

Specific Audience Talking Points

When paired with the *Campaign for Action* key messages, these talking points are intended to help you communicate about the *Campaign* more clearly in terms that resonate with specific audiences. **Hospitals, physicians, funders, retail clinics** and **insurers** are important to your Action Coalition's success, and you'll be more effective if your messages can resonate with each of these groups. We've provided the following talking points as a guide for your Action Coalition to use in helping these audiences understand why your work matters and how it affects them. You should incorporate real-world examples or stories that help illustrate these messages whenever possible.

Please Note: Whenever possible, customize these points by mentioning your specific work in the context of what's happening in your state. For example, "[Insert state name] has one of the strictest laws that prevent nurse practitioners from providing affordable care." Or, "[Insert state name] is ranked among the lowest in the nation in terms of obesity and smoking." Then move on to how your work will solve the problem.

HOSPITALS

Nurses are essential partners to hospitals' efforts to improve quality and safety, and to meet increased patient demand.

- Hospitals can better manage an influx of older and sicker patients and millions more insured if we maximize the role of nurses.
- The *Campaign for Action* is working to meet increased patient demand and control health care costs by positioning nurses to bridge gaps in our health care workforce and ensuring that all providers can practice at the top of their education and training.
- As hospitals face new payment and reimbursement systems, more highly educated nurses are better positioned to implement best practices, help manage complex systems in a variety of settings, and achieve measurable results.

When nurses' opinions are valued, we can reduce medical errors, readmission rates, fatalities, and costs.

- The *Campaign for Action* is working to position nurses as valued partners in health care improvement. When nurses are encouraged to speak up, we see reductions in medical errors, readmission rates, falls, and fatalities, all of which directly affect a hospital's bottom line.
- Hospitals that don't include nurses on their boards are missing out on the frontline clinical perspective only nurses can provide.

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HOSPITALS (continued)

A more educated nursing workforce can deliver more efficient, coordinated health care.

- The *Campaign for Action* is working to strengthen education and training so nurses are positioned to make maximum contributions to tomorrow's health care teams and deliver highly coordinated care.
- Studies show that a more highly educated nursing workforce leads to care improvements in acute care settings, including in lower mortality and morbidity rates.
- Hospitals looking for a competitive advantage should consider hiring a more highly educated nursing workforce.

Hospitals that implement the Institute of Medicine (IOM) recommendations on nursing will be leaders in health care delivery.

- The *Campaign for Action* can help you to improve health care delivery quickly and efficiently by implementing the IOM's evidence-based recommendations on nursing. You can also make important changes now by ensuring that your board has at least one nurse.
- Hospitals can meet increased patient demand by removing institutional barriers to advanced practice registered nurse (APRN) care, credentialing APRNs to the full extent of their education and training, and providing admitting privileges to nurse practitioners and nurse midwives.
- Join the *Campaign for Action* and become a force for change to make nurses a valued partner in health care improvements.

PHYSICIANS

Nurses can be essential partners with physicians in expanding access to care, ensuring quality and safety, and using limited resources wisely.

- We can meet increased demand for patient care more efficiently if we reexamine our roles and responsibilities and maximize our time and skills.
- New payment and reimbursement systems mean we need to rethink how we deliver care. One of the ways we can improve health care delivery is to use nurses and physicians more effectively.
- The *Campaign for Action* is working with physicians, nurses, and other health care stakeholders to manage the influx of more aging, and sicker patients, and to provide quality care for patients when and where they need it.

We need to think less about the professions and more about the patients.

- With increased demand and provider shortages, we need to be smarter about how we use our resources and how we train, recruit, and retain physicians and nurses who can care for patients when and where they need it.
- When nurses are valued members of the health care team, we are all better able to improve quality and safety, and reduce medical errors and costs.
- It's about transforming health care by using nurses more effectively and positioning nurses to help manage complex systems in a variety of settings.

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PHYSICIANS (continued)

When we put patients first, we all win.

- Health care transformation has left the station. If physicians and nurses join together to put patients first, we will all win.
- With more and sicker patients and a shortage of providers, all clinicians need to be able to practice at the top of their education and training.
- To better meet the needs of patients, we need to change how providers are educated, trained, and practice. That means interprofessional education and collaboration, better coordinated care, and a partnership between physicians and nurses that enables all of us to use our skills and resources more wisely.

We encourage physicians to support the Campaign for Action.

- Join the movement. Visit www.campaignforaction.org, read the evidence-based Institute of Medicine report on the future of nursing, and get involved.
- Participate in your state Action Coalition. For the sake of better patient care, help us to remove practice barriers, strengthen nurse education and training, and promote interprofessional collaboration.
- Value nurses in your everyday practice and benefit from their unique insights and perspectives.

FUNDERS

PLEASE NOTE: This messaging will depend entirely on which funder you are approaching. Please be sure to check the mission and priorities of the funder, and tailor your messaging and “ask” accordingly.

We're working to change health care to better meet the needs of patients and populations.

- Our state/community is grappling with an aging and sicker population, more patients needing care, soaring health care costs, and a provider shortage. The *Campaign for Action* is working to expand our ability to provide care, improve quality, and control costs.
- As the largest group of frontline health care providers and the ones who spend the most time with patients, nurses are essential to any effort to improve health care delivery and public health.
- The *Campaign for Action* is working to prepare and position nurses to transform health care, improve public health coordination, and recruit and train the next generation of nurses.

The Campaign for Action is working to prepare nurses to expand access to care, improve quality, and contain costs.

- To expand access to care, the *Campaign for Action* is working to remove outdated barriers that limit fully qualified nurses from providing primary and preventive care.
- As we face severe primary care shortages, we need nurse practitioners who can provide care in underserved areas and a more diverse nursing workforce to provide culturally competent care.
- We need to bring together a diverse set of stakeholders—nurses, physicians, other providers, hospitals, health care systems, insurers, employers, consumers, and the business community—to work in the best interest of patients and populations.

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FUNDERS (continued)

Nurses must be prepared to help the health care system of the future move into the community.

- The *Campaign for Action* is helping to rethink health care delivery and advocating evidence-based Institute of Medicine recommendations on the future of nursing.
- People want and need to stay in their homes whenever possible; when not able to do so, they need to be able to access quality care close to home.
- To better manage more patients with more chronic conditions in more complex health care systems, we need to change how nurses are educated, trained, and practice.

Here's how you can help:

- If you are interested in improving patient care, access to health care, reducing medical errors, advancing nurse leadership, strengthening nurse education and training, promoting health care teams, or recruiting a more diverse culturally competent nursing workforce, we should talk.
- Learn more at www.campaignforaction.org and see what is happening across the country through our state Action Coalitions and in our online community.

Other Ideas:

- If you approach a community-based foundation, make sure to connect your work to how it will help your local community.
 - Example: The Action Coalition in Wisconsin won funding from a local foundation that had nothing to do with health or health care, but was very interested in diversity, leadership, and economic development. The Action Coalition framed its project in those terms and was successful.
- Check the following for possible funding or in-kind support:
 - Office of Rural Health
 - Corporations
 - Large employers
 - In-kind support
 - Communications counsel

RETAIL CLINICS

- I represent the Future of Nursing: *Campaign for Action*. We are part of a nationwide effort to improve health care through nursing.
- Our mission is aligned with your business goals: ensuring that you have access to a strong pool of well-trained nurse practitioners who can care for increasing numbers of people/patients.
- We are working to increase the number of nurses with advanced degrees and the leadership skills to manage your clinics.

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RETAIL CLINICS (continued)

- Your business and clients will do better when nurses can work to the full extent of their education and training. Our work to modernize state laws to enable full practice authority for nurses will help you to increase the efficiency, productivity, and cost-effectiveness of retail clinics.
- We know that your customers are increasingly diverse, which is one reason why we are working to increase diversity in nursing.
- Our state Action Coalition, which is part of the national campaign, brings together a range of health care stakeholders from across the state.
- Our goals are substantial, and they benefit your business. Since you are a major employer of nurse practitioners and a provider of primary and preventive services, we have a better chance to achieve these goals sooner by working together with you.
- We would like you to join our Action Coalition, specifically to:
 - Support our work to enable full practice authority for nurses.
 - *Alternative ask—Support efforts toward increasing the numbers of nurses with advanced degrees.*
 - *Alternative ask—Support efforts to have nurses appointed to decision-making bodies.*
 - Provide financial support for coalition activities to strengthen nursing education.
 - Share your expertise and perspective in our Action Coalition meetings and strategic planning.
- We would like to schedule a lunch or breakfast in the next few weeks to talk about our shared interests and explore how we might work together. When would be convenient?

INSURERS

- I represent the Future of Nursing: Campaign for Action. We are part of a nationwide effort to improve health care through nursing, and I'd like to talk to you about why you should join us.
- Our mission is aligned with your business goals: to keep people healthy by ensuring access to quality, affordable care.
- You employ a substantial number of nurses in a range of critical jobs, so our work to increase the supply of highly educated nurses aligns closely with your corporate need for a strong labor pool.
- We understand that access to affordable, quality preventive care is good for your customers and your bottom line. Nurses provide a common-sense business solution to improve access and affordability.
- According to the evidence, nurses can provide one of the fastest and most affordable solutions to address workforce shortages or imbalances. That's why we are working to increase the number of nurses with advanced degrees and leadership skills who can improve access to care for the millions more recently insured.
- We are also working to remove outdated barriers that limit advanced practice registered nurses (APRNs) from expanding access to affordable care. This effort should be part of your business plan.

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INSURERS (continued)

- Decades of rigorous study clearly shows that APRNs provide quality care and are highly effective in helping people to manage chronic conditions. Better and wider use of nurse practitioners is good for your customers' health and your business goals.
- Innovative nurse-led practice models such as retail clinics and chronic care management have been demonstrated to lower costs and enhance patient outcomes.
- To achieve these goals, our state Action Coalition, which is part of the national *Campaign for Action*, has brought together a range of health care stakeholders—and we want you to join us.
- Our work benefits payers, employers, providers, and patients alike. By working together, we can achieve a better, more affordable system of care sooner.
- We hope you will work with us to:
 - Support our work to enable full practice authority for nurses.
 - *Alternative ask—Support efforts toward increasing the numbers of nurses with advanced degrees.*
 - *Alternative ask—Support efforts to have nurses appointed to decision-making bodies.*
 - Provide financial support for coalition activities to strengthen nursing education.
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