

## Retention of nurses tied to profitability

Nursing is a competitive yet understaffed field of medicine in many countries. In the hospital, nurses can hold as much responsibility as doctors. To uphold the quality and standards of medical care, nurses are required to participate in nursing continuing education programmes in order to keep the 'RN' at the end of their name.

Once qualified, it is necessary to keep themselves up to date with health care issues and practice. There is always something new to learn.

Healthcare is constantly developing, technology improving, and the needs of the population are changing. Today's nurses must stay current with patient care issues and other laws that affect the care they provide. To stay current, continuing education is essential for nurses.

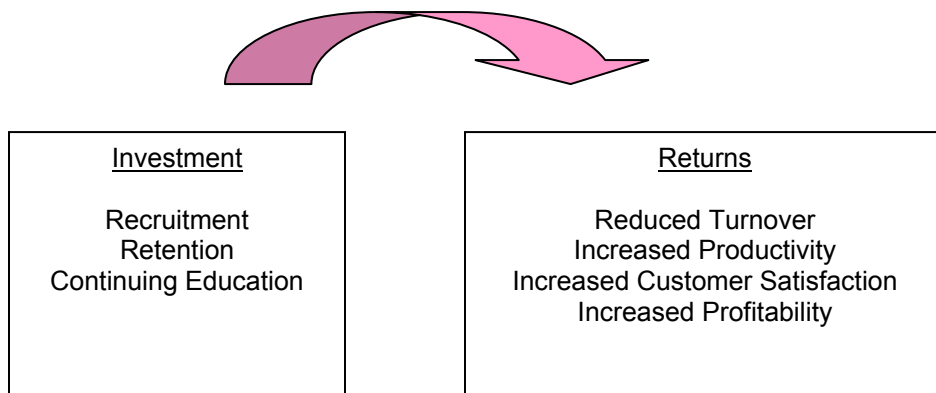
Hospital leaders find that continuing education help both recruit new nurses and retain nurses who might otherwise be tempted to leave.

"It keeps nurses from feeling they have to go into management to get a promotion or money or those kinds of things," said Carole Ballew, RN, MSN, an advanced clinical nurse practitioner with the University of Virginia Health System.

If hospitals focused more on retaining nurses, the quality of patient care and the hospitals' profitability would improve, a union-financed study released on 11 June 2004 by University of Nevada, Las Vegas, researchers said.

"By hospitals, being more profitable, they can hire more staff (and) provide better patient care," said Chris Salm, research director for the SEIU Local 1107.

"Part of the purpose of the whole thing is to raise the issue of retention," Salm said. "You can recruit all the nurses you want, but if you can't keep them what good is it?"





## **Informatics provides continuing education for nurses**

At the advancement for Nursing, Informatics is offering the Bachelor of Science (Hons) in Applied Nursing Science by Northumbria University, UK. This flexi-learning degree programme is industry-focused and will help them to become a more capable, well-trained and productive successful professional.

The Bachelor of Science (Hons) in Applied Nursing Science offers:

- Northumbria University is ranked as one the best UK nursing universities. 'Northumbria has a teaching record that many traditional universities struggle to match in terms of the number of subjects rated excellent and the proportion of teaching assessments receiving top scores.'

[Source: The Sunday Times University Guide]

"Ranked 2nd in the UK for Nursing..."

[Times Good University Guide, 2005]

- Northumbria University was being highly regarded in a recent QAA audit
- 100% continuous assessment - no examinations
- Flexible learning to fit the irregular schedules of most nurses
- University faculty involved in online teaching (conditions apply)

## **Capstone – the flexible way of learning**

Capstone methodology is designed for learners to enjoy the flexibility of learning via e-Learning supplemented with local face-to-face tutorials.

"...has given me a wide room of flexibility that suits my schedule; as my Professional work schedule gets more hectic, I can always reduce the number of modules that I take for the semester. This allows me to focus academically rather than creating unnecessary stress, which may lead to poor results and at the end of the day, did not manage to learn the key concepts of the programme." Woo Horng Dar, said one of our student.

"This learning methodology will be very suitable for nurses who have irregular working schedules. It encourages continuing education without disrupting their work and other commitments." Said Mr. Lawrence Wee, Vice President-Higher Education of the Informatics Group.

## **About Northumbria University**

Northumbria University is a large metropolitan university, first established as a polytechnic in 1969 and inaugurated as a university on 1 September 1992. The largely modularised curriculum is delivered to almost 22,000 students about 15,000 of who are full-time. The remainder study on a wide range of part-time and short courses.



### **School of Health, Community and Education Studies at Northumbria**

The new School of Health, Community and Education Studies (known formerly as the Faculty of Health, Social Work and Education), brings together a comprehensive range of expertise in the caring and enabling professions. We have over 300 academic staff supporting courses and research in health, nursing, health promotion, midwifery, occupational therapy, physiotherapy, social work and social care and teacher education.

*Northumbria has a teaching record that many traditional universities struggle to match in terms of the number of subjects rated excellent and the proportion of teaching assessments receiving top scores. [Source: The Sunday Times University Guide]*

*"Ranked 2nd in the UK for Nursing..."  
[Times Good University Guide, 2005]*

### **About Informatics Group**

The Informatics Group, listed on the mainboard of the Stock Exchange of Singapore, was established in 1983, and is a multinational corporation providing lifelong learning services in information technology and business management. Informatics presently has a global network spanning more than 50 countries, offering programmes from O/A Levels (for international students) to undergraduate and postgraduate degree completions. The Company has won many awards including the Singapore Brand Awards 2002 and 2003, the Singapore Quality Class for Private Education Organisations (SQC for PEO) as well as the People Developer Standards Award. For more information, please visit <http://www.informaticsgroup.com>.

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