

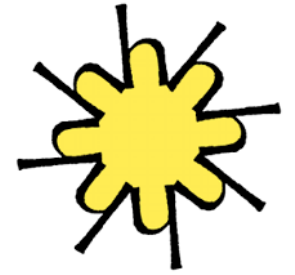


# Rural Nursing

Presented by: *Erin Smital & Cella Hartline, Rural Wisconsin Health Cooperative  
For Marquette University, College of Nursing*



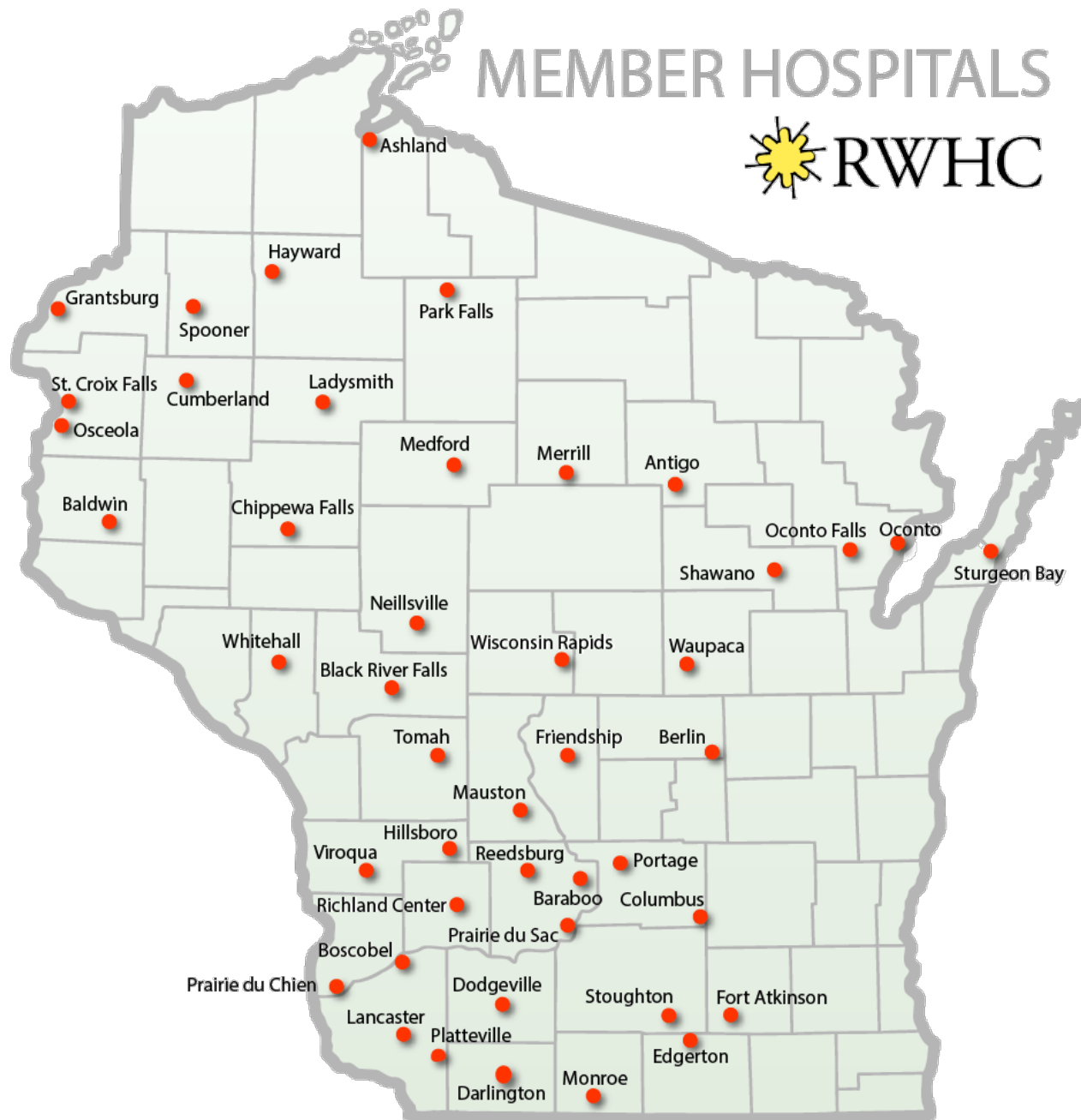
# Brief Overview of RWHC



**RWHC Mission** (*Future We Seek*): Rural WI communities will be the healthiest in America.

**RWHC Vision** (*How We Do It*): RWHC is a strong and innovative cooperative of diversified rural hospitals; it is (1) the “rural advocate of choice” for its Members and (2) develops & manages a variety of products & services.

# MEMBER HOSPITALS



<http://www.rwhc.com>

# Poll Question #1



# Beyond Advocacy, RWHC Shared Services\*

## **RWHC Professional Services**

Financial & Legal Services; Negotiation with Health Insurers  
Medical Record Coding; Clinical Services & Recruitment

## **RWHC Educational**

Professional Roundtables & Leadership Training  
Nursing, Leadership, and Lean Residency Programs  
Preceptor Workshops  
Clinical Workshops/Boot Camps

## **RWHC Quality Programs**

Credentials Verification & Peer Review Services  
Quality Indicators & Improvement Programs

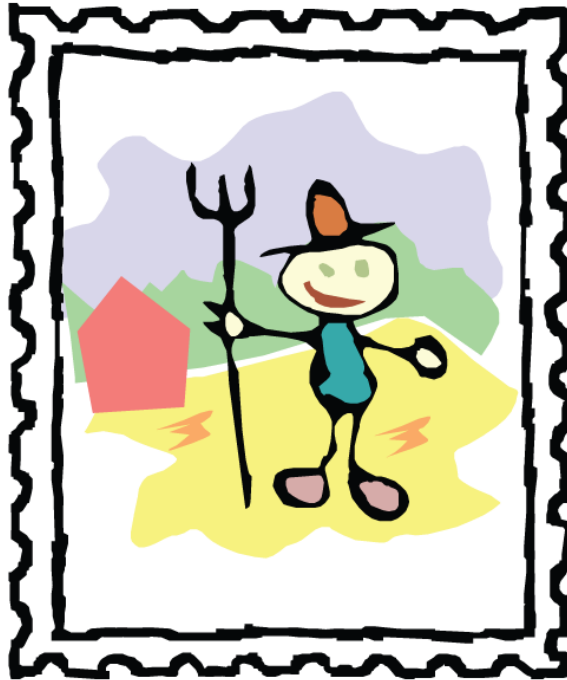
## **RWHC Technology & Other Services**

Behavioral Telehealth Network; Data Center Services  
EMR Support Services; Workers Comp. Captive Insurance Company



# What Are Our Shared Core Values?

## RWHC Eye On Health



Rural as Seen  
by Urban



Urban as Seen  
by Rural

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# Why Rural Nursing?

- Farming background
- Interested in multiple aspects of nursing
- Community/Relationships





# Why Rural Nursing?

- Grew up in a small town
- Default—wanted to try something new
  - Nursing home to acute care
- Nursing philosophy of my director of nursing at nursing home



# Biggest Satisfaction of Working in Rural

- Neighbors taking care of neighbors
- Rapport/relationships
- Generalist vs. Specialist
  - Variety/Diversity of Patient Care
  - Experiential learning
- Autonomy/Independence
- Promotable opportunities
- Impact on practice/standards/protocols
- Personalized care for patients (not a number)
  - Holistic
- Personal and professional growth



# Biggest Satisfaction (continued)

- Ability to make changes quickly
- Experiences/resource pool limited—exposure to all that needs to be done for the patient
- Close-knit teamwork
- Supportive learning environment across the continuum (multi-disciplinary)
- Everyone's job to care for the patient
- Exposure to multiple options to find niche' quicker
- Community relationships/Collaboration with EMS, Police, Fire

# Motivations for Working in Rural Areas

- Unlimited opportunities
- Impact on practice
  - Having a voice
  - Desire to be involved
- Collaboration with co-workers/community
- We “see” the same things as bigger places
- Enhanced teamwork
- Leadership development opportunities
- Infighting resolved quicker—less clichés





# Motivations (continued)

- Nurse residency program options
- Many ongoing learning opportunities
- Know all people by their first name
- True patient centered care
  - < “not my job”
- Yes “we do” have up to date technology
- Desire to raise family with small town values (neighbors helping neighbors)
- Close proximity to work
- Ease of drive (farm equipment)
- Lower crime rates within communities



# Poll Question #2



# What are the Key Qualities of a Rural Nurse?

- Flexibility and Adaptability
  - Ability to change quickly
- “Learning on the Fly” Competency
- Willingness to Learn/Quickly
  - Ongoing learning
- Perseverance
- “Swamp Work”
- Critical Thinking—Big Picture and outside the box
- Autonomy/Independence
- Confidence



# Key Qualities (cont'd)

- Development of strong clinical skills (no IV or Code teams)
- Development of acute assessment skills
- Multi-tasking
- Being organized/prioritizing and reprioritizing
- Creating strong relationships with urban hospitals to “save” patient lives in collaboration (heart attacks and strokes)



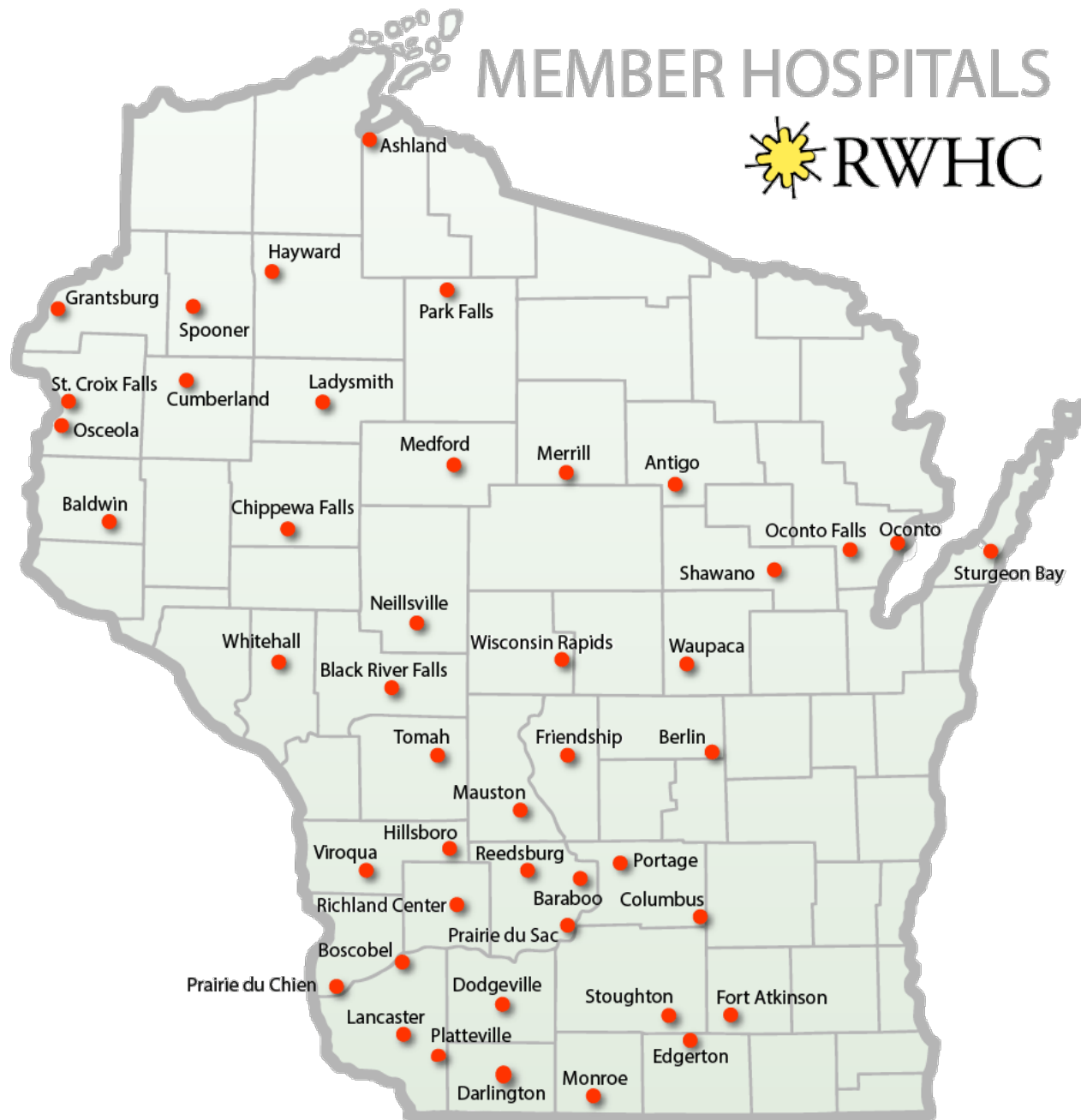


# Challenges

1. The Effective Use of All Caregivers
2. The Needed Statewide Workforce
3. Staff Engagement and Retention

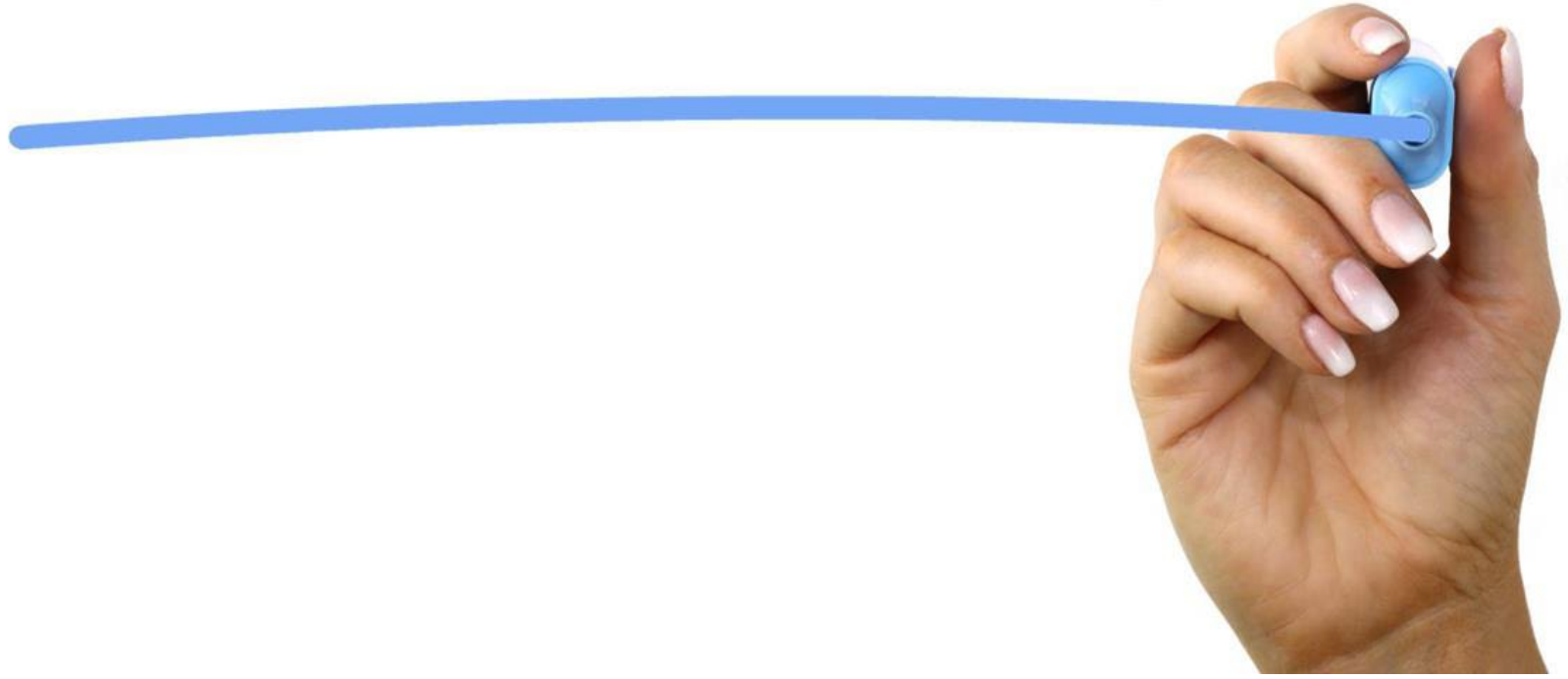


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# QUESTIONS



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