



Value & Impact: The First DNP Decade

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Observations of the first 10 Years

- DNP is *sexy*
- Demand is high
- Opportunity is ripe
- Education is *variable*
- Practice is *variable*
- Outcomes & *impact* cannot vary



The Plan for Today

1. Use **criticisms** to improve, &



2. Articulate the **value proposition**.



1



Look into the past

1

HANDLE WITH CARE

FRAGILE

THANK YOU

PLEASE MISHANDLE

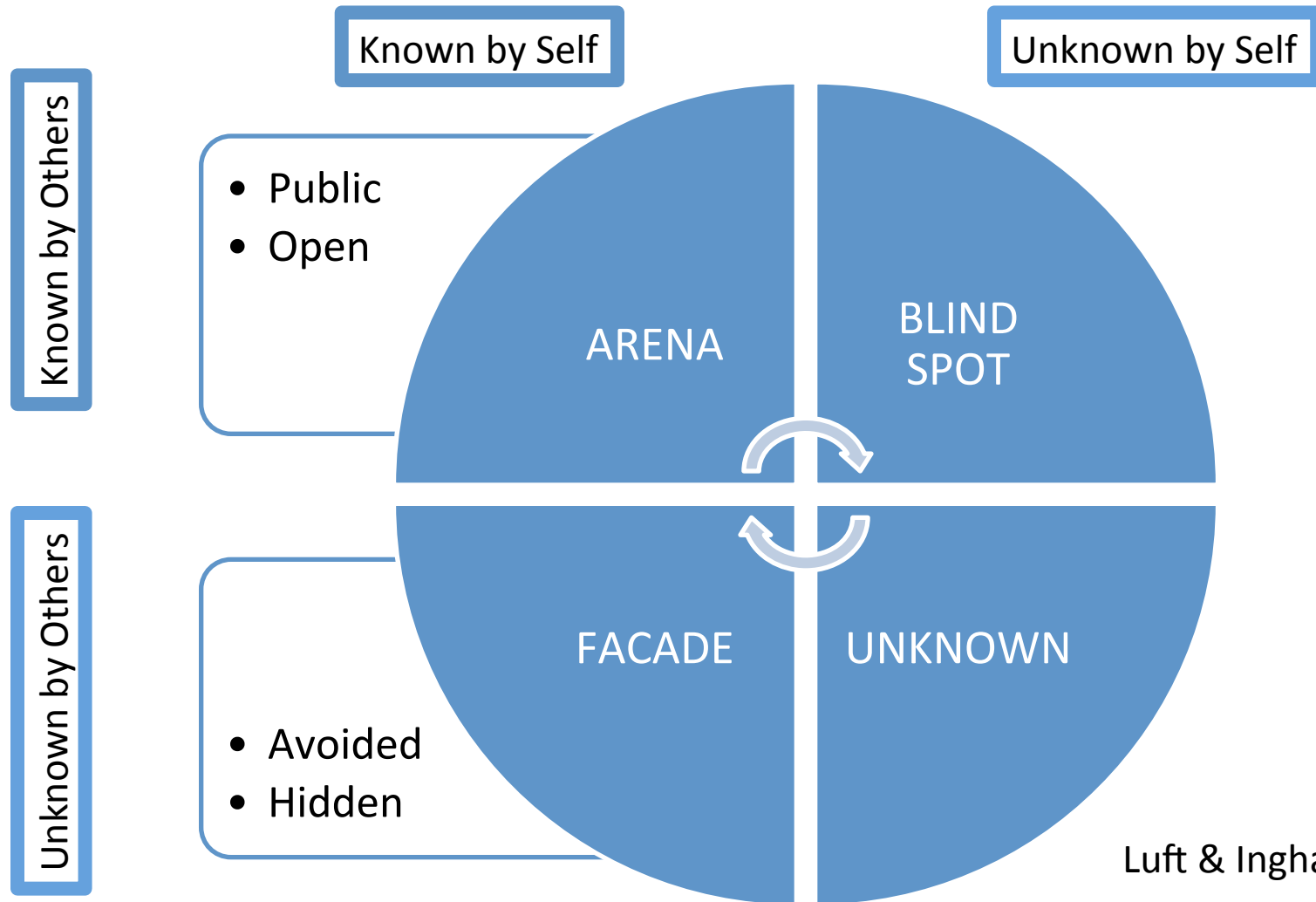
ANTIFRAGILE

THANK YOU

Bring it!

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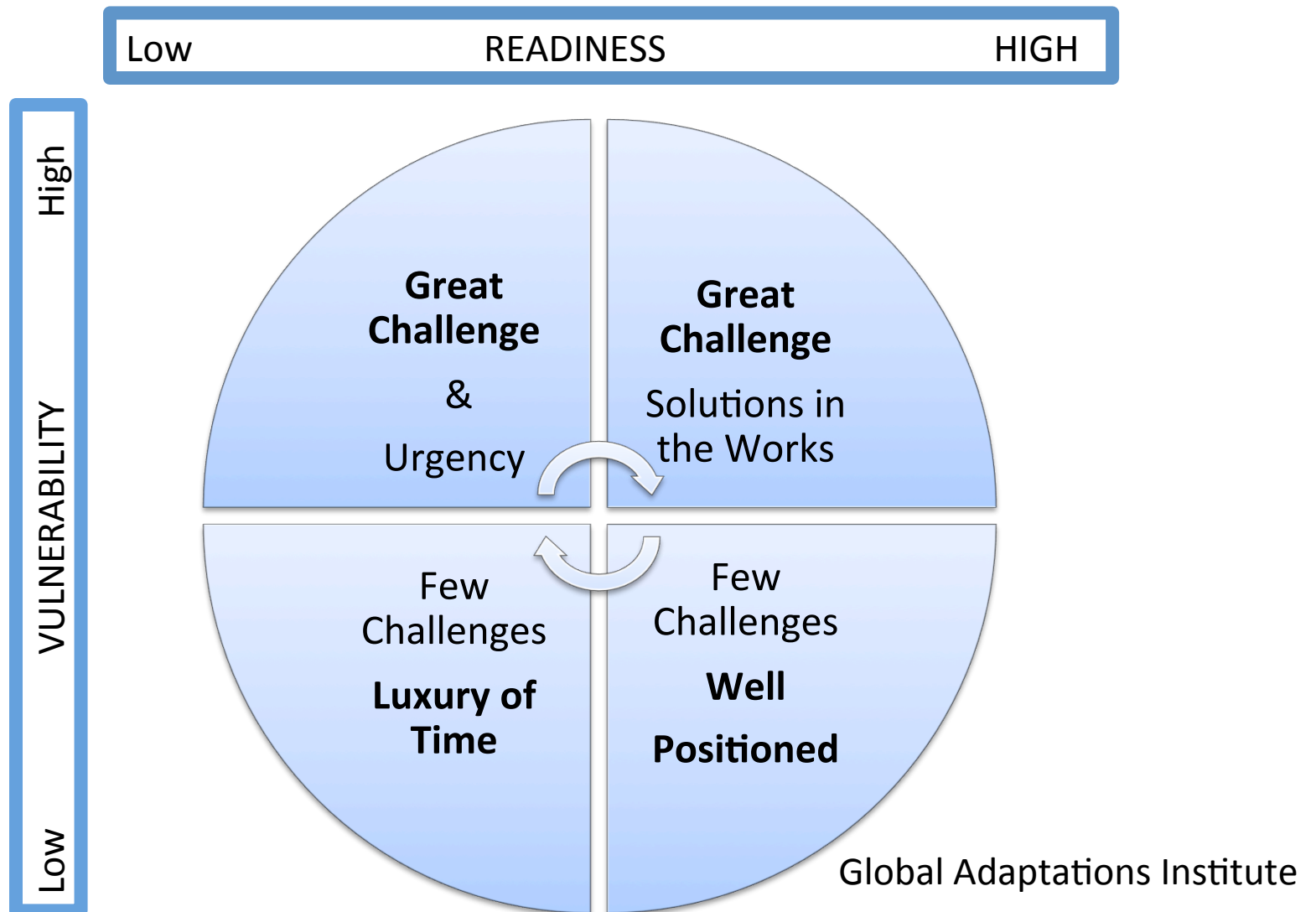
Johari Window



Luft & Ingham, 1955

1

Readiness



1

Criticisms!

a. Lite beer of doctoral education



b. Brain drain



c. Profit motives



d. Lazy way to a doctorate



1 The lite beer of doctoral degrees...

Rigorous Education

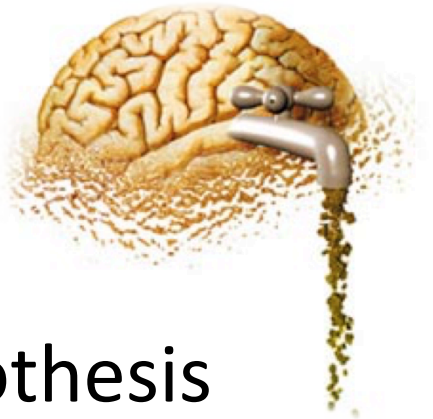
Ongoing Performance Improvement

- Not a masters on steroids
- Not a mini PhD
- Clear focus on needs for nursing
 - Direct Care
 - Systems
 - Technology to support care
 - Policy to support quality
- *“Practice what we learn and teach what we practice”*



1

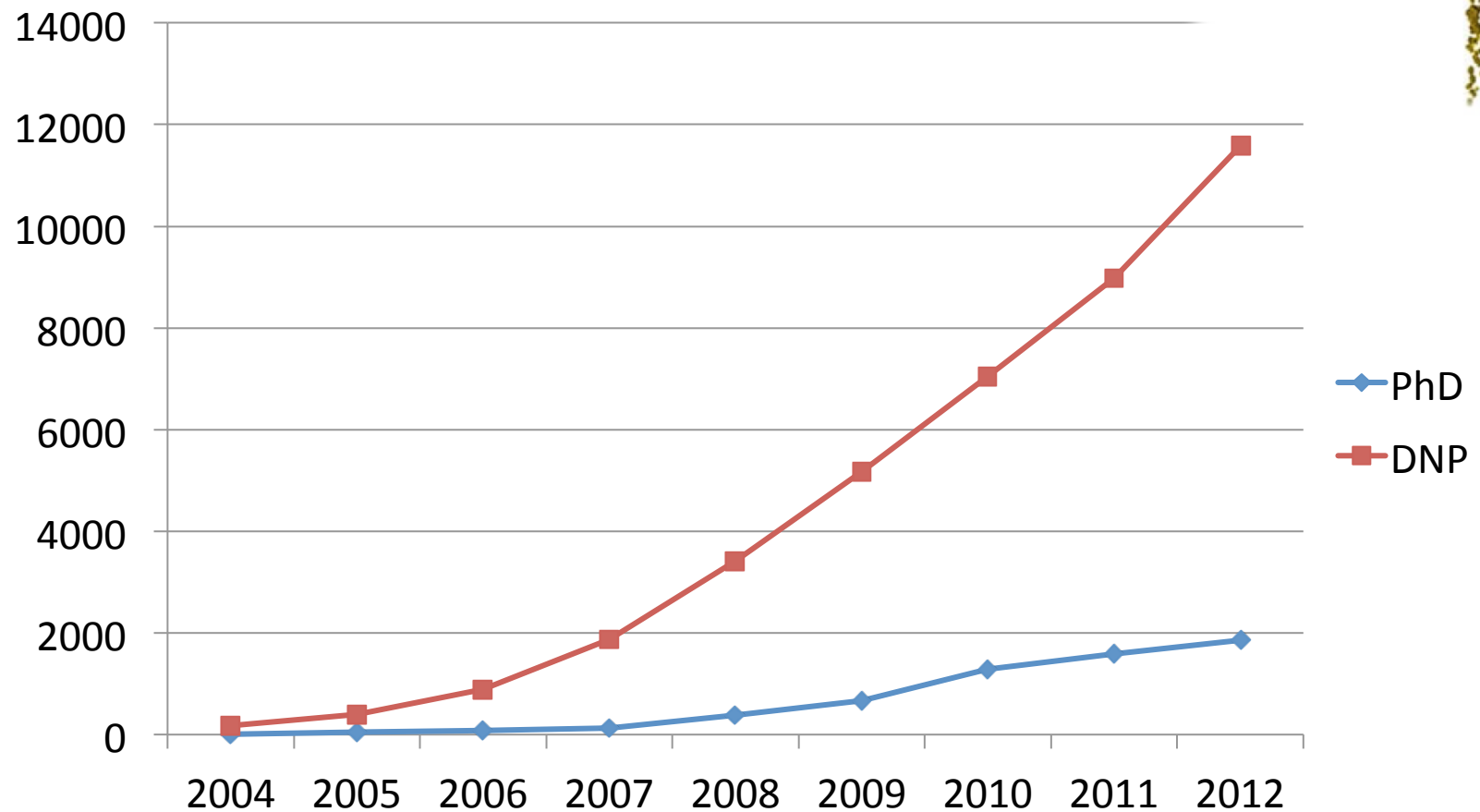
The brain drain criticism...



- The numbers don't support the hypothesis
 - I never wanted a PhD
 - I am a clinician not a researcher
 - I will teach but not at the expense of my practice
 - I love practice.....this one's for me

1

The brain drain criticism...



1 Profit motive

- **Whose profit concerns us?**
 - Clinicians
 - Those who employ DNPs as opposed to MDs?
 - Systems & organizations
 - Higher education
 - Volume vs quality
 - Puppy mills
 - Breeders

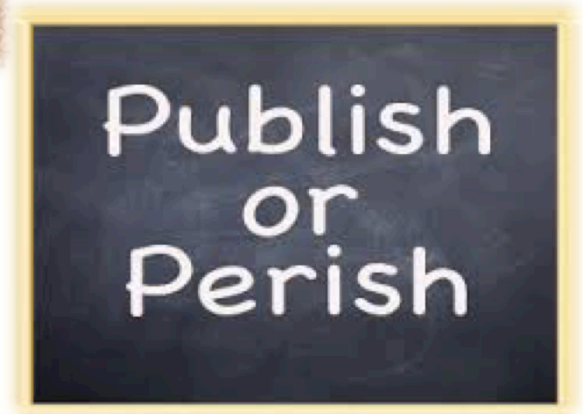
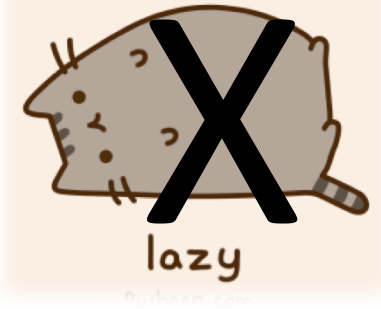
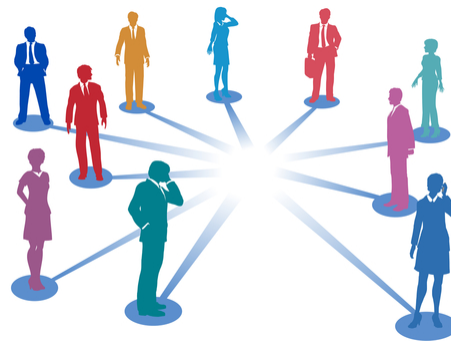
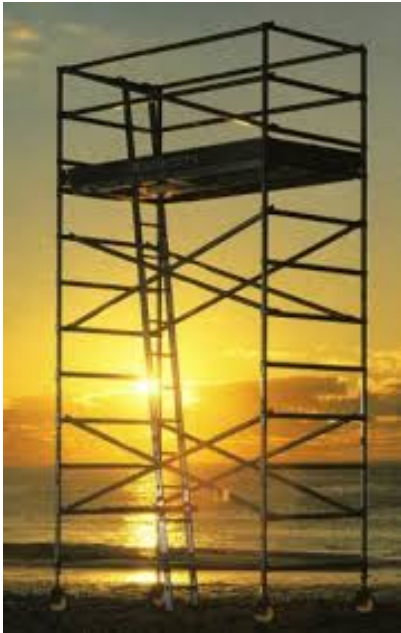


1 Lazy person's doctorate

- Rigorous practicums
- Rigorous education
- Scholarly output
- Address real, substantial problems & needs
- Accomplish measurable improvement
- Provide amazing care
- Disseminate



1 Lazy person's doctorate



SHARE WHAT YOU KNOW!

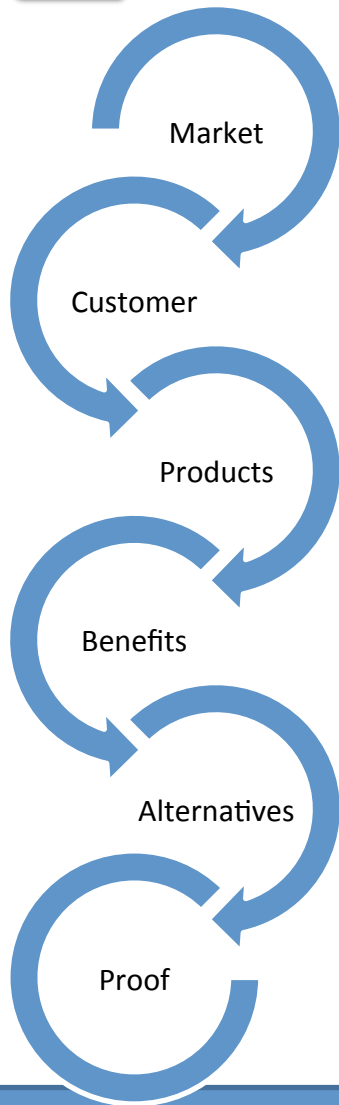
2

DNP is right

*Now we must
demonstrate
value*

2

The Value Proposition



- What is the market?
- What is the real customer's perspective?
- What products or services will be offered?
- What benefits will the market derive?
- What are the alternative services or products?
- What evidence do you have to establish your value?

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Market



Demand
Expectations
Technology
Scrutiny
Aging
Chronicity
Complexity
Diversity
Disparity



Exhibit ES-1. Overall Ranking

Country Rankings	
	1.00-2.33
	2.34-4.66
	4.67-7.00














	AUS	CAN	GER	NETH	NZ	UK	US
OVERALL RANKING (2010)	3	6	4	1	5	2	7
Quality Care	4	7	5	2	1	3	6
Effective Care	2	7	6	3	5	1	4
Safe Care	6	5	3	1	4	2	7
Coordinated Care	4	5	7	2	1	3	6
Patient-Centered Care	2	5	3	6	1	7	4
Access	6.5	5	3	1	4	2	6.5
Cost-Related Problem	6	3.5	3.5	2	5	1	7
Timeliness of Care	6	7	2	1	3	4	5
Efficiency	2	6	5	3	4	1	7
Equity	4	5	3	1	6	2	7
Long, Healthy, Productive Lives	1	2	3	4	5	6	7
Health Expenditures/Capita, 2007	\$3,357	\$3,895	\$3,588	\$3,837*	\$2,454	\$2,992	\$7,290



Overall Ranking

Country Rankings

Top 2*
Middle
Bottom 2*

											
	AUS	CAN	FRA	GER	NETH	NZ	NOR	SWE	SWIZ	UK	US
Overall Ranking (2013)	4	10	9	5	5	7	7	3	2	1	11
Quality Care	2	9	8	7	5	4	11	10	3	1	5
Effective Care	4	7	9	6	5	2	11	10	8	1	3
Safe Care	3	10	2	6	7	9	11	5	4	1	7
Coordinated Care	4	8	9	10	5	2	7	11	3	1	6
Patient-Centered Care	5	8	10	7	3	6	11	9	2	1	4
Access	8	9	11	2	4	7	6	4	2	1	9
Cost-Related Problem	9	5	10	4	8	6	3	1	7	1	11
Timeliness of Care	6	11	10	4	2	7	8	9	1	3	5
Efficiency	4	10	8	9	7	3	4	2	6	1	11
Equity	5	9	7	4	8	10	6	1	2	2	11
Healthy Lives	4	8	1	7	5	9	6	2	3	10	11
Health Expenditures/ Capita, 2011 **	\$3,800	\$4,522	\$4,118	\$4,495	\$5,099	\$3,182	\$5,669	\$3,925	\$5,643	\$3,405	\$8,508

Notes: * Includes ties. ** Expenditures shown in \$US PPP (purchasing power parity); Australian \$ data are from 2010

Source: Calculated by The Commonwealth Fund based on 2011 International Health Policy Survey of Sicker Adults; 2012 International Health Policy Survey of Primary Care Physicians; 2013 International Health Policy Survey; Commonwealth Fund National Scorecard 2011; World Health Organization; and Organization for Economic Cooperation and Development, OECD Health Data, 2013 (Paris: OECD, Nov. 2013).

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Customer
Experience



Challenging to access
Not evidence based
Fragmented
Redundant
Impersonal
Procedural
Expensive
Insensitive
Risky





Accessible
Evidence Based
Integrated
Eliminating redundancy
Individualized
Less Expensive
Respectful
Risk Reducing







Care
Pathways
Clinics
Programs
Education
Consultation
Protocols

INNOVATION



Practice Environment Reforms

RCPI

Team Solutions

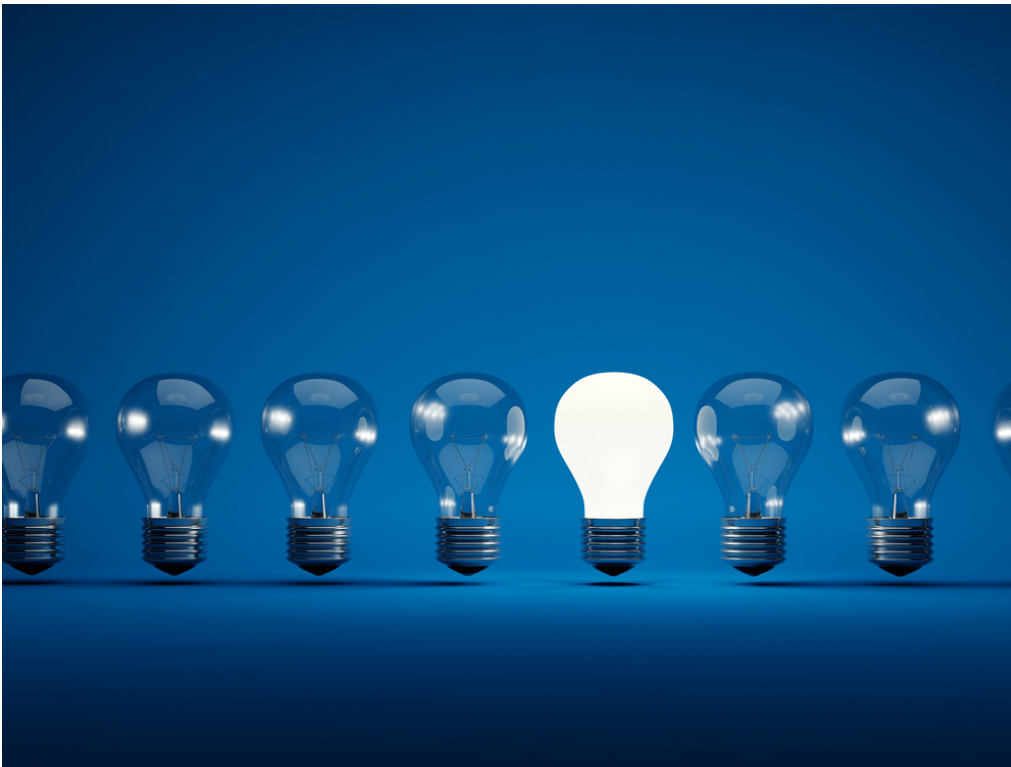
Communication

Evaluation

Consultation

Apps

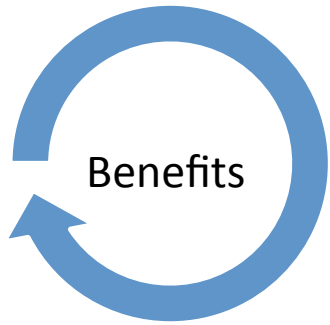
Decision Support



INNOVATION



Benefits



Improved Clinical Outcomes

Increased compliance with CPAP (Di Napoli)

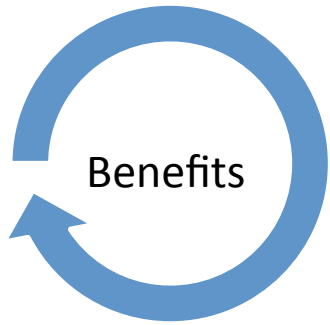
Decreased sedation in ICU (Jablonski)

Improved quality of bowel prep (VanDongen)

Decreased urinary catheter days in ICU (Ascenzi)

Decreased false alarms (Cvach)

Decreased length of itinerary for cough (Patton)



Increased compliance with guidelines

PAP testing (Johnson & Anderson)

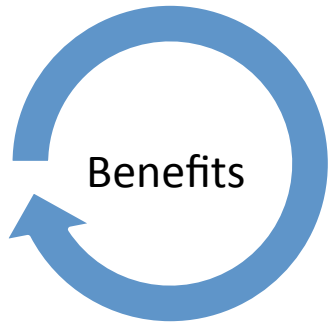
S.T.A.B.L.E. in neonates pre transfer (Diehl-Svrjcek)

Cold meds in children (Lozman)

Hep B Regimen (Thomas)

Group therapy (Memel)

Heart Failure (Kim & Chang)



Improved Systems of Care

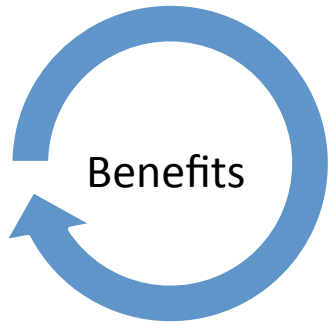
Decreased waiting time in ER (Lombardo)

Decreased time till tertiary care (Newton)

Access to psych APRN in rural US (Southard)

Prep for DC for CHF (Baptiste)

Prep for DC from NICU (Lo Sasso)



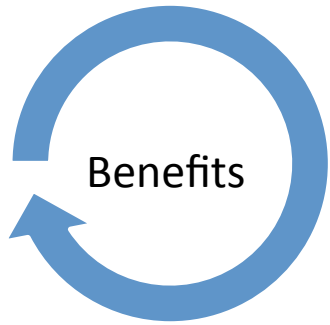
Leadership & Team Function

Senior leadership behaviors (Piertyk)

Reducing negative leadership behaviors (Mc Auliffe)

Reducing distraction during med admin (Perschke)

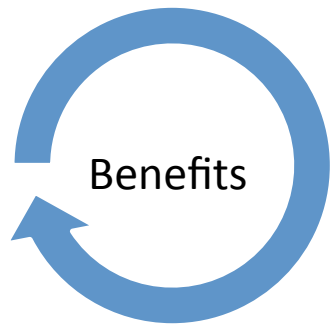
Peri-op safety culture (Baker)



Improved Systems of Care

Follow up and TIA Care in Virginia (Marshman)

Pedi home care practices (Peacock) Responding
to hyper-oxia in NICU (Deuber)



Resources and tools

Pancreatic Cancer (Coleman)

Birth Control for returning veterans (Kairys)

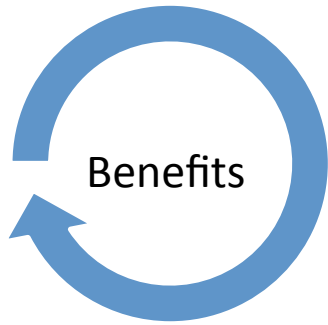
Lymphedema prevention (Phillips)

Using NDNQI to improve practice (Groff-Paris)

Children's fever management (Monsma)

Screening for heart disease (Kashani)

Resources to reduce Childhood obesity (Brei)



Needs of diverse populations

Chronic hypertension in Uganda (Katende)

Managing pressure ulcers in low resource (Holland)

Reducing change of shift errors in Lebanon
(Younan)

Using NDNQI to improve practice (Groff-Paris)

Children's fever management (Monsma)

Screening for heart disease (Kashani)



Alternatives



Physician Assistants
Doc-in-the-BOX
Pharmacists
Health Coaches
Trainers
Lay people
Physicians



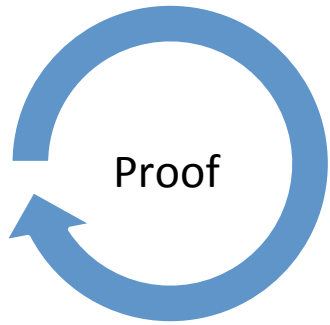
**Get it right
or
Lose the moment**



The next big thing



Proof



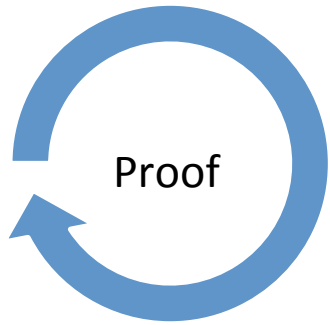
120 projects

100% achieve outcomes (last 3 years)

Statistical significance

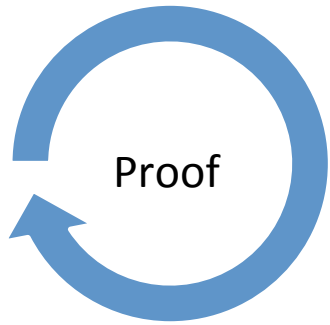
Clinical significance

Social significance



Publications

- 160 (JHU)
- 200 (Duke)
- How about you



Presentations

ONS

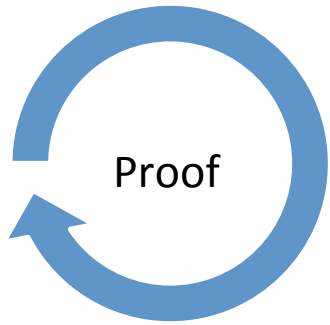
AWHONN

MAGNET

STTI

NANN

DNP Inc.



Media

- NPR
- Cosmopolitan
- Better Homes and Gardens
- Local TV
- Local Radio
- KEEP IN CONTACT WITH YOUR ALMA MATER!

My Thesis

- DNP is right
 - It works
 - Criticisms cannot be allowed to come true
 - *Lean in demonstrate value*
-

Our Challenge

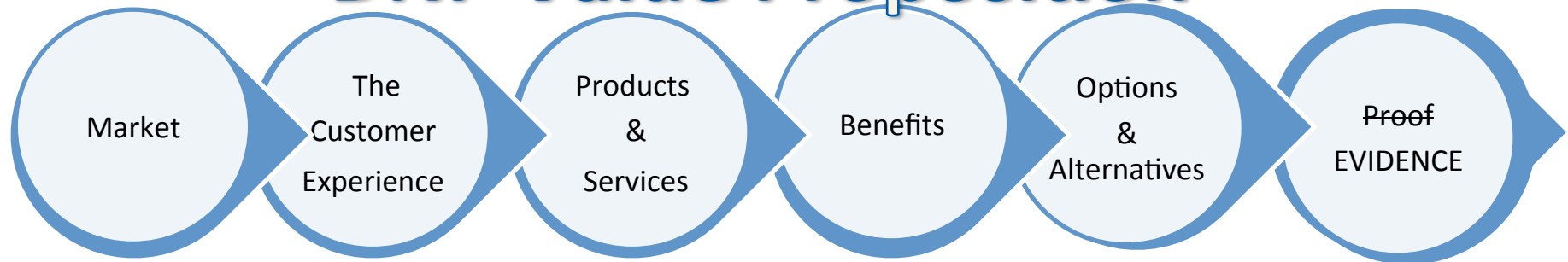
Academe

1. Provide solid base
 - Practice
 - Innovation
 - Collaboration
 - Evaluation
 - Dissemination
2. Meet demand
3. Deliver quality

Practice

1. Show 'em what you've got
 - Evidence based
 - Effective
 - Efficient
 - Individualized
 - Innovative
2. Collaborate
3. Disseminate

DNP Value Proposition



Aging	Competence	Pathways	Outcomes	Physicians	Philips
Complexity	Personalized	Procedures	Less waste	PAs	Ayvazian
Chronicity	Professional	RCPI	Lower cost	Pharmacists	Cvach
Poly- pharm	Compassionate	Apps & tools	Less suffering	Others	Ayvazian
Wellness	Goal Directed	Services	Info Flow	Internet	Kashani
Disparities	Safe	Decision Sup	Consistency	Coaches	Newton
Diversity	Quality	Innovative	Inappropriate care avoided	No care	Van Dongen



The right idea!



The right knowledge, skills & tools !



It works!



Look into the future
