



Happy New Year!

It is an honor and a privilege to work with each and every one of you. We look forward with energy and enthusiasm to the work we can do together in 2021! Thanks for your continued commitment to quality in professional development for nurses and health care teams during this challenging time.

Congratulations to:

Karen S. Reed, DHSc, MSN, RN, CNE, CNL, CRRN, on publication of her article, "Embracing the Value of Confidence and Intention in Program Design", in the January, 2021, issue of the *Journal of Continuing Education in Nursing*. Karen and her colleagues planned and implemented two educational activities demonstrating the impact of active teaching strategies on confidence and intention.

Professional Development Activity Financial Analysis

Nursing professional development practitioners are increasingly asked to justify educational activities. Completing a financial analysis assists in demonstrating the worth of professional development activities by showing the financial impact. Measuring return on investment (ROI) and benefit cost ratio (BCR) guide decision making in investment of resources. Due to the increased time to calculate, a financial assessment is reserved for priority decision-making activities with high importance, high visibility, or far-reaching impact.

To complete a financial analysis, the activity costs and activity benefits are calculated:

- Activity costs include salary cost for activity development, supplies, equipment costs, and salary cost for activity attendance
- Activity benefit includes the potential cost savings if an adverse outcome is prevented

Formulas

$$\% \text{ ROI} = \frac{(\text{Activity Benefits} - \text{Activity Costs})}{\text{Activity Costs}} \times 100$$

A positive ROI indicates that returns exceed costs, and a negative ROI indicates that costs outweigh returns.

$$\text{BCR} = \frac{\text{Activity Benefits}}{\text{Activity Costs}}$$

A BCR of greater than 1 indicates a positive impact and less than 1 indicates a negative impact.

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Consider this example:

A proposal was received for a 2-part educational series on increasing positive workplace interactions and improving communication based on an identified professional practice gap. You were asked to complete a financial analysis to determine the potential financial impact of the educational activity.

For the financial analysis, the estimated activity costs include the cost of course development, materials, and attendance. The activity benefits for preventing absenteeism are \$1685 per employee annually (Stinson, 2015). In this example, if absenteeism is prevented for 1 employee over the course of a year, the net benefit is \$1685.

- Activity costs-\$1018
- Activity benefits=\$1685

The ROI was calculated to 65.5% which indicates a positive return. The BCR calculation is 1.66, meaning that for every dollar spent, the potential cost benefit is \$1.66. Because the series had the potential to positively impact the organization financially in addition to potential nonmonetary outcomes, administration was supportive of this activity and permission was received to proceed with the series. The activity was well received with requests to repeat the series. For the repeated activities, cost would be reduced because the content was already developed.

Suggested References:

Dickerson, P., ed. (2017). Core curriculum for nursing professional development, 5th ed. Chicago: Association for Nursing Professional Development.

Opperman, C., Leibig, D., Bowling, J., Johnson, C., & Harper, M. (2016). Measuring return on investment for professional development activities. *Journal for nurses in professional development*, 32(4), 176-184.

Opperman, C., Liebig, D., Bowling, J., & Johnson, C. S. (2018). Measuring Return on Investment for Professional Development Activities: 2018 Updates. *Journal for nurses in professional development*, 34(6), 303–312.

Stinson, C. (2015, January 28). *Worker illness and injury costs U.S. employers \$225.8 billion annually*. Centers for Disease Control and Prevention (CDC) Foundation.

Nursing Professional Development Pandemic Resources

Professional development is defined by the Association for Nursing Professional Development as “the continuous, active participation in activities that assist in developing and maintaining competence, enhance professional practice, and support achievement of professional goals” (Harper & Maloney, p. 64). The current challenges of the pandemic highlight the importance of nursing continuing professional development (NCPD) and role as NPD practitioners. As nurses transition to different areas, new knowledge and skills are necessary in order to practice safe patient care. It’s never been MORE important for nurses and healthcare professionals to have current, evidence-based knowledge to guide their practice.

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The good news—it is now much easier to actively participate in virtual nursing professional development educational activities. National and specialty organizations have transitioned many activities to virtual formats in response to education needs during the pandemic. In addition to current COVID-19 guidelines, there are a variety of additional topics related to different aspects of the pandemic.

Resilience and self-care activities are accessible from several different organizations to support nurses with the major challenges such as those presented by a pandemic. New educational opportunities on navigating telehealth and managing chronic conditions assist in supporting patients in a virtual environment. Educational activities on how to develop virtual learning while promoting active learner engagement are also available.

Check out a few of the nursing professional development activities and resources in response to the pandemic as we continue to navigate through this challenging time.

- CNEbyMNA-Resiliency, Wellness, and Self-Care Resources:
<https://courses.cnebymna.com/courses>
- American Nurses Association-COVID-19 Resource Center:
<https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/>
- Association for Nursing Professional Development-COVID-19 Resources:
<https://www.anpd.org/page/covid-19-resources>
- Centers for Disease Control and Prevention-Telehealth Interventions to Improve Chronic Disease:
<https://www.cdc.gov/dhdsp/pubs/telehealth.htm>
- National Academy of Medicine-Taking Action Against Clinician Burnout:
<https://nam.edu/systems-approaches-to-improve-patient-care-by-supporting-clinician-well-being/>

Additional Reference:

Harper, M. & Maloney, P. (2016). Nursing professional development: Scope and standards of practice, 3rd ed. Chicago: Association for Nursing Professional Development.

NARS Reminder and Questions

Each primary nurse planner is required to submit the 2020 NARS report to MNA by January 15, 2021. For those of you who have already submitted your reports, thank you! If you have not done so, please be sure to get that completed. Please contact Kristi (kristi@mtnurses.org) if you have questions or are having difficulty.

Any questions you have about NARS should be asked directly of MNA. Even though your original “invitation” to join the system and start-up instructions came from ANCC’s Primary Accreditation

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Program, we, as your approver unit, are accountable to ensure your success. Any questions you submit to ANCC will be sent to us for action, so you'll get a quicker response by contacting us directly!

Have something you think would be a good topic for the NARS Corner? Email Kristi at kristi@mtnurses.org

References and Resources

Here are some references and resources that you might find helpful in your provider unit work. Please mail us if you have something you would like to share with your colleagues.

Bradley, K., Godin, M., Ascano, A. (2020). Game Changer: Integrating Technology to Bring Competency and Policy to Life. *Journal of Continuing Education in Nursing*, 51(12) 544-546. <https://doi.org/10.3928/00220124-20201113-04>

Park M., Holtschneider, M. (2020). Mindfully Navigating the Pandemic. *Journal of Continuing Education in Nursing*, 36(6) 359-361. <https://doi.org/10.1097/nnd.0000000000000689>

Reed, K. (2021). Embracing the Value of Confidence and Intention in Program Design. *Journal of Continuing Education in Nursing*. 2021;52(1):5-7. <https://doi.org/10.1097/nnd.0000000000000691>

Upcoming Virtual MNA Events, Activities, Opportunities

Virtual Transition to Practice

January 24-25, 2021

- On January 24 and 25, we will be hosting our annual Transitioning from New Graduate to Professional Nurse leadership reception and workshop virtually. The target audience for this event is senior nursing students and new graduates (within 12 months of initial licensure). Please share with new grads focused on making a healthy and successful transition into the professional practice of nursing.

Virtual APRN Pharmacology Conference

March 5-6, 2021

- Our annual APRN Pharmacology Conference will be hosted virtually on March 5 and 6. This Conference will advance the knowledge and skills of APRNs in safe and effective practice, particularly relating to pharmacotherapeutics. Please share this information with interested APRNs.

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Virtual Provider Workshops

April 2021

- Provider workshops will be held in April, 2021 including 2 virtual sessions with a practice exercise for you to complete on your own between sessions 1 and 2. The agenda will include use of content integrity standards, use of educational design principles, outcomes measurement, and sharing of best practices.
 - Session 1-April 8, 1-3 (MST)
 - Session 1-(repeat)-April 23, 1-3 (MST)
 - Session 2-April 16, 1-3 (MST)
 - Session 2-(repeat)-April 29, 1-3 (MST)

Click link to register: <https://mtnurses.wufoo.com/forms/2021-virtual-provider-workshop-registration/>

National Professional Development Conferences 2021

2021 ANPD Annual Convention— August 3-6, 2021 – Chicago, IL ([Save the Date – download calendar appointment](#)): Aspire to Inclusivity Live & Virtual Conference

2021 Professional Nurse Educators Group (PNEG) National Conference-September 30-October 1, 2021- ([Register](#)) Virtual Conference

Contact Information

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Find self-study modules for nurse planners at:



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