

Macrotrends in Nursing: Reimagining the Future “The Culture of Caring”

[VIDEO TRANSCRIPT]

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Hello, I'm Doctor Anne Dabrow Woods and I'm the chief nurse of Wolters Kluwer, Health Learning Research and Practice and this series is “From the Desk of the Chief Nurse”. Throughout the year we're going to be taking a look at some of the macro trends in nursing that are really changing how we look at our profession and what we're going to do moving forward. And one of the most important trends that we're going to focus on today is the whole idea of the culture of caring and how it's really changing to improve the patient experience. We know the workplace culture is very, very important in institutions and really sets the stage for the type of care that is delivered within that organization. We know that healthcare organizations that embrace the concepts of exploration and innovation actually work to deliver better patient care as well as keep their staff better motivated and happy where they're working, because they're better able to meet the needs of their patient population. We know that patients need certain things to feel good about their healthcare experience. They need to feel respected at all times, they need to feel like they are the focus of anyone who comes into their room and that people who come into the room to care for them are not pressed for time, that they actually are devoting every second of their attention directly to that patient. Patients want empathy, they want kindness because they are afraid. Everything that's happening to them is new and they want to feel that they are being really cared for by people who actually care about how they're experiencing things within healthcare. Nurses then need to demonstrate certain things. We need to be knowledgeable about what we do and as healthcare is changing each and every day we need to make sure that we keep up with

those changes so that when we provide patient care we are confident and competent to deliver the best and highest quality care to our patients. We need to be professional at all times not only with how we present ourselves to our patients but also how we look to them. And we need to bring that spirit of empathy and kindness to everything that we do. We know that our environments need to be clean, they need to be simply designed, they need to be tidy. They also need to be quiet and welcoming so whether we're talking about the colors, the layout, all those different things, nurses have to be involved in that decision-making because they know better than anyone how our patients will feel in certain environments. You know being a nurse is really tough in this changing paradigm of health care. And sometimes when you feel overwhelmed it's hard to remember what brought you here in the first place. But what I say to you is, when you're feeling overwhelmed, stop drop your anchor, and remember what brought you to this profession in the first place. And that is because you want to care for people. So in the end it's all about caring for people. And let's face it, that's why we went into nursing in the first place. Because we wanted to give care to one person at a time, and from one person at a time becomes one community at a time. That's what it's all about. So thank you for joining this segment of "from the desk of the chief nurse".

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