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The World is Run by Those that Show Up – Public Relations

Susan Humes, CRNA
PANA President



This is not a grass roots lobbying article.

I would like to encourage you to begin to think of public relations, but in a different way than you may think about it already. Not just radio announcements and television promotions and press releases, but in a broader scope. I want you to think about one of the goals accomplished by public relations; I want you to think about imaging.

Your public image should coincide directly with your professional pride. We need to be proud of who we are and what we do, and we need to be able simply communicate our roles and their importance to everyone with whom we interact, in our work settings and out. Those people are our personal publics.

While in the operating room, we tend to retreat behind our masks. You need to remember that working in an operating room is a team effort, not unlike a football team all working together to score touchdowns and secure a victory. We work together as a team to take care of a patient and make sure they come through the procedure successfully. That is our victory. Some members of the team have a more glamorous public image, but each member of the team is vital to the success and ultimate victory. Nothing would get accomplished if everyone on the team were a quarterback. Just because we do not get all of the notoriety does not mean that we should not be proud of what we do. We play a vital role on which victory hinges, we need to be very proud of that.

We are blessed with the fact that we have no need to spin our public image. We are not a huge oil company with tankers leaking oil on baby whales. We are providers of quality health care; we are a proud professional organization with a history longer than many. Although the identity of the first nurse anesthetist is unknown, the earliest recorded nurse anesthetist comes from right here in Pennsylvania; Sister Mary Bernard, a Catholic nun who administered anesthesia at St. Vincent's Hospital in Erie in 1877. If being a CRNA in the state where the earliest recorded administration of anesthesia by a nurse anesthetist, 125 years ago, took place isn't enough to instill a sense of pride in you that you can share with others, then consider this fact: approximately 65 percent of the 26 million anesthetics given annually to patients in the United States are CRNA administered. You are in good company of good people doing good work, be proud and let that pride show to others.

I have heard CRNAs complain that they don't get the respect in the OR that they had in the past. While I don't believe that this is the standard in all operating rooms, I want to point out that professional pride and the image that we create for ourselves has a lot to do with this problem. If we present ourselves as proud professionals to every member of the team, and to as many others as possible, our level of respect will improve. Think for a minute; how do you dress when you go to work, how do you behave in your work environment, what is your demeanor at work, how is your self-respect at work? In other words, your professional image; how others see and perceive you; public relations at the most basic and personal level, should be part of every activity that you engage in while in your professional mode.



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For more information, contact PANA at the address below

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Tidings is published bi-monthly in the middle of the following months: February, April, June, August, October, and December.

Deadlines for submission of articles or advertising is one month prior to publication, or the fifteenth day of the following months: January, March, May, July, September, and November.

Chemical Dependency? Need to talk to someone?

PANA Chemical Dependency Contact Person

Art Zwerling, CRNA, MS

Home: 215-635-0183

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**TIDINGS**

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University of Pittsburgh Physicians Recognize CRNAs

Debra Myers, CRNA

The CRNAs of the University of Pittsburgh Physicians anesthesia group were recognized for their dedication and loyalty at a cocktail party hosted by the group. The affair, held at Pittsburgh's Duquesne Club, was well attended by CRNA's from various area hospitals. UPP plans to make the cocktail party an annual event.



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District One to Hold Fall Meeting in September

PANA District One will be holding a meeting on Saturday, September 21 at the Wyndham Valley Forge Hotel in Wayne, Pennsylvania. Topics of the day will include Current Concepts in Pain Management; The Consumer and the Nurse Anesthetist: Crafting the Image; Anesthesia Billing: All you should know that no one ever told you; and The Manpower Crisis in Healthcare: The Role of the "Physician Extender."

Breakfast and will be served. Registration begins at 7:00 am and the event will adjourn at 12:20 pm. The Wyndham Valley Forge Hotel is

located at 888 Chesterbrook Blvd., just off of the Chesterbrook exit of US 202, one mile south of King of Prussia. Pre-registration until September 16 is \$52 for CRNAs and \$25 for students. Four Continuing Education Credits are available for the meeting.

For more information contact Dan Delaney, CRNA at 610-278-7455.

President's Message, continued from Page 1

I don't mean to imply that organizational public relations, or what you normally think of when you think of PR, is not important. Quite the contrary, organizational public relations is so important that in the past year, under the direction of chairman Tom Kelly, PANA has secured the services of a public relations firm to raise awareness and further the image of CRNAs in the eyes of mass publics, once they themselves learned all about who we are and what we do. They have helped to establish our organizational image with their efforts, and now each and everyone of us needs to personally promote our image as CRNAs, which is as basic as promoting our professional and personal pride in being CRNAs to as many people as we can.

Just as professional pride is a great tool in furthering our image, professional empathy is a great tool in destroying it. Furthermore, empathy is the quickest way to destroy this proud profession entirely. We have a good standard of living, but we must not take this privilege for granted. We were asked at the AANA Annual Meeting in Orlando earlier this month to go home and look at our checkbooks and our calendars. There is no better measure of our values than how we spend our resources. Isn't it worthwhile to spend some of our resources stabilizing our positions through our image to ensure that we can spend the rest of them as we choose? Think about it.

FROM THE CAPITOL

TED MOWATT, CAE GOVERNMENT RELATIONS CONSULTANT

Jubelirer Calls Senate special election for Bell's seat for October 1st.

A special election for the state Senate District of Clarence Bell, the 9th District, covering portions of Delaware and Chester Counties has been scheduled for Tuesday, October 1st. Senator Bell passed away on Friday, July 26 at age 88. He was the longest-serving member of the legislature, serving in the Senate since 1961 and in the House from 1955-1960. Senator Bell was the long-time chairman of the Senate Consumer Protection and Professional Licensure Committee.

Lieutenant Governor Robert C. Jubelirer cited the upcoming special session on property taxes and the potentially lengthy list of legislative issues pending for consideration before the regular session ends on November 30th as keys to the timing of the special election. "To delay holding the special election would effectively mean leaving the district unrepresented in the Senate for the remainder of the legislative session. That would not be fair to the quarter of a million people living there. It is in their interest to have the vacancy filled as quickly as possible," Jubelirer said.

"Given the high level of service and the quality of representation the residents of that area enjoyed under Senator Bell, it would be a disservice to leave the seat open during this critical time of decision. He believed that property taxes were a major concern for his neighbors, and he would have felt very strongly that their views should be part of this important debate," Jubelirer noted.

Under the laws governing special elections, October 1 is the earliest date the election can be held. An election can be held no sooner than sixty days after the election is called. The swearing-in of a new Senator typically occurs within a few weeks after the election, once the results are certified and all the necessary campaign disclosures are filed. Thus, if the special election were held to coincide with the November 5th General Election, then the individual elected would be seated too late to have a meaningful role in this year's decision making.

Regulations to Be Published

Executive Order 1996-1, which was signed by Governor Ridge on February 6, 1996, requires all agencies under the jurisdiction of the Governor to submit for publication an agenda of regulations under development or consideration. Agendas are published annually on the first Saturdays in February and July. The agendas are compiled to provide members of the regulated community advanced notice of regulatory activity. It is the intention of the Administration that these agendas will serve to increase public participation in the regulatory process.

The following is a list of the Administration's regulatory agenda that are of interest to PANA, as published in the July 6, 2002 *PA Bulletin*.

State Board of Dentistry-Administration of General Anesthesia, Conscious Sedation and Nitrous Oxide/Oxygen Analgesia—49 Pa. Code §§ 33.331—33.344.(16A-4610) This regulation would amend requirements for administration of anesthesia/analgesic in response to a Commonwealth Court case and legislative concerns. Statutory Authority: Section 3(o) of the Dental Law, 63 P. S. § 122(o). To be published as final in fall of 2002. The contact person for this regulation is Lisa Burns (717) 783-7162.

State Board of Nursing—1. RN General Revisions— 49 Pa. Code §§ 21.1—21.126. (16A-516) This regulation would update or repeal outdated provisions pertaining to registered nurses and consolidate all regulatory provisions pertaining to registered nurse education programs. Statutory Authority: Section 2.1(k) of the Professional Nursing Law, 63 P. S. § 212.1(k). Summer 2002, as Final. The contact person for this regulation is Ann Steffanic (717) 783-7142. **2. Conscious Sedation— 49 Pa. Code § 21.14. (16A-5114)** This regulation would embody the statement of policy on conscious sedation at 49 Pa. Code § 21.413(d). Summer 2002, as Proposed. The contact person for this regulation is Ann Steffanic (717) 783-7142.

Dieticians Bill Now Law

HB 497, which licenses dieticians and nutritionists under the State Board of Nursing, was passed by the Senate, after being amended to add an additional nurse to the Board to balance out with the addition of a dietician, and a disclaimer that nothing in the act requires (or prohibits) insurers to pay for dietician services. The bill was sent back to the House, which agreed to the amendment, and sent the bill to Governor Schweiker, who signed it on June 29. It is now Act 99 of 2002.

Legislative Activity

HB 286 RE: Dental Anesthesia (by Rep. Kevin Blaum et al) Amends the Dental Law providing for functions of the Commissioner of Professional & Occupational Affairs and further providing for anesthesia. Requires the Commissioner to submit a report on the status of regulations to the House Professional Licensure Committee and the Senate Consumer Protection & Professional Licensure Committee.

Passed House, 10/22/2001. (200-0)

Re-reported from Senate Consumer Protection and Professional Licensure Committee, 6/11/2002

Re-referred to Senate Appropriations Committee, 6/18/2002.

HB 2084 RE: VA Nursing Loan Forgiveness Program (by Rep. Tom Michlovic) Amends the Military Affairs Code. Provides for the establishment of a nursing loan forgiveness program for person employed in the nursing profession at veterans' homes and veterans' centers operated by the Department of Military and Veterans Affairs.

Removed from table, laid back on table, 6/18/2002.

Passed House, amended, 5/8/2002. Returned to Senate for concurrence.

Senate concurred in House amendments, 6/4/2002

Signed by Gov. Schweiker, 6/19/2002. Act 58 of 2002

SB 1208 RE: CRNP Licensure (by Sen. Jane Earll et al)

Amends the Professional Nursing Law. Further defines the practice of professional nursing, and provides for the duties of the State Board of Nursing. Repeals provisions in Professional Nursing Law regarding joint promulgation with the Medical Board of regulations of Certified Registered Nurse Practitioners.

Reported from Senate Consumer Protection and Professional Licensure Committee, 6/25/2002.

Read second time in Senate, 6/27/2002.

SB 1256 RE: Nursing Loan Forgiveness Program (by Sen. Hal Mowery) Amends the Public School Code of 1949; further provides for definitions and for the nursing loan forgiveness program; establishes the

Pennsylvania Nurse Scholarship Program; provides for administration of the program; further provides for an annual report; and further provides for minimum nursing data set.

Reported from Senate Education Committee, 6/11/2002.

Re-referred to Senate Appropriations Committee 6/17/2002.

New Legislation Introduced

HB 2742 RE: Health Care Facilities Code (by Rep. Tim Solobay) Amends the Health Care Facilities Code. Further provides for purposes, for definitions, for powers of the Department of Health for administration and for licensure. Provides for public disclosure of staffing requirements. Provides for grants and loan programs for nurse recruitment. Provides for penalties.

Referred to House Health and Human Services Committee 6/25/2002.

HB 2764 RE: Nursing Continuing Education (by Rep. Pat Vance) Amends the Professional Nursing Code. Provides for continuing nursing education. Requires 30 hours of CE for RN license renewal.

Referred to House Professional Licensure Committee 6/27/2002.

SB 1494 RE: Health Care Facilities (by Sen. Allyson Schwartz) Amends the Health Care Facilities Act to measure staffing levels in each nursing department against actual patient nursing care requirements. The bill also places requirements on the Dept of Health to approve a health care facility's nursing staff level.

Referred to Senate Public Health and Welfare Committee 7/2/2002.

The House will be in session on the following days through the end of the session:

September: 23, 24, 25, and 30

October: 1, 2, 7, 8, 9, 21, 22 and 23

November: 12, 13, 18, 19, 20, 25, 26, and 27

The Senate will be in session on the following days through the end of the session:


September 23, 24, 25, and 30

October 1, 2, 7, 8, and 9

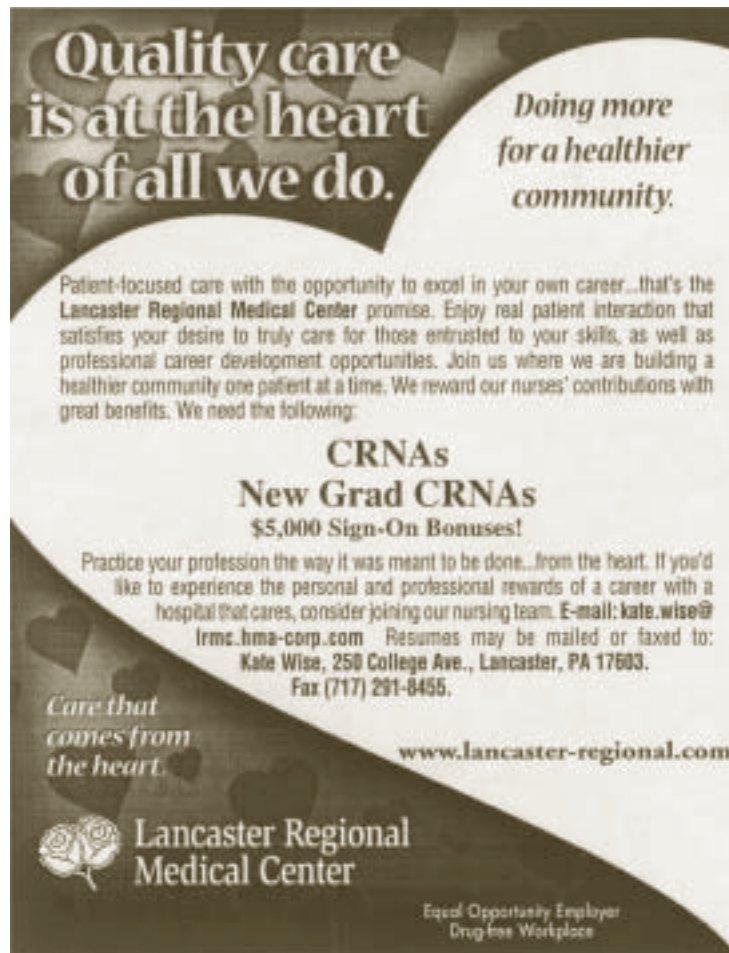
November 12, 13, 14, 18, 19, 20, 21, 22, 25, 26, and 27

Session ends officially on November 30

Copies of bills described above can be obtained through the PANA office, or on-line at: <http://www.legis.state.pa.us/WU01/LI/BI/billroom.htm>



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John R. Sanzari, Jr. Human Resources Officer (05)
NMVAHCS, 1501 San Pedro SE, Albuquerque, NM 87108

Questions may be addressed to Stuart Ford, MD, at (505) 265-1711 x4247. This is a Drug Testing Designated Position. EOE

CALENDAR OF EVENTS

PANA Events

Board Meeting: Sept. 14, Philadelphia

Fall Symposium: October 18-20, Reading, PA

AANA Events

Joint Committee Conference: Sept. 14-15, Chicago, IL

Fall Assembly of States: Nov. 8-10, Colorado Springs, CO

State Board Meetings

Nursing: September 12-13, TBA

Medicine: September 24, Harrisburg, PA

Nursing: October 15, TBA

Medicine: October 18, Harrisburg, PA

Medicine: November 19, Harrisburg, PA

Nursing: November 21-22, TBA

Medicine: December 17, Harrisburg, PA

1 JUST ONE HOUR'S PAY

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STUDENT VOICE

It's Almost Over...

Joan Zomchick-Martin, SRNA

Hello fellow students,

It is hard to imagine that my year as PANA's Student Trustee will soon be completed. Even more unbelievable is that graduation is quickly approaching. What an adventure!!

It could have been an MTV series: The Real World: Anesthesia School.

September 2000 seems so long ago when school began. When we left our comfortable ICU settings and stepped into the unknown world of anesthesia. It was an intimidating experience; all the classes, exams and those clinical days. I'm sure we can all remember the first time we had a successful intubation, and now it is something we do almost effortlessly. As time continued, we improved our clinical skills and knowledge base to the point that we are safe and respected student anesthetists.

There was more than just "anesthesia" that I learned while in school. I realized how important it is to know and become involved with one's state anesthesia organization. PANA works extremely hard to keep up to date with and be proactive on issues that directly and indirectly affect our practice. They are "our" political voice and they need our input and support. Please get involved when life returns to normal. PANA's Board is filled with dynamic and motivated leaders in nurse anesthesia. Join their ranks.

A final note; as we begin our careers as CRNA's (we will pass our boards), never forget what it was like to be a student. Strive to be a mentor, provide encouragement, be supportive and be enthusiastic! To my classmates and fellow student graduates; we did it!! To the world of CRNAs; watch out, here we come!

Just a Little Note of Thanks

Mike Kinslow, CRNA

It isn't often enough that we get to acknowledge someone we know for the accomplishments that they make; or the long hard hours that they work. It is just what they do and it is just who they are. This is a little note of thanks and appreciation to a special person, and a true educator in every sense of the word; who has recently passed on the position of Program Director at Pennsylvania Hospital School for Nurse Anesthetists to another worthy soul, Art Zwerling CRNA, MSN.

I would like to acknowledge and thank Kathleen Kinslow CRNA, Ed. D. for many years of serving both SRNAs and CRNAs as a role model and a mentor. Kate has graduated over 100 nurse anesthetists just from the Pennsylvania Hospital program alone, a program which she would fondly refer to it as "her baby."

Kate has been instrumental in nurse anesthesia education, at both the state and national levels. She is a PANA past president; the chair of the Council for Accreditation for AANA; and not the least of which served as Program Director for the Pennsylvania Hospital School for Nurse Anesthesia in Philadelphia for over ten years. She now continues to work for Pennsylvania Hospital as Vice President of Clinical Services and the Director of Nursing.

Her students have enjoyed and respected her expertise and intelligence, and they always knew that her door was open if even just for a simple hello or a little chat; and (almost) always she would greet them with a warm, welcoming smile. It seems that educators are a special breed possessing incredibly strong commitment and dedication. Good ones like Kate are hard to find.

Although Kate has given much of herself to forward the profession of nurse anesthesia, she has many fond memories of the people who shared them with her. Surely there are many Pennsylvanians who share those memories with her. You can always feel free to contact Kate at the address listed for me on the inside cover of this newsletter, just as you did when her door was always open as Program Director. It would be great and mean so much to hear from some of the legacy that lives on in your world.

PANA 2002 Fall Symposium

October 18-20

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