

Subject: Nurse Staffing/Patient Safety Survey

Date: Friday, December 3, 2010 4:26 PM

From: John Nemo <john.nemo@mnnurses.org>

To: John Nemo <john.nemo@mnnurses.org>

From: "Lorry Massa" <lmasa@mnhospitals.org>

Date: Tue, 30 Nov 2010 16:42:58 -0600

To: Lorry Massa<lmasa@mnhospitals.org>

Cc: MHA Senior Leadership

Team<MHASeniorLeadershipTeam@mnhospitals.org>

Subject: Nurse Staffing/Patient Safety Survey

Dear Minnesota Hospital CEOs:

Cc: Government Relations Officers, Communicators, Directors of Nursing, Patient Safety Contacts, Quality Directors

As we prepare for the 2011 legislative session, I would like to briefly update you with respect to mandatory nurse-staffing ratio issues. Recognizing that MHA will undoubtedly be up against strong advocacy for mandated staffing ratios or other burdensome and costly alternatives put forward by the Minnesota Nurses Association/National Nurses United (MNA/NNU), we have formed a multi-disciplinary steering committee to help guide MHA's advocacy efforts. The steering committee is comprised of hospital and health system employees from varying professional backgrounds — CEOs, government relations officers, human resources leaders, communicators, physicians and nurse leaders. We've tried to include different perspectives to capture the views of our diverse membership. For your reference, I have attached the list of hospital representatives who have agreed to sit on this committee.

The committee is large enough to involve members from all parts of the state, while small enough to keep the committee functional and enable it to help MHA anticipate, prepare for and respond to issues as they unfold during the 2011 state

legislative session. The steering committee began meeting in mid-October and will continue meeting in-person and/or via conference calls on a regular basis thereafter.

In an effort to prepare for MNA/NNU's legislative campaign and other efforts they may pursue, MHA has chosen a public relations firm — Himle Horner, Inc. — to assist us with a variety of communications and strategic activities, as well as implementing a coordinated, long-term, sustained media and public relations campaign focused on what hospitals are doing to ensure quality, safe patient care in Minnesota and why ratios are not effective or needed. We expect that the MNA/NNU is gearing up for a protracted and drawn-out campaign of their own leading up to, and beyond, the upcoming legislative session and the next contract negotiations with unionized facilities.

While the new political reality may mean less pressure on this issue at the capitol during the 2011 session, our expectation is that MNA/NNU will simply pursue other opportunities to call attention to this issue through regulatory agencies, internal hospital reporting and the media. Therefore, we are prepared to create a sustained effort to ensure that Minnesota hospitals are in good standing with their approaches to quality and safe care that will go beyond the 2011 legislative session.

To that end, MHA is preparing to help hospitals communicate about the good work they are doing as it relates to patient safety and quality. In order to develop a good plan and strategy that reflects the reality of Minnesota's hospitals, we need information from you.

Please complete the survey, which is intended to help us gather some key facts, by going to this link — <http://survey.minnesotacca.com/TakeSurvey.aspx?SurveyID=n43M593>.

We ask that you **complete — or forward to the appropriate person to complete — the survey by no later than Dec. 10, 2010**. This e-mail has been copied to Government Relations Offices, Communicators, Directors of Nursing/Patient Care, Patient Safety Contacts and Quality Directors for their information. We would like one completed survey per organization so we leave it to your discretion how to assign the actual task of completing the survey tool. If you have questions about completing the survey, please contact Jonathan Peters at 651-659-1422 or jpeters@mnhospitals.org.

Certainly, if you have any questions or concerns about the nurse staffing steering committee or the public relations campaign, please do not hesitate to contact me or my staff.

Lorry

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