Morehead Webinar to Address Patient Satisfaction: Which Nurse Characteristics Matter Most?

Research has concluded that nurse characteristics such as job satisfaction and job burnout have a significant impact on patient safety and quality of care.

Charlotte, N.C. (Vocus) February 11, 2009 -- Morehead, the human capital research firm, will host a webinar titled "Patient Satisfaction: Which Nurse Characteristics Matter Most?" The free hour-long webinar will be broadcast on Wednesday, February 18, 2009 at 1:00 p.m. EST.

We will analyze the individual and collective impact of nurse characteristics, like tenure, age, workplace attitudes about job stress, and intention to leave. Brad Morton, Morehead's Vice President of Product Development and Robin Sanders, M.A., Morehead's Vice President of Business Development will discuss new ways to improve safety and patient satisfaction.

Based on a study sample of approximately 1,500 RNs at a magnet-designated medical center, this presentation uses empirical data to explore the relationship between nurse characteristics and patient safety/satisfaction. Though many factors influence these important outcomes, researchers have concluded that nurse characteristics do significantly impact patient safety and quality of care. This webinar is adapted from a presentation given at the ANCC Magnet Conference in October, 2008.

Attendees will walk away with an understanding of:
• The linkage between nurse characteristics/demographics/attitudes and patient satisfaction
• Applying survey data to determine the important workplace drivers of patient satisfaction
• Introducing potential action to improve nurse satisfaction and patient satisfaction

To sign up for the webinar, visit http://moreheadassociates.com/events/registration/event84.html.

About Morehead:
Morehead delivers human capital surveys, metrics and solutions that enable leaders to (1) target and focus human capital initiatives, (2) prioritize systemic change, (3) inform work unit interventions, and (4) align employees with business strategies. Morehead's clients include healthcare providers, financial institutions, government agencies, universities, service providers, and manufacturers. For more information, visit www.moreheadassociates.com.

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