

SGNA news

Quarter 4 - 2017 | Volume 35

Share the GERD “Choose This, Not That” chart with your patients to guide them on healthy eating choices this holiday season!

See page 10.



HOT TOPIC

Our Strategic Look Ahead

Following several months of planning, discussion, revision and alignment from key stakeholders, the SGNA Board of Directors is proud to announce the development of our Strategic Plan for 2018-2020. Developed with input from ABCGN and other partners, this plan will serve as a roadmap to ensure SGNA remains at the forefront of issues affecting our specialty. The plan is comprised of three goals with actionable objectives to ensure that we are addressing trends such as a shift in the role of gastroenterology nurses in the administration of many tests previously done by physicians, an emerging Nurse Navigator role, new diagnostic tools and advancements in technology. Although every new year starts fresh with opportunity, we're particularly excited to kick off 2018 with these strategies that will bring new and important resources relevant to our specialty practice.

Goal #1: Membership

To further enrich the SGNA member experience and gain a more nuanced understanding of your unique needs, SGNA will develop behavior-based personas. This will help us more effectively guide and create the resources you need. Through this goal, SGNA is committed to increased engagement and education, incorporating a clear role for retired members and creating a depository of patient educational resources that allow you to have more detailed conversations with your patients.

Goal #2: Quality Care

With a healthcare landscape that emphasizes quality care measures, SGNA is working to

ensure you will be equipped with the best practices and evidence-based education to feel confident in your daily practice. A taskforce will convene to establish gaps in knowledge related to quality measures, then develop education resources based on those findings. We will establish a program to encourage the adoption of quality measure best practices, and SGNA will develop a long-term plan to assure nurses have a seat at the table in all relevant professional discussions.

Goal #3: Future of Nursing

To advance the roles of nurses and associates within gastroenterology, SGNA will develop and update role descriptions for Nurse Navigator, Screener, Advanced Practice Nurse, Registered Nurse, Licensed Practical Nurse and Nursing Assistive Personnel. SGNA will partner with key stakeholders to define each role's scope, allowing our members to provide clear justification for the role they serve within the field. In addition, two advanced education modules will be created to support specialization in key therapeutic areas that will be determined by you.

SGNA is excited to embark on this new strategic plan with you, and we look forward to 2018 being one of our best years yet. With these three goals in place, we are primed for continued growth in our mission of providing you with greater educational opportunities, and advancing the practice of gastroenterology and endoscopy nursing. ●

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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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Ending the Year By Looking Forward

Michelle Day, MSN RN CGRN, 2017–2018 SGNA President



The end of a new year provides an opportunity to look back at the year's challenges and accomplishments, and to anticipate and work toward a stronger team in the upcoming year. Seeing where we have been can define where we want to go next as we journey forward.

SGNA is constantly reviewing our programs to ensure we are providing unsurpassed evidence-based education, professional development and networking opportunities for our members. This year SGNA launched a new website, added resources to our Infection Prevention Champions program, and strengthened our advocacy voice by being at the table with our partner organizations.

I am proud to have participated in the

development of a new strategic plan for SGNA. The dedication, passion and expertise that our SGNA members brought to the table was astounding! The process started with key stakeholders answering several questions about where we think SGNA and gastroenterology should be in the future. We spent several hours brainstorming ideas imagining what the future could look like. I was amazed that even though we worked in several smaller groups we had many similar themes. We identified trends in healthcare that will require a shift in the role of gastroenterology professionals.

The in-person meeting was just the beginning. Several months of discussion, clarification and revisions preceded the final product. SGNA's 2018-2020 Strategic Plan has three goals; membership, quality care and the future of nursing. Make sure to read the article in this issue for a detailed explanation of our new strategic plan. I look forward to seeing the progress we make towards obtaining these goals.

The end of the year is also a time for personal reflection and emotional renewal. Balancing stress and recovery is crucial. Stress expends energy, recovery allows us to fill our reservoir. Take the end of the year to build in strategic recovery. For me, journaling is a ritual I use for recovery. For others, recovery is setting aside daily time for a walk, going to the gym, or spending time with family. Refill your

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Infection Prevention is Always In Style

Looking back, International Infection Prevention Awareness Week was celebrated October 15-21, but is an objective that is considered evergreen in the practice of GI!

Several resources are available on the SGNA website, including the Infection Prevention Champions Program Toolkit. The SGNA Infection Prevention Task Force created this program with the goal of establishing a Champion in each facility/setting across the country, acting as the link to the most current infection prevention news, and ensuring safe practices are followed.

What you'll get from having a Champion in your unit or being a Champion yourself:

- Education for gastroenterology/endoscopy staff on infection prevention and control topics
- Maintain high quality control within the endoscopy arena
- Have the opportunity to address performance improvement needs
- Access to the Infection Prevention Toolkit and additional resource such as discussion forums ●

"As the Clinical Coordinator for a GI lab in a community hospital, I found participating in the Infection Prevention Champions program to be the most beneficial program in which my hospital has ever participated," noted **Karen Wilson, MSN RN CGRN**, Clinical Coordinator GI Lab, Parker Adventist Hospital. "I have over 25 years of GI experience, and thought I knew what Joint Commission and State surveyors were looking for when they assessed units. But by participating in the program I learned how to do an in-depth unit risk assessment, as well as how to evaluate and apply standards for multiple infection prevention organizations, such as Association for the Advancement of Medical Instrumentation (AAMI) and Association for Professionals in Infection Control and Epidemiology (APIC)."



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Professional Advocates

During the month of September, The Bottom Line featured a series of interviews with members called "The Advocacy Interviews," aimed at gaining a deeper perspective on the factors that attract professionals into this field, the influencing factors that helped them make an impact and their strides in professional development. In particular, we asked these members to share the ways in which SGNA has played a role in their development and how can others best utilize it as a resource. Here is what they told us:

Nancy Denton, BSN RN CGRN at Beaumont Health in Troy, Michigan:

When I started in GI, I knew this was where I wanted to finish my career, which, to me, meant getting certified and learning everything I could about GI. I wanted to become an expert, so I became involved in SGNA. They had the resources to get this accomplished in one easy place – the SGNA website. Once I was certified, I continued my involvement with SGNA and my regional Michigan SGNA (MSGNA), continuing to learn as I earned CEs to maintain my certification. By attending my local MSGNA conferences and the Annual Course, I networked with a

The response from staff gets gold stars for responsiveness and commitment to excellence.

great group of GI nurses that shared my goals. I then took another step in my professional development and applied for the SGNA Fellows Program. This was the best experience in my more-than-40-year career as a nurse. The learning, comradery, networking and professional advancement were what I needed to refresh my love of nursing and my career.

Since becoming involved with the Fellows Program, I have presented posters and concurrent sessions at the Annual Course. I have become more involved with my regional organization by hosting one of our local conferences, and I have continued to be more active at the national level, serving as a director on the SGNA Board of Directors. This all started from going through the SGNA website, which I believe is a great place to start your journey.

Cheri Ackert-Burr, MSN RN CNOR AGTS, Fellow for Clinical Practice, Mediators:

SGNA has some amazing folks working to promote best practice, act as a resource,

grow the leadership within the organization, and create more opportunities to engage memberships at different levels.

There are so many opportunities for all experience levels. I frequently work with many of the members on local or regional projects to provide education and act as a resource for questions. The response from staff gets gold stars for responsiveness and commitment to excellence. I also get to be involved in listening to strategic ideas for moving SGNA forward.

Cecelia Pezdek, MSN RN MSHA CGRN, Manager Endoscopy and Ambulatory Services with Advocate Good Samaritan Hospital:

I believe the opportunity provided by the SGNA Fellowship Program was probably the best opportunity I had in my nursing career. The ability to be mentored to the degree that was provided in this program through the SGNA was a privilege. It was then taken a step further when our group went back to our respective facilities and were able to implement some projects. Challenges were shared and the support was great. The friendships developed through this group was invaluable! SGNA has so many resources available such as scholarships. Often you just need to apply and then take a risk and become involved. Use the website, chat-groups, or join the mentoring program. Know what is available, there is a lot! ●

By attending my local MSGNA conferences and the Annual Course, I networked with a great group of GI nurses that shared my goals.



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Success Stories: Rhoda Redulla, DNP RN-BC

SGNA caught up with Education Committee Chair Rhoda Redulla on how she has used strategic thinking throughout her career, what educational opportunities are out there for nurses, and what success means to her.

How have you become a strategic thinker in your career?

Early in my career, I had the great opportunity to learn about strategic planning, which includes crafting a vision and mission for my organization and department. I took this learning to heart and whenever I could, I tried to apply that to my professional development planning as well as in my personal life. Once or twice a year, I ask myself the same questions that are usually asked of a candidate during a job interview, "Where do you see yourself five years from now?" "What fires you up to be the best that you can?" Sometimes the answers are not always clear, but taking the time to pause and reflect is already a win in itself. At work, as employees, it is great to use the self-evaluation and annual performance

evaluation periods to your advantage. It is the perfect time to engage in self-reflection and chart the course for your career within the next few years.

What are some new educational opportunities individuals in the industry should take advantage of?

First, of course, SGNA has a wide array of educational programs to choose from, various areas in several formats. I would strongly recommend periodically conducting your own learning needs assessment. What are my knowledge and skill gaps? Clinical knowledge and skills may be easy to identify and you may forget to think of other equally important areas, such as safety, cultural competency and evidence-based practice.

Academic medical centers have "endoscopy live" courses that allow you to learn from real cases in real-time. This is an incredible opportunity to learn about complex cases you may not routinely see in your current setting.

Other professional organizations such as the AASLD, ASGE, and advocacy groups for chronic conditions such as the Crohn's and Colitis Foundation offer many educational opportunities.

What do you see as future educational opportunities, or developing opportunities, for individuals looking to grow in this industry?

Mobile learning is certainly one opportunity offered in innovative formats. Education offered through mobile applications has been growing. Although not new, opportunities to learn and grow by joining special interest groups, whether at work or through your professional society, have been expanding too. This opens a door to share your expertise while hearing about the latest and greatest from your peers.

What is your advice to nurses just beginning their careers?

Zero in on what sparks your interest, what ignites your passion, and develop it. I have previously worked with many hepatitis C patients in various stages of the disease. Before our current direct acting antivirals were available, completion of therapy was extremely challenging for patients. This inspired me to develop and test a nurse-driven pathway in hepatitis C management for my doctoral work. From this initial work sprung opportunities for scholarly presentations and publications afterwards. In fact, the biggest return I received from it was extending my professional network and knowing experts in various areas of GI and liver specialties.

Find a mentor but have a clear objective of what you aim to achieve from the mentorship experience.

Be audacious. Dare yourself to do something and dream big, but have a road map on how to get there. Be prepared to take detours too.

In the book "The Alchemist", Paulo Coelho wrote "And, when you want something, all the universe conspires in helping you to achieve it."

Be audacious. Dare yourself to do something and dream big, but have a road map on how to get there. Be prepared to take detours too.



As a nurse, the most important definition of success should connect back to our patients, making a difference for their benefit.

My family and I moved to the United States from the Philippines 12 years ago. I had to relaunch my career here as a professional nurse and went through many challenges as a new immigrant. I would never have imagined myself being able to achieve even a fraction of what I have seen in my career so far.

How do you define success in your career?

As a nurse, the most important definition of success should connect back to our patients, making a difference for their benefit. This can be achieved through providing the care directly to them or leading initiatives that lead to improvements in care.

Success is first meeting what is expected of you in your primary role and then exceeding expectations. It is also emerging as a leader, not necessarily in a formal role, but finding a way to support your peers. ●

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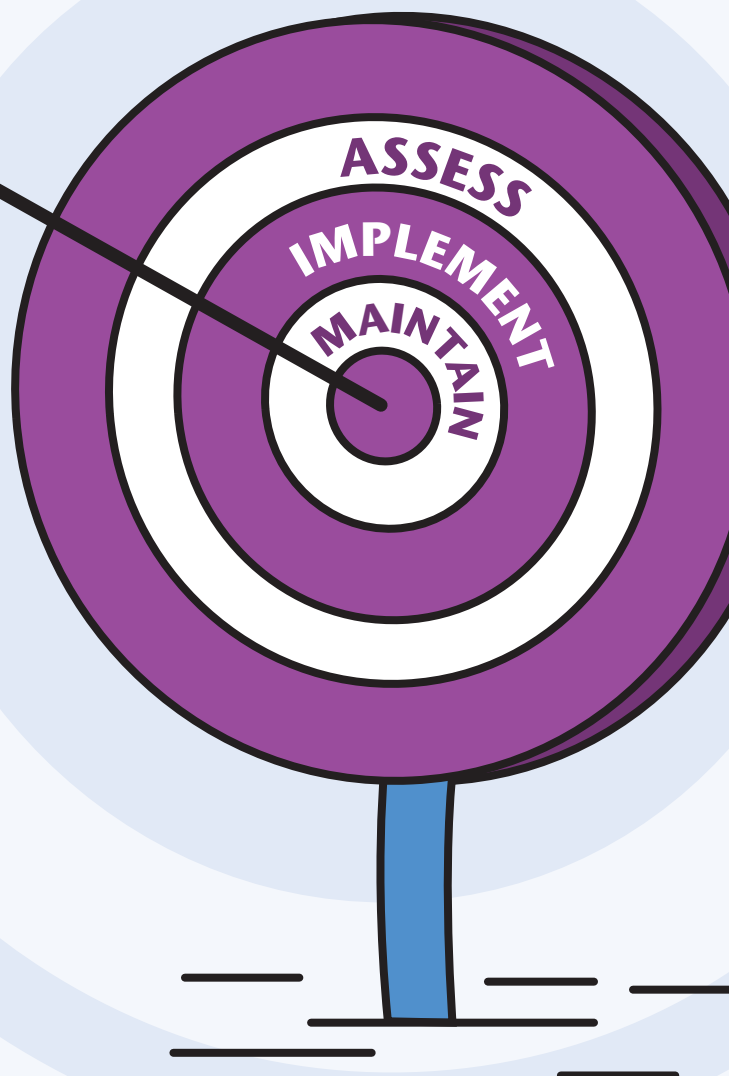
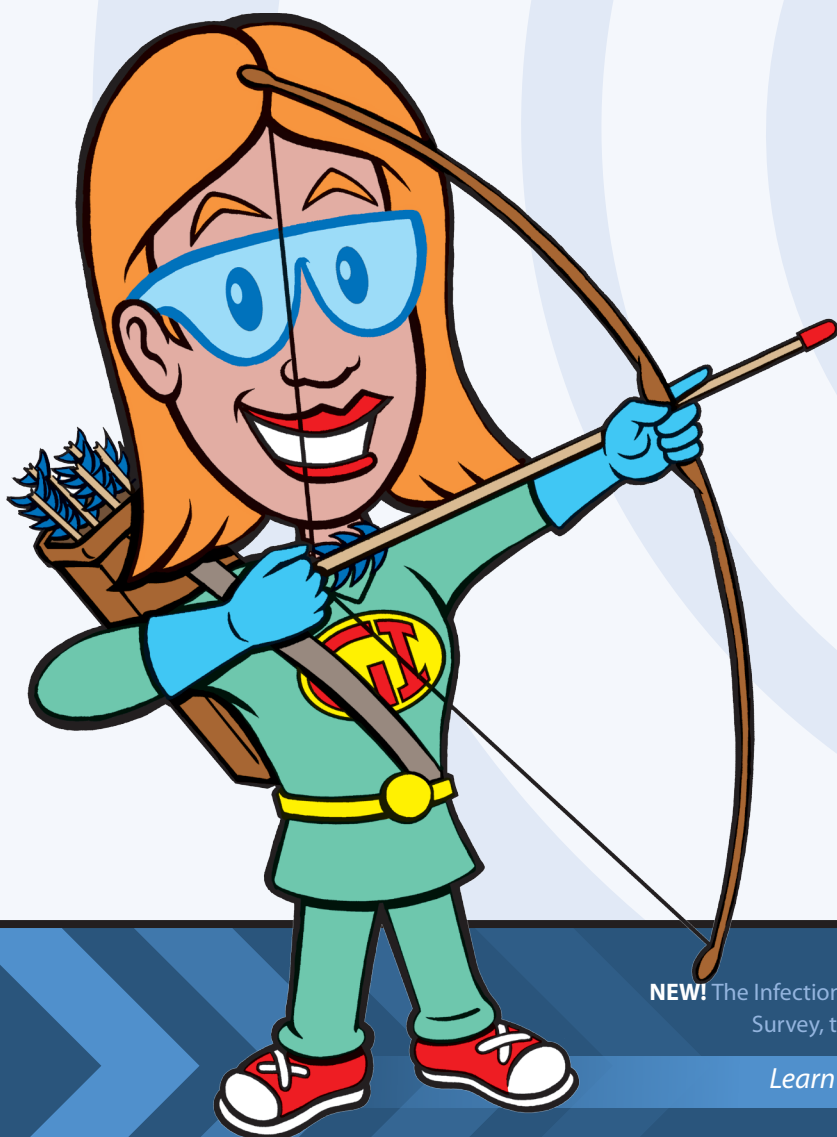


Is Your Infection Prevention Hitting the Target?

*The SGNA Infection Prevention Champions Program is your way to **A.I.M.** for best practices.*

The two-year AIM program identifies a Champion for your facility to Assess, Implement and Maintain best practices and safety in GI infection prevention. Participation in the Infection Prevention Champions Program is an ideal way to meet annual CMS requirements, identify areas for improvement, and build a strong relationship with infection prevention risk managers.

INFECTION PREVENTION



NEW! The Infection Prevention Champions Program now includes a Clinical Effectiveness Survey, to provide more details when assessing your facility's current practices.

Learn more and sign up at www.sgna.org/InfectionPrevention.

SGNA



Crohn's and Colitis Awareness Week: What You Can Do

Featuring Cathleen Shellnutt, MSN RN AGCNS-BC CGRN

In the U.S. alone, Crohn's and colitis affect more than 1.6 million individuals, roughly half of which are children under the age of 18. Medical professionals still do not know the cause of the diseases and for many living with the symptoms it is an intense, personal battle not easily visible to friends, family, or even doctors. "It is important for healthcare providers to understand that how the individual appears on the outside is not reflective of their health and well-being," explained SGNA member Cathleen Shellnutt, MSN RN AGCNS-BC CGRN.

Shellnutt has been facilitating a Crohn's and colitis support group since 2014 and finds that each meeting is different. Individuals have expressed that they learn something new each time; Shellnutt finds she learns from them, as well. "Many of these individuals are struggling daily with uncontrolled symptoms but are leading a

productive life," she said.

As Shellnutt observes, these patients must go on with life despite debilitating symptoms; some even find the strength to run two marathons, finish medical school, or start a career in the NBA. The Crohn's and Colitis Foundation, a non-profit organization founded in 1967, shares several of these unique and inspiring patient stories on their website, highlighting just a few of the 1.6 million Americans who do not let their disease define them.

The sixth annual Crohn's and Colitis Awareness Week will take place this year, December 1-7. GI units are encouraged to spread awareness through social media, staying on top of educational resources and finding ways to support the cause. The Crohn's and Colitis Foundation has several ways to get involved, from team races

to spin classes, advocacy programs, support group resources, and more, all with the goal of raising awareness and funding to continue research.

Beyond the awareness week, it's important for GI nurses to keep a pulse on the topic and new developments for their patients. For Shellnutt, an advocate for lifelong learning, the Annual Course has been one way of staying informed on the disease. "I attend sessions related to IBD and visit vendors to explore their patient support programs, so I can bring new information back to my support group," she said. Though a cure is still uncertain, with proactive education, increased awareness, and ongoing involvement, GI nurses can play a key role in supporting patients affected by this disease.

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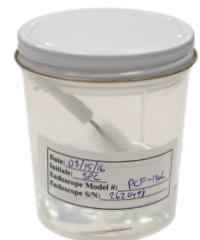


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GERD Awareness: How to Talk to Patients About Foods to Avoid

With the holiday season soon in full swing, and in honor of GERD Awareness Week (November 19-25), it may be time to re-evaluate how you talk to your patients about controlling gastroesophageal reflux disease (GERD), commonly known as acid reflux. Foods that are often served during the holiday season can trigger GERD symptoms, but knowing how to talk to patients about controlling their diet to avoid or mitigate symptoms can be the key to their success, and a happier holiday season for everyone.

Share this “Choose This, Not That” chart with your patients

	CHOOSE THIS		NOT THAT
	Salad with cucumber, carrots and low-fat dressing		Salad with raw onions, tomatoes and vinegar <i>Avoid vinegar, tomatoes, raw onions and oranges - all of which can trigger acid reflux.</i>
	Vegetable Mac n' Cheese with whole wheat pasta, cauliflower and low-fat cheese		Mac n' Cheese <i>Cheese and other high-fat foods can cause acid reflux.</i>
	Baked potato <i>Skip the butter and sour cream.</i>		Cheesy potato casserole
	Turkey breast		Deep fried turkey leg
	Mineral water		Soda <i>Carbonation and caffeinated drinks can trigger heartburn.</i>
	Apple pie		Chocolate cake <i>Chocolate treats can agitate stomach acid.</i>
	Raw ginger <i>Ginger is known to ease heartburn and settle the stomach.</i>		After dinner mint
	Go for a Walk <i>Walking can help food digest in the body.</i>		Take a nap



Time to Innovate

Rhonda Maze-Buckley, RN, SGNA News Editor

This October, I was very fortunate to be able to fulfill a bucket list trip by going to South Africa. During the very long flight, I had brought several journals to read and found myself catching up on Barrett's Esophagus and GERD treatments.

I believe that it is more important than ever to educate regarding the risks of Barrett's Esophagus. In my practice, since protein pump inhibitors are so readily available over the counter, I find my patients are no longer actively following up with their gastroenterologist for reflux and/or heartburn. Instead they are just treating with over-the-counter medications.

It is important for us to educate our patients regarding the importance of follow-up for

chronic reflux and risk factors. Historically, Barrett's Esophagus is due to chronic heartburn and GERD, with other factors being male, white and obese. While it is less common in women, there are still risks. Normal treatment for those at risk for Barrett's Esophagus is monitoring and Protein Pump inhibitors. However, with moderate or high grade dysplasia, the risk for esophageal cancer increases and is often treated with either endoscopic resection or radiofrequency ablation.

APC was one of the first techniques used for the treatment of Barrett's Esophagus, but it was not without risks of stricture formation and buried glands, caused by the growth of neosquamous epithelium over the remaining Barrett's Esophagus.

This year a new and innovative technique is being used to treat Barrett's Esophagus, Hybrid APC (Argon Plasma Coagulation). Hybrid APC is the technique of using APC with a submucosal saline injection, which lifts the epithelium, creating a safety cushion to address the complications. This "cushion" allows for a higher energy setting and a more thorough ablation of the Barrett's Esophagus.

While data regarding the efficacy and safety of this new treatment is very limited, there are several pilot trials being conducted here in the U.S. and in Europe, with very promising results. One study of over 164 patients saw a complete remission of Barrett's Esophagus in 92.5 percent of patients who completed their treatment. ●

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SGNA