

Featured Hospital

Edward Hospital, Naperville

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In July of 2006, Dr. Thomas Scaletta, Director of the Emergency Department at Edward Hospital in Naperville, IL, announced the emergency physicians established a program called, "*The CEN Challenge*" for the nurses in their department. The purpose of the challenge is to promote the specialty of emergency nursing and support the acquisition of the necessary knowledge and skills to achieve the certification.

The emergency physicians provide a financial incentive for this program by giving a RN who passes the CEN for the first time \$1,000 and a reward to those who recertify every 4 years of \$500. Also, they made the incentive retroactive for those RN's who obtained their CEN certification within the previous two years.

In addition, the ED physicians purchased T-shirts for the 100 plus RN staff in the ED. The T-shirts read "Got CEN?" (emulating the 'Got Milk?' campaign) with subscripts reading "knowledge, excellence, respect". The CEN promotional shirts have the added bonus of creating discussion among patients and visitors who want to know what a CEN is. It opened the door for the ED to inform the public on the significance of the certification.

The energy and enthusiasm generated spurred the nursing staff to action. The nursing staff created display boards boldly entitled "Got CEN?" and "I did!" with photos of our staff that successfully completed the exam. We also display congratulatory banners at our nursing stations with the names of the successful staff and recognize them at each unit staff meeting. CEN review classes and study groups formed and the participation is very successful.

The RNs at Edward appreciate the financial incentive from the ED physicians as a very generous contribution to show their recognition of the value of the CEN as a specialty. With collaborative efforts, continuing education, respect, and support the quality of emergency medical care definitely reached new heights.