent certification requirements and they are assured that if they (or a loved one) need it, you have it!

**Make it Engaging and Informative**

Completing a stroke risk questionnaire can leave the reader with the perception that they received something for nothing and it had value for them.

Fact sheets and resources provide the reader with information and contribute to the perception of credibility and value.

**Make it Personal**

The use of patient stories or links to vignettes’ of stroke survivors makes your service personal.

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**Get an Edge on Your Competitor!**

*<Name>* Hospital is certified by The Health Care Facilities Accreditation Program (HFAP) as a Primary Stroke Center. **What does this mean for patients?**

Care you receive upon entering our Emergency Department is at the **very highest level** for those who have a stroke.

In *<state>*, approximately five people die every hour from heart disease, stroke, or other cardiovascular condition, according to the *<state>*, Department of Public Health. In essence, time is critical because time lost is brain lost. We take stroke care serious and have the infrastructure to quickly assess, diagnose and treat stroke within time sensitive parameters.

Today, thanks to the certification of *<Hospital Name>* as a Primary Stroke Center, patients have immediate access to life-saving care which also means having the greatest chance of survival and of recovery. *<Hospital Name>* earned the prestigious certification seal from HFAP for Primary Stroke Centers, distinguishing it as an expert provider of emergent stroke care.

To be certified as an Primary Stroke Center, The HFAP conducted an extensive review of care at *<Hospital Name>*. and demonstrated the following:

- Hospital protocols and clinical practice
- Fast lab testing and neuroimaging 24/7
- Urgent access to a neurologist 24/7
- Designated stroke unit / ICU
- Specific stroke training and for all physicians, nurses, and staff
- Organized approach to quality care and continuous improvement.

Evidence shows that Primary Stroke Center hospitals have better patient outcomes. With excellent emergent stroke care provided right here at home, patients do not have to travel out of the area for these life-saving services.

**Links Include:**

- Meet our Team
- Signs and Symptoms of Stroke
- Treatment Options / Programs and Services
- After Care and Support
- Stroke Prevention
- Stroke Risk Quiz