

SGNA news

Quarter Two 2017 | Volume 35

Introducing the 2017 Class of SGNA Scholars

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HOT TOPIC

Celebrating Colorectal Cancer Awareness Month

This past March SGNA celebrated Colorectal Cancer Awareness Month. Colon cancer is the second leading cause of cancer-related deaths among men and women in the United States, and more than 90 percent of cases occur in those aged 50 and older. Colon cancer is one of only a few cancers that can be prevented through screening.

Raising Awareness: Our Passion; Our Purpose

We asked GI teams why they go above and beyond to spread awareness for colorectal cancer in March; their responses were powerful.

"We know the importance of educating our community. We realize many people are scared of the taboo subject of 'colon.'" – Hill Country Memorial Hospital

"Colon cancer is preventable, treatable and beatable. As nurses, we are at the frontline in the fight against colon cancer. Our department has a shared vision: To serve our patients to the best of our abilities and to serve one another like family, and to provide outreach supporting colon cancer awareness." – OhioHealth

"We try to educate our patients before and after procedures. To encourage patients to tell their family and friends to have a screening colonoscopy to help prevent colon cancer." – Fitzgerald Mercy Hospital

"If you save one life and/or prevent invasive surgery by what we do, it is worth all the time and effort we put into it on a daily basis." – Inova Loudoun ASC

GI teams go above and beyond to spread colon cancer awareness because GI nurses and associates know this cancer is preventable and treatable. GI teams are determined to educate as many patients as possible. GI nurses and associates play a key role in mobilizing the community and spreading awareness of prevention through cancer screenings. GI teams across the country stepped up and delivered a wealth of unique and innovative programs to help mobilize their communities on the topics of awareness, prevention and screenings.

From bracelets to boxers, you shared the unique and innovative ways to dispel myths and encourage patients to get screened:

- Partnering with the wellness department to offer a fiber-filled lunch special for colon health
- Bowlin' for Colons – a bowling tournament to help spread awareness
- Food and recipes at a weekly farmer's market
- Community Undies Walk/Run 5K
- Blue food bakeoff
- Blue bracelets for all staff and patients that say, "Prevent-Beat-Cure"
- Inflatable mega colon that people can walk through
- Educational table displays ●

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SGNA is an organization of 8,000+ registered nurses and other healthcare providers functioning in administrative, clinical, educational and/or research roles in the management of individuals with GI health problems.

SGNA News is published to provide association and industry information for the benefit of its members. Reference to any company or product within SGNA News should not be considered endorsement or approval.

Mission & Purpose

The Society of Gastroenterology Nurses and Associates, Inc. (SGNA) is a professional organization dedicated to the safe and effective practice of gastroenterology and endoscopy nursing. SGNA provides education, training and evidence-based GI/endoscopy practice documents to enable our community to provide the very best patient care. With more than 8,000 members, SGNA is an influential voice on issues impacting the specialty. SGNA continues to collaborate with other healthcare organizations that share our ultimate goal of empowering GI/endoscopy professionals to deliver the best possible care. Additional information is available at www.sgna.org.

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Plan for Succession

Kristine Barman, BSN RN CGRN, 2016–2017 SGNA President



"Who can we get to run for the officer and board positions we need to fill?"

How many of us in our regional societies face this question every year? To avoid panic, the time to think about and plan for this is well before the election. We should be thinking about this each and every time we have a regional meeting or gather for an event. We need to identify "rising stars" in our region who are open to greater involvement and interested in being on the board or committees.

We also need to actively mentor board members to move up to officer positions. With a well-developed mentoring program, regions can have an experienced pipeline of volunteers dedicated to the work of the Society and can avoid recycling the same volunteers until they are exhausted and burnt out.

Standing for election can be intimidating. A strong committee and board structure is a mentoring process and provides members with a positive experience. A member's investment of time in the activities of a committee or board encourages confidence that can inspire greater responsibility and leadership. But the development of a member's potential requires involvement in tasks that are productive and meaningful to the purpose of the organization.

If we elect or appoint someone to a board or committee but do not provide him or her

"We need to identify 'rising stars' in our region who are open to greater involvement."

with the experience needed to develop their skills and confidence, we have failed at an opportunity to mentor. We have not honored their willingness to invest in themselves. Each of our board or committee meetings should end with a specific action plan that specifies who is going to do what and by when to provide accountability and a structure to measure success.

Here are suggestions to encourage members to successfully invest themselves in our Society:

- An up-to-date job description for each role, which explains the general duties and responsibilities of the position. This will let them know what skills are needed and how much time is involved. It needs to be updated regularly as changes in the organization occur.
- An annual calendar and time schedule for planning of the Society's important activities that provides a volunteer with information about when the time demands will be greatest.
- Offer regular feedback. All of us need the confirmation that we have been successful and that our contribution is valuable. This acknowledgement builds self-esteem and confidence. Conversely, if we lose our focus we need some redirection that can help us succeed.

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Introducing the 2017 Class of SGNA Scholars

The SGNA Scholars will undergo a weeklong systematic review training in June 2017. Using training tools, scholars will perform systematic reviews with the goal of building a repository of synthesized research applicable to gastroenterology. Their findings will be shared through SGNA resources, including the Annual Course.

Sarah Keegan Argyropoulos, MSN RN CGRN
Massachusetts General Hospital

Linda Curtin, MSN RN CGRN
Signature Healthcare

Lucinda Dill-Robinson, MSN MBA RN CGRN
Washington D.C. VA Medical Center

Simi Joseph, DNP APN NP-C
GI Solutions of IL

Maria Glenia Manguerra, MBA RN CGRN
Dallas VA Medical Center

Ann Marie Mazzella Ebstein, PhD RN CGRN
Memorial Sloan Kettering Cancer Center

Heidi Miller, MA Ed RN
University Hospitals St. Johns Medical Center

Miriam Remucal, MS RN BSN CGRN
Minnesota Gastroenterology

Lucille Woodard, RN BSN-C MA
Our Lady of Lourdes Regional Medical Center

TCU Center for Evidence Based Practice and Research: A Collaborating Center of the Joanna Briggs Institute

SGNA has partnered with the TCU Center for Evidence Based Practice and Research: A Collaborating Center of the Joanna Briggs Institute to provide the curricula and training for the scholars. The TCU staff will work closely with the group throughout the course of their projects and systematic reviews.

Kathy A. Baker, PhD RN ACNS-BC FAAN

Associate Professor, Texas Christian University, Harris College of Nursing & Health Sciences; Director, Nursing Research & Scholarship; Deputy Director, Center for Evidence Based Practice & Research: A Collaborating Center of the Joanna Briggs Institute

Suzy Lockwood, PhD MSN RN OCN FAAN

Associate Dean for Nursing & Professor; Nursing Director, Center for Oncology Education & Research; Harris College of Nursing & Health Sciences Texas Christian University – Fort Worth, TX

Dru Riddle, PhD DNP CRNA

Assistant Professor and Director, Center for Translational Research: A JBI Center of Excellence

Marilee Schmelzer

Susan Mace Weeks, DNP RN CNS FNAP FAAN

Associate Dean, TCU Harris College of Nursing and Health Sciences; Director, TCU Center of Evidence Based Practice & Research: A Collaborating Center of the Joanna Briggs Institute ●

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GI NURSES AND ASSOCIATES WEEK

PROUD TO BE GI

MARCH 20–24, 2017

Members showcase their pride and creativity during GI Nurses and Associates Week. Enjoy this photo recap!

Parkview Regional Medical Center



Center for Interventional Endoscopy at Florida Hospital



Cantegra Health

Salem Gastro



Baptist Hospital of Miami



Alliance Surgery Center



VA New Jersey Health Care GI Team



Royal Cornwall Hospital – Cornwall UK

UnityPoint Health – Methodist Proctor Endoscopy



Allen Hospital Endoscopy



How Did You Get Involved with Colorectal Cancer Awareness Month and GI Nurses and Associates Week?

GI teams across the country were busy raising awareness and working to promote Colorectal Cancer Awareness Month in March. We hope your teams also took the time to celebrate GI Nurses and Associates Week, March 20-24. On *The Bottom Line*, we highlighted topics and issues that make GI nursing professionals proud of what they do. Here's a recap of SGNA members' efforts, recognizing an individual, a team and a region:

Individual: Creating a Ripple Effect

SGNA member and *SGNA News* editor Rhonda Maze-Buckley, RN recognized the importance in promoting colorectal screenings – especially when she learned her father and his friends had never been screened nor advised to be screened by a physician.

As expected, simply telling this group of 70-something-year-old men to get screened wasn't a glamorous request. Convincing statistics and Rhonda's knowledge of the field were not enough to do the job either, so she took an approach tailored specifically for this group.

"I tapped into their competitive natures," Rhonda said. "There are about 25 of them and they are from all branches of the military. I began by educating them one-on-one and encouraging them to ask for testing."

Rhonda created a poster board for their weekly post-church dinner meetings that had all their military branches listed and which branch was "winning" the race to getting screened. By the end of her experiment, all 25 men were screened – plus 18 of their spouses!

Team: Building an Educational Network

The Digestive Health Center (DHC) in Reno, Nevada, has gone above and beyond to spread awareness for colorectal cancer in March. Colon cancer is the third leading cause of death in Nevada – and DHC is dedicated to prevention, serving approximately 500,000 citizens.

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This year, DHC themed their awareness campaign as “Mission Possible,” which spreads the word that colon cancer is preventable.

Amsurg, DHC’s parent company, has a dedicated department for advocacy allowing for strategic efforts to spread awareness and lobby for change. DHC is able to spread their message throughout the community with television ads and at local events including Reno Aces Baseball, Women’s Health Expo and social media.

Research and education play a leading role in DHC’s year round efforts to provide the best care possible and prevent colorectal cancer. Nurses at DHC are encouraged to pursue higher degrees and certification. The research and educations of these intrepid GI nurses contribute to statistical data and advance GI practice. Physicians at DHC are associated with a research institute that provides endoscopic services for case studies. Their physicians also

work with the University of Nevada, Reno Medical Center to educate and promote gastroenterology health.

“The preventative care we provide and advocate for is met with caring and compassionate staff educated in gastroenterology medicine,” said Sarah Boles, a member of the team at Digestive Health Center.

Region: Celebrating GI Nurses and Associates Week with CRC Efforts

Just as individuals and teams have the power to spread awareness, so does an entire SGNA region. This year the Wisconsin SGNA (WSGNA) went above and beyond for Colorectal Cancer Awareness Month. Over GI Nurses and Associates Week, SGNA members across the state of Wisconsin helped to increase awareness of colorectal cancer.

WSGNA budgets for each quadrant of the state to hold a celebration and education event during GI Nurses and Associates Week that will focus on colorectal cancer prevention and awareness efforts.

For example, southeastern Wisconsin hosted Nada Mlinarevich, Director of Medical Affairs at Exact Sciences, to speak about Cologuard with networking opportunities both before and after her presentation.

To wrap up GI Nurses and Associates Week, the WSGNA Education Committee hosted its annual Spring Conference in Milwaukee, WI, on Saturday, March 25 – with presentations specifically about Colorectal Cancer Awareness. The event featured a crossword puzzle related to colon cancer and presentations from a colon cancer nurse navigator, a colorectal surgeon and a colon cancer survivor. ●

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SGNA Becomes a Member of the Food and Drug Administration's Network of Experts

SGNA has officially become a member of the FDA's Network of Experts. The purpose of the program is to allow FDA staff rapid access to a virtual network of scientific experts regarding GI issues. This collaboration will further the goals of both SGNA and the FDA of having more innovative, safe and effective gastroenterology and endoscopy medical products on the market.

SGNA looks forward to bringing the expertise of GI nurses to the FDA. This collaboration will increase the influence of GI nurses in regulatory matters and strengthen SGNA's position as a thought leader.

“This makes GI nurses stand out from other nursing specialties.”



Michelle Juan, MSN RN CGRN, is the SGNA board liaison for the Healthcare Policy Committee and has been involved in the FDA Network of Experts

process. Michelle shares her experience about the opportunity and what it means for SGNA.

Please describe the significance of this announcement.

Michelle: I was really blown away at our meeting last year with [the FDA's] welcoming nature and eagerness for our input and expertise. I believe it will be a great partnership!

SGNA collaborating with the FDA as an expert in potential gastrointestinal products is a big deal. This further establishes our professional relationship that we have been building over the years with the FDA in general. SGNA is helping shape the next products, in terms of innovation and safety, in the field of gastroenterology.

What does this mean for SGNA and its members specifically?

Michelle: Opportunity. It allows SGNA members who are experts in

various subspecialties of GI share their knowledge and potentially shape product development. Our SGNA experts are typically the best in their field and are the front line users of GI products, which gives a unique perspective.

How does achieving such a distinction continue to elevate the overall mission of SGNA?

Michelle: By becoming part of the FDA Network of Experts, it strengthens our mission to provide safe and effective GI and endoscopy care. This gives SGNA another avenue at a national level to have critical input on advancing the science of GI medical devices. It also provides opportunity to members to collaborate with the FDA, which enhances their own professional development.

How does achieving such a distinction elevate the role of GI nurses in general?

Michelle: This is a phenomenal opportunity for GI nurses to be recognized as experts in gastroenterology. I definitely think this makes GI nurses stand out from other nursing specialties. We are recognized by the FDA as having members who will be able to synthesize data to provide scientific expertise on a GI subject matter. It really elevates the entire profession. ●

President's Perspective >> Continued from page 2

- **WIIFM (what's in it for me).** A description of the benefits of serving in the role. How will a member's investment of time pay off for them?

At our regional conferences and at the SGNA Annual Course, we need to be aware of our own region's attendees. A gathering of your regional members during the Annual Course can help identify those ready for a more active role in your region. A coffee break, breakfast or lunch gathering can give the opportunity for board members to share information on upcoming vacancies and the

needs of the Society, as well as how they have personally benefited from their experience.

Once you return home, follow up with these attendees to encourage their willingness to serve. If you have members who have recently certified or recertified, this may be a perfect time for them to become more involved at the regional level. They could share their experience of certification and its benefits at a meeting, or for your newsletter or website.

By identifying future leaders and implementing a succession and mentoring plan, you help members feel valued for their contributions and eager to realize their potential within the Society. Volunteer engagement is the heart of SGNA and makes it the outstanding, vital organization it is today.

Resources:

"7 Steps to Building a Succession Plan for Success," Posted by Accountemps on Tuesday, February 21, 2017. ●



Pursuing Professional Competency and Lifelong Learning

Rhonda Maze-Buckley, RN, SGNA News Editor

“I can do things you cannot, you can do things I cannot; together we can do great things” – Mother Theresa

What a fast moving year this has been! I hope everyone has safe travels to the Annual Course in New Orleans. What a great time to meet and regroup with old friends. Every year I look forward to meeting new friends, finding new mentors and seeing old friends.

This year as I make my plans, the theme of our course, “Invest in yourself, Inspire others,” has caused me to stop and think about what kind of leader I am.

Often times, we think of leaders as our manager, directors and administrators. However, when I think back over the length of my career, I am truly thankful for those clinical leaders who took the time to “inspire me” and help me grow both professionally and personally.

This past year, we hired several new RNs under a pilot Nurse Residency Program. Each of them brought a unique background to our organization. I felt I had a lot of knowledge to

share with the next generation of GI nurses. Kind of a grandiose idea.

As I was getting ready to propose this program to my senior leaders, I knew there would be no extra money to hire a trainer and I would be the main educator for the 12-week initial classroom and skills lab, if approved. I remember thinking how much I have to get done every day and how hard this might be. Surprisingly, I found that they taught me almost as much as I taught them. I found myself learning new things, new ways and new ideas. Their questions made me think about the “why” of what I do every day and where my passion lies. I love GI nursing!

I hope everyone enjoys the Annual Course, and I hope you find your inspiration by investing in yourself! ●

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Periodicals

Plan Your Future with SGNA

This is the perfect time of the year to look ahead and start planning your SGNA events and GI celebrations for 2017.

May 7-9, 2017

44th Annual Course, Invest in Yourself, Inspire Others

June 1, 2017

Infection Prevention Champion Program Summer Session Starts

September 16-17, 2017

SGNA National Certification Review Course, Lakewood, Colorado



September 21-23, 2017

CSGNA 2017, Victoria, BC

October 15-21, 2017

International Infection Prevention Week

October 28-30, 2017

21st ESGENA Conference, Barcelona, Spain

November 3-4, 2017

SGNA Regional Leadership Conference