

5 Ways You Can Use Nursing Knowledge NOW To Generate Revenue for Your Health Care Organization

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- 1.** Capture the energy from nursing relationships and add it to your **marketing** effort. The best marketing technique of all is patient satisfaction, and nursing care directly influences having satisfied patients.
- 2.** Nurses are first-line employees and spend more time with patients than anyone else. Use their information in your **management** decisions and **market research** to meet patient needs.
- 3.** Get nurses' input about priorities because **finances** are sometimes wasted on projects that don't fill a genuine need.
- 4.** Prevent litigation by reacting early to potential problems of **risk management**. Listen to what the nurses have to say.
- 5. Economics** is directly influenced by **psychology**. Use your nurses' knowledge of psychology to promote consumer demand.

What Nurses are saying about Nursing Knowledge

Question: What motivates you to learn new skills and information?

"I like to keep abreast of what's going on. New things have an impact on decisions."

"I like to learn and also have some reward: monetary and time."

Question: How long does it usually take for an employee idea to be put into practice?

"It can be problematic. Sometimes it takes forever to go through the proper channels - too many people."

"It depends on the idea. One idea that we shared was implemented immediately and adopted nation-wide."

Question: What helps you adapt to change?

"The problem-solving mode rather than the blame mode."

"A friendly environment and relaxed atmosphere where each person's views are listened to and respected."

Question: What type of environment makes it easy to collaborate with others and share your knowledge and skills?

"A collegial environment where my input is valued."

"When you have good resource people with excellent skills, you trust your colleagues more. One can learn and one can teach."

Some examples about the versatility of nursing knowledge:

EXAMPLE # 1: We Should Have Used Critical Paths 20 Years Earlier

Critical paths in healthcare were considered to be new in the early 90s even though the manufacturing industry has used them for many years. It is unfortunate that it takes a long time for useful information from other disciplines to be adopted by healthcare.

WHY

- Is it a lack of imagination?
- Do we think we are so unique that we can't learn from others?
- Should more people be cross-trained in business and other disciplines?

As you might recall, critical paths are daily timelines of ideal progress. Critical paths have been effective in reducing a patient's length of hospital stay.

EXAMPLE # 2: Yes! SOAP notes make excellent sales reports.

When I was a sales representative for a health-related company in the 80s, I needed to write sales reports. When deciding what format to use, I happened to think of SOAP notes, and wondered how they would work. As you know, SOAP notes are a type of medical report. The acronym SOAP stands for Subjective, Objective, Assessment & Plan.

The following example shows how SOAP notes can be used for both patient documentation and sales reports:

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how they would work. As you know, SOAP notes are a type of medical report. The acronym SOAP stands for Subjective, Objective, Assessment & Plan. Using SOAP notes for sales reports were the best ones that had ever been used.

Consider changing your perspective: It is natural for managers to want to enhance revenue and minimize expenses. Since nursing is one of the largest expenses, managers have tried to minimize it through staffing cuts and less expensive substitutions. Consider changing your perspective to recognize nurses as important revenue enhancers.