

Around Campus



Piedad Angeles, R.N., (right) reacts to the news from Susan Bowar-Ferres, R.N., Ph.D.

NYU Receives Coveted Magnet Award for Excellence in Nursing

Less than two percent of the nation's hospitals meet the gold standard for nursing excellence," explained an advertisement that appeared this spring in *The New York Times* and other major publications. "Now you can add NYU Medical Center to this select list." The news behind the headline was

long-awaited and much deserved: NYU Medical Center had joined an elite group of hospitals and medical centers—only two other institutions in New York City, 12 in New York State, and 138 in the entire U.S.—that have earned the coveted Magnet Award. The award, which is conferred by the

American Nurses Credentialing Center, a subsidiary of the American Nurses Association, actually has its roots at NYU Medical Center. The task force that conducted the original Magnet Hospital Study in the early 1980s was chaired by Margaret L. McClure, R.N., Ed.D., F.A.A.N.,

Professor of Nursing Administration at NYU, a former Chief Operating Officer at NYU Medical Center, and a former President of the American Academy of Nursing.

For NYU the Magnet Award is the culmination of a long, complex process that began in the fall of 2002, when the Medical Center submitted its application. As part of that process—so rigorous that it discourages some hospitals from applying—NYU provided five volumes of documentation that addressed 14 standards of care and practice, with more than 65 criteria.

NYU's submission was so carefully prepared that the Magnet committee had only one question for our administrators. The Medical Center also hosted a week-long site visit by the Magnet Commission, during which some 130 NYU nurses and numerous interdisciplinary groups were interviewed. The final hurdle was a blind review by the Magnet Commission.

The Magnet Award signifies that an institution's nurses have the finest education, adhere to the highest standards of professionalism, and provide the best patient care. According to the American Nurses Credentialing Center, "Magnet recognition provides consumers with the ultimate benchmark to measure the quality of care they can expect." Magnet status is awarded for a four-year period, after which the hospital must reapply.

"Since the first Magnet Award in 1994," said Susan Bowar-Ferres, R.N., Ph.D., Senior Vice President and Chief Nursing Officer, "results have shown that Magnet hospitals have the best outcomes with patient care and nurse retention. Our annual vacancy rate for nursing is 6 to 7 percent, compared with the national average of 17 percent. Our turnover rate is near 13 percent, compared with the national average of more than 20 percent. These statistics are expected to improve further with Magnet designation." ■