



Nursing First

AN INTRODUCTION


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Nursing First: An Introduction



Nursing First methodology is derived from the Virtual First tenets which provide an outcomes-focused framework aimed at transforming outcomes, patient experience, and staff experience through data-driven innovation. The tenets ensure success by focusing on key principles for reimagining and reinvention of healthcare leveraging data and digitally engaged transformation to create new standards, best practices, and removal of non-value add task.

By leveraging these tenets, **Nursing First** focuses on how organizations can achieve consistent excellence in care delivery while supporting and building trust and resilience among the nation's largest and most trusted professionals in healthcare – Nurses. **Nursing First** drives the most efficient use of all staff supporting nursing activities while eliminating non-value add tasks. Considering the widely known challenges faced by the nursing profession, **Nursing First** shifts the focus from recruitment and retention to outcomes.

Despite the efforts to remedy the situation, a survey by the American Nurses Foundation found that 52% of nurses are considering leaving their current position due primarily to insufficient staffing, workload demands are negatively affecting their health and well-being, and their inability to deliver quality care. Sixty percent (60%) of acute care nurses report feeling burnt out, and 75% report feeling stressed, frustrated, and exhausted¹. Additionally, the American Association of Critical-Care Nurses reported that 66% of acute care nurses have considered leaving nursing after their experiences during the pandemic. 92% of nurses believe the pandemic has depleted their careers and will cut their careers short².

Nursing First's proven methodology can address decade old challenges by building resilience among nursing personnel, improving patient care quality, building trust and camaraderie between patients and nurses as well as bridging capacity gaps in today's changing healthcare landscape.

Nursing First Mindset

Building Resiliency, Quality and Capacity
in a Changing Healthcare Landscape

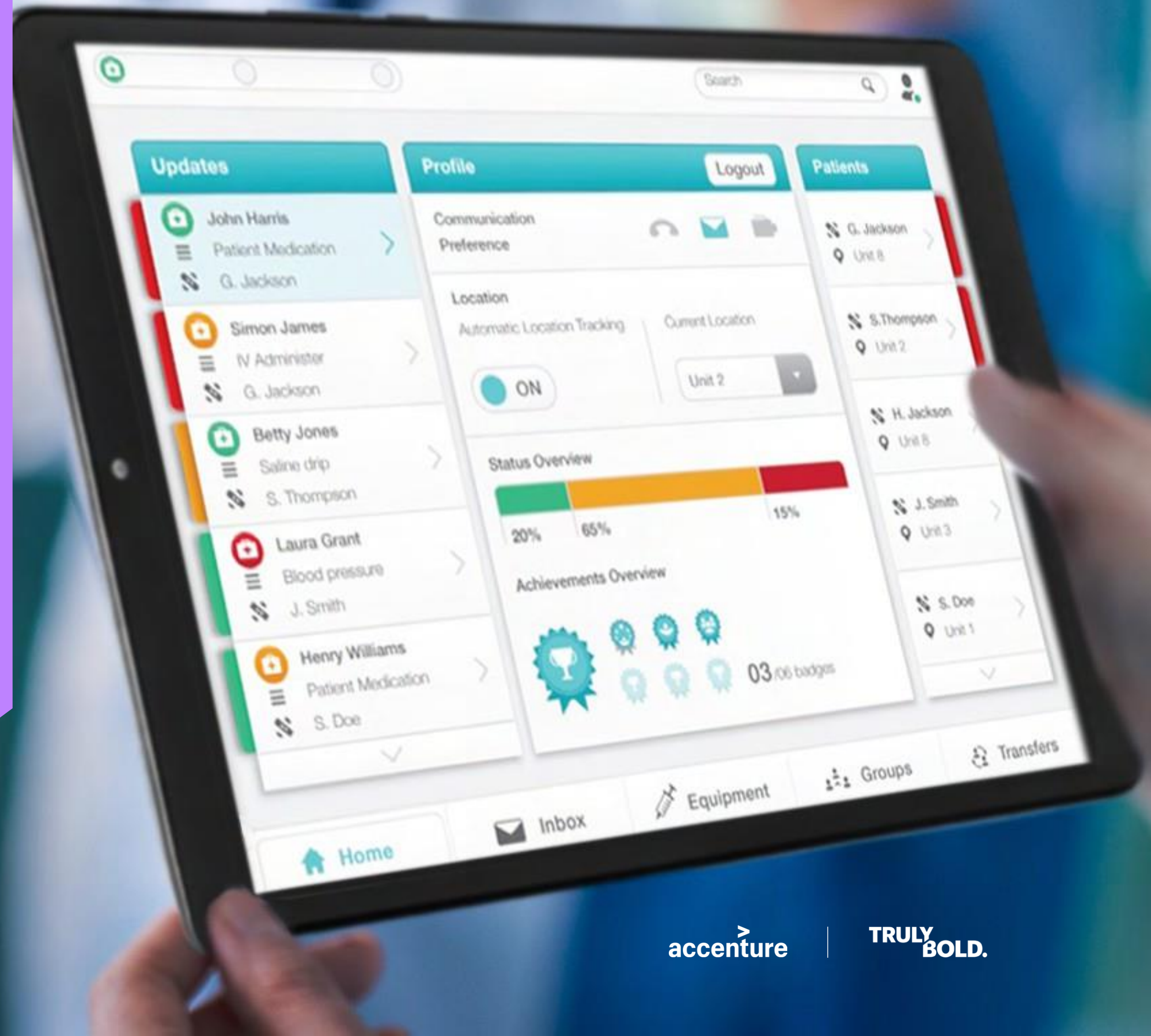
The aim of **Nursing First** is to create an incredible experience for patients by better supporting nurses to practice at the top of their license through a nurse-led care delivery model redesign which fundamentally and sustainably resolves the challenges faced across the nursing profession while embracing applicable technologies. This approach directly involves nurses in creating new ways of working which ultimately empowers them to operate in a professionally safe and supportive environment, elevating the patient care experience, and drive the necessary policy and behavioral changes required for continuous improvements.

Serious consideration and commitment must be given to the most critical resource in healthcare – Nurses – first, by reimagining the core that enables effective, safe care delivery: communication and coordination. Care communication and coordination issues among nurses in acute or critical care settings are well documented. A day in the life of a nurse is full of critical patient care activities that occur at various frequencies with added layers of constant interruptions, locating supplies, valuable time is spent waiting on other team members with communication coming from every direction through various modes. By addressing this crucial and fundamental aspect of care, **Nursing First**-focused organizations can begin a journey towards building a resilient workforce and embracing the creation of new standards, processes, and practices to reimagine care delivery without losing focus on achieving better patient outcomes.



Nursing First Approach

Reimagine New Care Delivery Possibilities with MyAction Hub



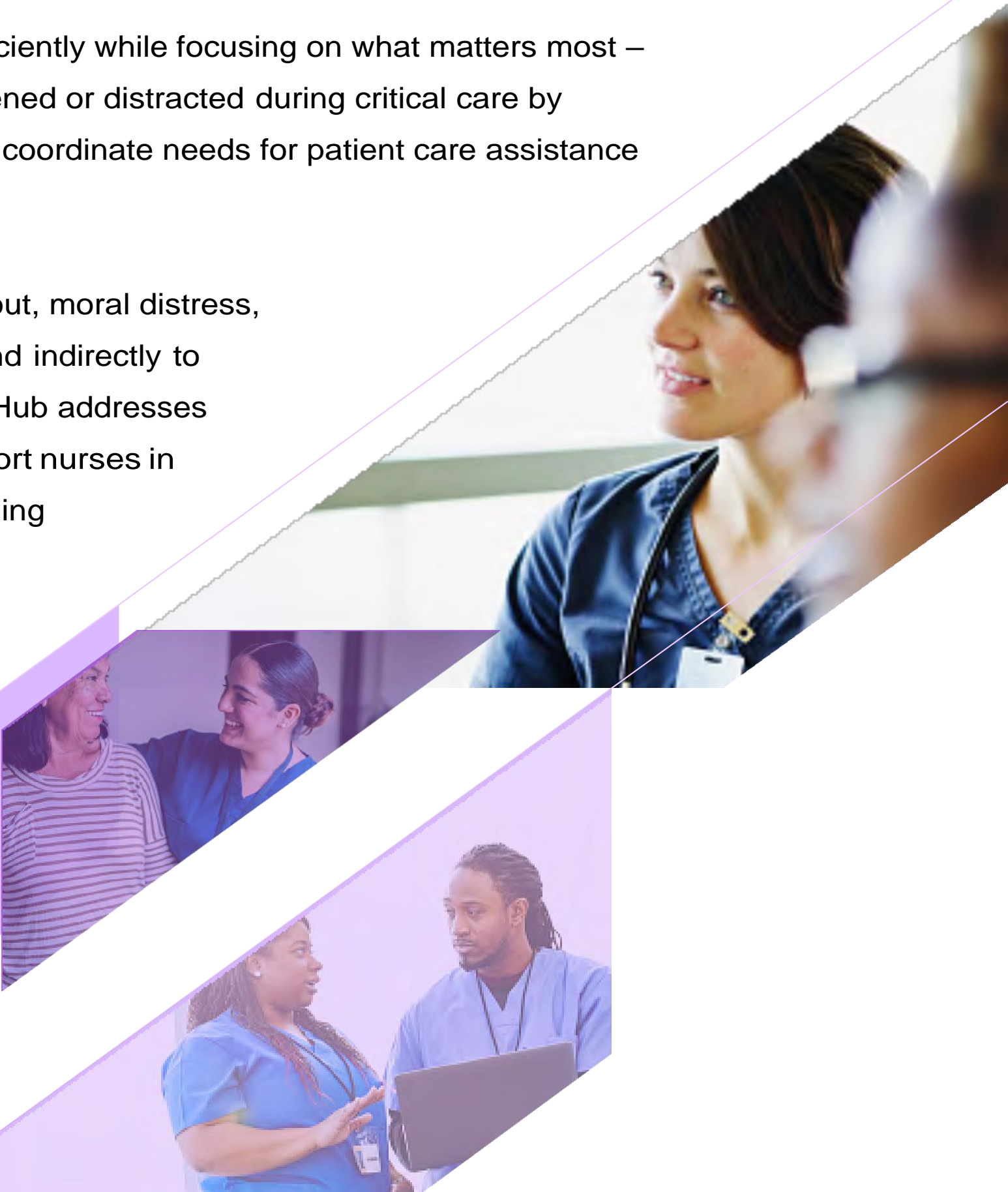
MyAction Hub is what they need as well as the ability to address organizational communication and coordination needs. It provides an interactive view of current activities and ability to improve teamwork. It provides a solution, not just more technology that often worsens communication, coordination, and efficiency. **Nursing First** and enabling technology assists in the identification of new opportunities to re-envision and co-create workflows for greater efficiency and effectiveness. The outcomes of the **Nursing First** Approach enable every nurse to have visibility into new ways of working right in the palm of their hands and leverage on-demand support from virtually-located colleagues through our patented technology – MyAction Hub.

MyAction Hub was co-created with nurses to support new ways of working and task allocations. It provides each nurse with a real-time and clear understanding of who and what they are responsible for, and what other professionals or resources they can rely on when delivering care, including a Virtual Nurse colleague. Its use eliminates gaps in care communication and collaboration. MyAction Hub enables nurses to access meaningful and relevant information readily available at any point in time at the palm of their hands so they can focus on a specific task without distractions, seek assistance from their virtual colleagues when needed and ensure their current focus and location are known to other care team members, leading to safer, better quality of care, satisfied patients and more fulfilled and focused nurses.



MyAction Hub is every nurse's personal pocket assistant helping nurses navigate through their busy day efficiently while focusing on what matters most – The Patient. Along with redesigned task allocation and processes, it removes the feeling of being overburdened or distracted during critical care by activities like medication administration. The nurse can leverage MyAction Hub to clearly communicate and coordinate needs for patient care assistance with their Virtual Nurse colleagues.

Additionally, nurses' well-being is an often-overlooked critical element of care delivery. Nurses report burn-out, moral distress, compassion fatigue, psychological safety, resilience, and workplace stress, which all contribute directly and indirectly to poor care communication and coordination. The **Nursing First** Mindset & Approach supported by MyAction Hub addresses nurses' well-being through a built-in positive behavioral change feature that leverages gamification to support nurses in communicating clearly when they need support, signaling to the Virtual Nurses to step in and assist by adding a human touch. MyAction Hub displays visible reward badges to nurses for following the processes thereby creating greater awareness of how their actions positively or negatively impact others. It also provides insights into nursing leaders where additional support may be needed for identified nurses leading to greater adoption and sustainment of the new ways of working.



Bringing Nursing First to Life

The **Nursing First** Mindset & Approach supported by MyAction Hub, as described above, highlights how future-focused health organizations can achieve tangible transformation of their nursing departments across the care continuum to quickly respond to these challenges and be better positioned for the future of healthcare demands, while holding on to their most valued human resource.

To begin the Nursing First journey:

1

Start with a Nursing First Mindset:

Nursing leadership, bedside nurses, ancillary health personnel, and health administrators must be engaged and committed to reimagining more effective, efficient, and sustainable nursing care delivery focused on improving outcomes and workforce resilience. Shift away from current ways of doing things towards an open mindset to discuss and assess new possibilities of care delivery by asking critical questions about the current process: Is the work creating value for nurses? Can the work be done differently and more efficiently? Can a Virtual Nurse do the work? Can it be automated, or can it be eliminated?

2

Develop a Nursing First Approach:

In a dynamic environment, co-create new processes and models of care delivery grounded on improved care communication and coordination processes which will include team-based staffing, consultation support, leveraging the tenets of Virtual First. Define and begin to measure the value in the new care model beginning with proven outcomes across 40+ nursing care delivery activities.

3

Leverage MyAction Hub

Support the new mindset and approach with a patented technology that is designed for nurses by nurses to drive adoption of the new care model, provide clarification to define who in the care model, is doing what/when, and how they will meet those expectations while adding a Virtual Nurse to provide additional support to reduce workload burden on bedside nurses.

Nursing First Outcomes

Our Experience + Your Commitment =
Endless Possibilities

At Accenture, we have worked with our clients to achieve great outcomes through our **Nursing First** offering. Examples of outcomes include but are not limited to:

Nurse Retention, Recruitment & Coordination

Retention. The implementation of **Nursing First**, particularly in medical/surgical settings, can reduce nursing turnovers and increase retention by 73% amongst nurses and up to 55% across various roles within an inpatient department because of eliminating non-value tasks and redesigning care delivery models.

Recruitment. Successful **Nursing First** implementation involves co-creating and co-developing new ways of working with department nurses. Their involvement brings a solid perspective on which tasks and activities are best suited for redesign. Engaging nurses ensure they fully understand the critical roles they play in redesigning the care delivery model in this era of technological advancements and begin to see opportunities to gain new skills by becoming a Virtual RN within their organization. Virtual Nursing positions can attract over 75 applicants per vacancy.

Communication & Coordination. **Nursing First** requires the right use of technology that does not impede human interaction but rather provides enhanced capabilities for seamless coordination between virtual and bedside nurses. MyAction Hub streamlines access to meaningful and relevant information, ensuring it is in the hands of nurses, allowing them to focus on a specific task without distractions, leading to safer, better quality of care, satisfied patients, and more fulfilled and focused nurses.



Nurse Ratios and Staffing Improvements

Nurse-to-Patient Ratios. Clients that have embarked on early phases of **Nursing First** by addressing and reimagining at least 15% of nursing workflows and activities have seen the nurse-to-patient ratios increase from 1:4 to 1:6. Introduction of Virtual Nursing provides additional support to bedside nurses by removing burdensome tasks and allowing them to provide care to more patients comfortably. The collaboration and coordination between the virtual nurse and bedside nurse ensure greater patient safety and, more importantly, greater utilization of bedside nurses' time and attention.

Patient Observation & Monitoring. Patients that require continuous monitoring can put further strain on department staffing. One virtual Registered Nurse, LPN or CNA, can alleviate this constraint by supporting patient monitoring across various departments and for multiple patients. This approach can be achieved through a delivery center model across an enterprise which can further expand care and improve nurse-to-patient ratios.

Experienced Nursing Support. **Nursing First** implementation requires Virtual RNs to be experienced, great communicators and have solid evidence-based critical thinking abilities to adequately support bedside nurses and entire departments. The Virtual RN can provide mentorship, coaching, and supervision to bedside nursing and to new graduates, which has specifically been shown to increase safe patient care delivery, enhance retention and improve nurses' well-being.

3

Satisfaction & Patient Outcomes

Nurse Satisfaction. Only 20% of nurses reported feeling supported in their work environment in 2022 which has dropped from 24% reported in 2021³. Nurse satisfaction and well-being have a direct impact on patient experience. The **Nursing First** Approach alleviates physical and psychological demands current patient care delivery places on bedside nurses which allows them to prioritize their mental health and well-being to deliver safe, empathic patient care.

Patient Outcomes. Nursing ratios, well-being, satisfaction, working conditions and workloads are all directly linked to patient outcomes and experience. Poor management of these factors can lead to omission of care which can result impede patient safety and increase readmission⁴. **Nursing First** supports nurses to operate at the top of their license and minimizes missed care because of unmanageable workload.

Family & Colleagues. With the reallocation of tasks and activities to Virtual Nurses, nurses can interact with and engage the patient's families and caregivers in a meaningful way. This allows for greater collaboration with the patient's care team and nurses can have a voice as a patient advocate.



Benefits & Clinical Outcomes

Direct: Introducing **Nursing First** and redesigning care delivery models can achieve significant cost savings per inpatient nursing departments and greater savings with introduction of delivery center models. Early adopters of **Nursing First** strategies can achieve expected cost savings of over \$1M+ by shifting and augmenting at least 15% of their nursing tasks including increased revenue, cost savings while achieving a reduction in patient mortality, length of stay and readmission.

Indirect: As highlighted above, prioritizing nursing well-being yields significant direct and indirect benefits in addition to reduction in patient care omissions, falls & injuries, medication and wound management, etc. because **Nursing First** offers greater oversight on patient care management and better coordination with bedside nurses on critical activities required to elevate patient safety.

The **Nursing First** Mindset & Approach supported by MyAction Hub can fundamentally and sustainably transform nursing care delivery models by addressing care communication and coordination challenges that will be enabled by adopting new ways of working that will empower clinical nurses to operate in a professionally safe, nurturing, and supportive environment thereby elevating overall patient care experience and outcomes.

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About Accenture

Accenture is a leading global professional services company that helps the world’s leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth, and enhance citizen services – creating tangible value at speed and scale. We are a talent and innovation led company with 750,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world’s leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise, and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners, and communities. Visit us at [accenture.com](#).

