New faces, new faculty
By Dean Gail Stuart, PhD, RN, FAAN

If you have been staying up with the nursing news these days, you know that there is rising concern about the shortage of nursing faculty. The current faculty workforce is aging rapidly, and few are lining up behind them to take their places.

One of the major reasons for this is the growing gap between clinical and academic nurse salaries. While this gap has always existed, health care reform and the growing demand for greater access to care are creating new opportunities for advanced practice nurses. This is particularly true for those nurses with DNP degrees who not only provide superb care, but who can also analyze and improve care delivery processes and health outcomes.

In contrast, universities have had few incentives to increase nurse faculty salaries. In fact there has been little significant progress made in academic salaries in recent years. We are asked by our administrations to compare our salaries to those of our academic peers, but that lands us back in the same place, as nursing faculty salaries are suppressed nationally. A truer picture would emerge if we could compare ourselves to our peers in the clinical setting - but that’s not the way the system works.

Still we here at the College of Nursing have had a robust response to our posted open faculty positions. Since January of this year we have received 48 applications and we have interviewed 16 potential faculty. This high level of interest is likely due to our rising reputation as one of the leaders in nursing education, research and practice.

Most importantly I am delighted to share with you that we have hired six new, regular faculty who have joined us this summer. They are bringing their energy, expertise and insights to our academic, research and clinical programs. We welcome them to our growing family and know that they will contribute to our escalating arc of success in the days to come....Gail
Health care and social media

Social media often can help bring people together and make it easy for large populations to connect with one another. People enjoy chatting with their online networks. A friend’s review of a service or product can be a deciding factor on whether we choose it or not. A recent social media trends report found that 78 percent of shoppers first refer to their Facebook friends’ opinions before making a decision to visit stores. This trend is making its way into the field of health care by the use of social media by both patients and health care providers. Below is what patients are chatting and sharing online.

> HEALTH-RELATED CHATTER - People will talk about anything on Facebook—even their surgery or their doctor. Here’s a look at what health-related issues people have reported talking about on social media.

- 28% - Supporting a health-related cause
- 27% - Commenting about health experiences or updates
- 24% - Posting about health experiences or updates
- 20% - Joining a health-related cause
- 18% - Tracking and sharing health symptoms or behavior
- 16% - Posting reviews of medications, treatments, doctors or insurers
- 16% - Sharing health-related videos or images

> GETTING AND SHARING INFORMATION - Social media users are most likely to trust posts by physicians and nurses over other groups. Here’s a look at whom users say they trust the most when it comes to posting health information.

- 60% - Physician
- 56% - Nurse
- 55% - Hospital
- 48% - Retail pharmacy
- 46% - Other patients you know
- 45% - Government organization
- 42% - Health insurance company
- 36% - Drug company
- 36% - Alternative health care setting
- 34% - Gym or fitness center
- 25% - Other patients you don’t know

Nemeth to be inducted into Academy

Associate Professor Lynne Nemeth, PhD, RN, has been selected as a Fellow into the American Academy of Nursing. Her induction into membership will happen during the Academy’s 40th Annual Meeting and Conference to be held October 17-19 in Washington, D.C. Induction as a Fellow of the American Academy of Nursing (AAN) is one of the most prestigious honors in the nursing field. Those nominated for induction into the AAN Fellowship are recognized leaders who have made significant contributions to nursing and health care. Lynne was the only South Carolina nurse chosen to be inducted into the Academy. She will join 10 other CON faculty in this prestigious membership.

RELATED ARTICLES:
- Health Care Needs a Dose of Social Media
- Social Media Comes to Health Care

Source: master-of-health-administration.com

In the Doctor’s Office, a Neglected Resource
by Paula Span | New York Times

Open Notes: A New Resource for Nurses
by By Jan Walker, Suzanne Leveille, Melissa Anselmo | RWJF

What Would the Ideal Hospital Look Like in 2020?
by Joseph Flaherty | Wired

Nurses Go Back to School to Get Their Bachelor’s Degree
by Jennifer Delgado | Chicago Tribune

Time for Nurses to Claim Greater Leadership Roles
by Debra Wood | AMN Healthcare
AUGUST

TUE 06  New Faculty Orientation  
11 AM – 1:30 PM | Drug Discovery Lobby  
RSVP to Shannon Drayton at draytons@musc.edu

THU 08  MUSC Board of Trustees Meeting  
Thursday & Friday

FRI 09  Keeping it Legal: Copyright Basics for Publishing, Presenting and Education | Do you need permission every time you use someone else’s work? What’s the best way to post articles on Moodle? What’s educational Fair Use? Answers will be discussed.  
12 – 1 PM | HOT (Room 910)

MON 19  Retirement Party for Peggy Spain  
4:00 PM | CON - HOT (10th floor)

TUE 20  Faculty Convocation | Keynote Address: Ethics in the Emerging Health Care System by Robert M. Sade, MD  
4:30 PM | Drug Discovery Auditorium (DD 110)

WED 21  Farewell Drop-in for President Greenberg  
4:30 - 6:30 PM | Colcock Hall  
RSVP to Susan Master at mastersd@musc.edu

THU 22  Stethoscope Ceremony  
4:30 PM | St. Luke’s Chapel (Bee St. & Ashley Ave.)

SEPTEMBER

MON 02  Labor Day  
CON Closed

WED 11  Research for Lunch | “Impact of COPE on family mangement of pediatric epilepsy” presented by Janelle Wagner & Gigi Smith  
12:00 PM | HOT (3rd floor)  
Bring your own lunch; RSVP to Raquel Vining at vining@musc.edu

2013 FACULTY CONVOCATION

ETHICS IN THE EMERGING HEALTH CARE SYSTEM

KEYNOTE ADDRESS: ROBERT M. SADE, M.D.

Tuesday, August 20, 2013 at 4:30 pm in the Drug Discovery Auditorium

Reception to follow in lobby

Details available at: http://academicdepartments.musc.edu/convocation
office of aCademiCs

Shining star
Patricia Davern Soderlund, PhD student, was awarded the Ruth Chamberlain Scholarship during PhD Residency Week held in July. Throughout her studies at MUSC, she has proven to be a shining star. In 2005, Patricia graduated from the MSN program as a psychiatric nurse practitioner. Her determination and interests have brought her back to MUSC to pursue a PhD degree as a nurse scientist.

Patricia is an active member in the American Nurses Association, American Psychiatric Nurses Association, and Sigma theta Tau International. She is currently the lead nursing instructor at Bethesda University in Anaheim, CA. The Ruth Chamberlin Scholarship is given to an incoming or returning student in any CON degree program with a 3.0 GPA and demonstrated financial need. Congratulations, Patricia!

SIPS fundraiser
The Student Interprofessional Society (SIPS) hosted a shaved ice fundraiser on July 17 in the MUSC Horseshoe. Proceeds will help support SIPS efforts to provide interprofessional community outreach and education.

SIPS is a campus-wide student group dedicated to promoting the concept of interprofessional education on campus, in the community, and in practice after graduation. As future health care professionals, MUSC students are expected to collaborate successfully with a wide spectrum of people outside their specialty. SIPS coordinates a variety of community service and social events designed to help students from all six colleges learn from, with, and about each other. Membership is open to all students.

Blood drive
On July 17, BSN students from CON and students from the College of Health Professions’ Anesthesia for Nurses (AFN) program teamed up for a summer blood drive with the American Red Cross. The blood drive was a huge success. The drive surpassed its goal of 30 units of donated blood by 10 additional pints.

Aaron Waters, BSN graduate and current AFN student, led the effort. He worked closely with Michael Occhipinti, CON Student Government Association president, and Laney Purser, CON Student Nurses Association president.

Student to student mentoring yields marriage proposal
When new BSN students begin the program, they have hundreds of questions that often are best answered “student to student.” When Ashley Gallman, Class of Dec. 2013, arrived on campus he was assigned Ellen Cary, Class of May 2013, as his mentor. Less than a year later, the two have become engaged and will marry in August! Ellen has recently been hired by MUHA as a nurse on a pediatric unit and will begin the DNP program this fall.

Women’s Club accepting scholarship nominations
The Medical University Women’s Club is accepting applications for scholarship recipients. All full-time MUSC students in their second or subsequent years from any of the six colleges may apply, including previous applicants. Click here to download an application. Application deadline is 4 p.m., August 27. Contact Tiffany Talacs at muwcscholarship@gmail.com for details.
Funded grants

Congratulations to Robin L. Bissinger, PhD, APRN, NNP-BC, FAAN for receiving funds for a competing continuation application to the Health Resources and Services Administration under the Nurse Faculty Loan Program. This application was a request for financial loan support for students enrolled in a MSN, DNP, or PhD in nursing, DNP program at the CON.

Congratulations to Deborah Williamson, DHA, MSN, RN, CNM, for receiving funds from the Henry and Sylvia Yaschik Foundation for a project titled “Building Capacity in the Hispanic Community: A Health Promotion Program With A Focus on Health Literacy and Community Navigation.” The funding will allow for a thorough evaluation, manualization, and dissemination of a health promotion program that is an integral part of Abrazos, a family literacy program that targets young Hispanic families. Requests for program materials from across the state and the region has prompted the need to complete this evaluation process in order to be able to disseminate the program as a “Promising Best Practice.”

Another congratulations to Deborah Williamson, DHA, MSN, RN, CNM, for receiving additional funds from the University of South Carolina for the Pasos program. This project will facilitate bilingual outreach and education and will provide folic acid prevention education, distribution of folic acid vitamins and culturally appropriate outreach services to women of child bearing age in areas where PASOs has a presence in the Latino communities in the Charleston tri-county area.

Deborah Williamson, DHA, MSN, RN, CNM, also received a second year funding from the Trident United Way for the continuation of “Charleston PASOs – Improving Access to Health Services for the Tricounty Hispanic Community.” Through collaboration with local health, social, and academic professionals, as well as Hispanic community members and leaders, Charleston PASOs will provide a coordinated support service that improves access to health care by diminishing or removing multiple barriers that prevent tri-county Hispanic families from being able to access necessary health and social services. Barriers addressed by PASOs include language differences; mistrust and fear; misinformation about where, how, and when to access services; low literacy; lack of health insurance; and cultural differences related to healthcare practices and systems navigation.

Congratulations to Carolyn Jenkins, DrPH, APRN-BC-ADM, RD, LD, FAAN for receiving additional funds from the National REACH Coalition (NRC) for the program titled, “NRC/SEA-CEED Partnership for REACH.” The objective of this program is to decrease tobacco use and second hand smoke exposure by 5 percent annually with a focus on African American communities, worksites, and worship sites with support from health care provider sites.

Submitted grants

Frank A. Treiber, PhD resubmitted an R21 application titled, “Smartphone Medication Adherence Stops Hypertension (SMASH) Among Hispanics,” to the National Institutes of Health/National Heart, Lung, and Blood Institute. The proposed research represents an innovative, qualitative and quantitative approach aimed at testing and further optimizing a mobile health technology blood pressure and medication adherence monitoring program interfaced with a smart phone application for improving blood pressure control among uncontrolled hypertensive Hispanic adults.

Carolyn Jenkins, DrPH, APRN-BC-ADM, RD, LD, FAAN submitted an application to Sanofi U.S. for a pilot project titled, “National Chronic Disease Screening Program: Screening for Diabetes in Underserved Rural Communities in South Carolina.” The unique aspects of this pilot include: 1) multi-level community partnerships focused on action oriented research; 2) a comprehensive community-owned plan for screening and follow-up, including mobile health linkages to primary care for those with abnormal results; 3) a community action plan for multiple levels of interventions to reduce risks for all screened as well as additional actions for those with abnormal results; 4) improving innovations, actions and outcomes through linkages of multiple grants including MUSC’s SmartState Technology Applications Center for Healthful Lifestyles (TACHL); 5) development of technology and a “best practices toolkit” that can assist other communities to replicate successful community efforts.

Mathew J. Gregoski, PhD submitted a proposal to the American Heart Association for the Scientist Development Grant Award titled “Personalized Prevention of CVD: Role of Genetics, Stress, and Behavioral Factors.” The purpose of this development award is to systematically examine genetic X environmental interactions and psychosocial characteristics present across the lifespan related to both essential
hhI promotes healthy eating

This summer the Hispanic Health Initiative (HHI) scholars have been working with Crop Up, an organization that works on food-based community projects in urban areas to promote access to fresh fruits and vegetables. Recently the MUSC Urban Garden has provided fresh produce to market goers interested in completing a survey about their food and garden interests. The data collected, using electronic benefit transfer (EBT) cards at local markets, will be used to further one of Crop Up’s goals—to facilitate healthy eating in the Charleston community. Many thanks to the Urban Garden for their collaboration with the college’s BSN community project and making an impact on the health of many living in the Charleston area.

SCTR news

The Institute of Human Values in Health Care and SCTR have created the Fellowship in Clinical Research Ethics Certificate Program. This online certification provides broad and deep education and training in CRE. It is suitable for anyone involved in research, including health care professionals and those in training for a profession.

The program is designed to provide health professionals who are interested in clinical research ethics with sufficient background in that discipline to warrant special recognition in the form of a certificate in Clinical Research Ethics. More information is available at www.values.musc.edu or email sader@musc.edu or fier@musc.edu with any questions.

PASOs turns 3

The vision of PASOs, a community-based program, is to see a healthy South Carolina with healthy Latino communities. This three year old program has made significant strides in achieving that vision since its inception at the College of Nursing. Over the past year alone, the program has reached an estimated 2,800 families through outreach events and radio shows. Nearly 300 Latinos have participated in community health lessons that cover various maternal child health topics, and over 350 Latino families were assisted with resource navigation.

The program has also seen the graduation of its first group of community health workers, promotores, who have helped over 100 individuals since they began working in their communities in January. Promotores support their peers by helping reduce barriers to care within the Latino community, and by advocating for the Latino community by participating on panels and advising providers on the challenges faced by many Latinos in trying to access health services. One of the PASOs promotores and the program coordinator were recently featured on a SC ETV national broadcast program titled “Zip Code: Your Neighborhood, Your Health.” Click here to view the program. For more information about the PASOs program, contact Romina McCandless at bria@musc.edu.
Meet our new faculty & staff

Teresa Atz, MSN, RN, is an assistant professor and will be teaching in the undergraduate program. She received a BSN from Salem State College in MA and a MSN with a specialty in nursing education from MUSC and is currently a PhD candidate at the College of Nursing. Teresa began her career at MUSC as a research nurse for pediatric cardiology at MUSC Children’s Hospital. She has held many adjunct positions in the undergraduate program at MUSC.

Kathleen Cartmell MPH, PhD, is an assistant professor and junior researcher. She will be teaching epidemiology in the DNP program. She received a BA from the College of Charleston, a MPH from the Emory University Rollins School of Public Health and a PhD in health and rehabilitation sciences from MUSC. Prior to joining CON, she worked at Hollings Cancer Center as a cancer prevention and control research project manager. Kathleen’s expertise is in mixed methods research, public health intervention strategies and cancer survivorship. She is currently the principal investigator on a statewide project funded by the South Carolina Cancer Alliance to disseminate patient-centered standards of cancer care.

Kahlil Demonbruen, DNP, RNC-OB, WHNP-BC, ANP-BC, is an instructor in the DNP program. He also is a women’s health nurse practitioner. He began his nursing career in Detroit, MI, where he worked on a medical/surgical gynecology unit. After receiving both his BSN and MSN degrees from the University of South Carolina, he completed the women’s health nurse practitioner (NP) program. Kahlil continued his education and earned a DNP degree from MUSC in 2012. He is a member on several regional and national committees devoted to improving the health of women.

Elizabeth Harmon, DNP, APRN, FNP-BC, is an instructor in the DNP program. She earned her BSN from Indiana University (Indiana, PA), and both her MSN and DNP degrees from CON. While pursuing her master's degree, Elizabeth was awarded the Rural Health Fellowship. Today she continues to work with rural and underserved populations. Her practice site is Palmetto Primary Care – Appian Way.

Shannon Hudson PhD, RN, CCRN, is an instructor and a junior research scientist. She received her BSN from the University of North Florida and her PhD in nursing from MUSC. Her background is as an acute care nurse in the pediatric critical care setting. In addition to her role at CON, Shannon has received funding to work with the Care Coordination Institute where she is being trained in Healthcare Lean Six Sigma and has achieved her Lean Six Sigma Green Belt. She is interested in health care utilization and care coordination among children with medical complexity and is also interested in rural disparities in access to care among children with medical complexity.

Whitney Smith MSN, APRN, ANP-C, is an instructor in the DNP program. She earned a BA in biology from the University of South Florida, BSN and a MSN from MUSC. Whitney has experience in geriatric medicine, primary care, and women’s health. Her interests include chronic illness management, age-related illnesses, and wellness promotion.

Shawntel Parker is a research associate and the senior software architect for the Technology Applications Center for Healthful Lifestyles (TACHL). Shawntel has a BS in computer science and BA in early childhood education from Augusta State University, as well as a BS in respiratory therapy from Medical College of Georgia. Shawntel’s experience and expertise is in database design and development and graphical user interface development for health and research data acquisition. At TACHL, Shawntel is working with wireless health monitoring applications and smart-device technologies, which provide critical data transmission for individual health assessments and facilitate continuous monitoring in order to provide high quality patient care.

Alex Umrysh is a research associate for the Technology Applications Center for Healthful Lifestyles (TACHL). He has a BS in computer science from the University of South Carolina - Upstate. While in school, he worked as a research assistant. After graduation, he was employed as a software developer at Livingston & Haven in Charlotte, NC.