

HEN Fellows – TEAM KNA!

Kentucky Nurses Association



KNOW US, KNOW EVERYONE

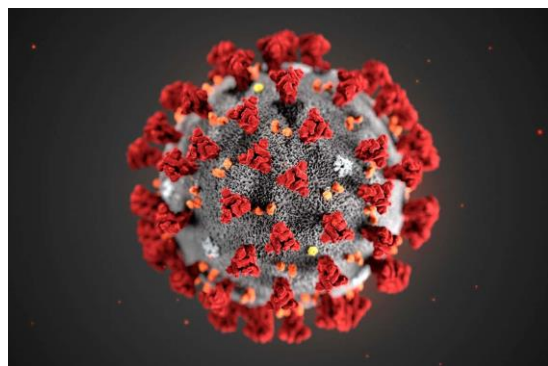
HEN Fellows – TEAM KNA!

Kentucky Nurses Association

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2020: YEAR OF THE NURSE!



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Goals of the Project:

- (1)** Design and develop the Kentucky Nurses Resource Book.
- (2)** Develop a Marketing Campaign (for the Kentucky Nurses Resource Book).

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Initial focus: Customer discovery

Team Action: Interview Nurse Educators about the Resource Book.

Highlights:

- * Focus on promoting the value of the Resource Book.
 - As a recruiting tool for higher positions.
 - As a source for expertise.
 - As a source for mentors for other nurses with specific skills/specialties.
 - As a source to mine for committee membership and advocacy groups.
 - As a source to build a think tank for crisis situations.
 - Athletic departments and schools/child care facilities for interest.
- * Outreach to nurses to participate; nurses can:
 - Have more influence with highlighted expertise.
 - Have better job opportunities
 - Be empowered as nurses in KY: KNA membership and engagement.

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Initial focus: Customer discovery

Team Action: Survey Nurses about the KY Nurses Resource Book.

Results:

- 93% of Nurses surveyed were interested in the concept of the KY Nurses Resource Book and would participate.
- 83% of the Nurses surveyed were willing to pay a fee to participate in the Resource Book.
- All of the Nurses surveyed were concerned about a fee higher than \$60.
- All of the Nurses surveyed were interested in the Resource Book for either new job or networking opportunities.

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Goal - Marketing: To Promote the KY Nurses Resource Book.

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Promoting the KY Nurses Resource Book.

Team Actions:

- * Graphic advertisement in the KNA Newsletter.
- * Visual graphics for the Resource Book page on the KNA website.
- * Word Cloud graphics for the Resource Book and website.
- * Social media advertisement.
- * Videos: Thank you to Nurses; Promoting the Resource Book

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Marketing the
Nurses Resource Book
in KNA's Newsletter
in early summer:



SHOWCASE YOUR EXPERTISE



Don't miss the opportunity to be featured in the KNA Resource book featuring nurses in all specialty areas,

Every healthcare recruiter, legislator, insurance carrier, healthcare case manager and healthcare attorney in the state will need this book.

The 1st edition digital resource will be housed on the KNA website.



BE A PART OF THE BIG RESOURCE BOOK ROLL-
OUT IN SEPTEMBER BY REGISTERING NOW!


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Adding excitement to the KNA website to promote the KY Nurses Resource Book




NURSES ARE...

- Advocates
- Award Winners
- Business Leaders
- Collaborators
- Educators
- Healers
- Innovators
- Licensed/Degreed
- Problem Solvers
- Service Minded



We bring the entire industry together
Join the Kentucky Nurses Resource Book
Click Here



Stay Connected

Follow

Become a Member

Join KNA - Kentucky Nurses Resource Book

Kentucky Nurses Resource Book


Check out this great opportunity - that's digital and searchable! So, you say you want to know what your listing will look out, take a look at this sample:

Resource Book Registration Form

NursesResourceDirectorySampleListing

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We bring the entire industry together
Join the Kentucky Nurses Resource Book
Click Here

- Home
- Kentucky Nurses Helping Nurses - COVID-19 Support
- News & Announcements
- Upcoming Events
- Career Center
- Members & Followers
- About KNA
- Join KNA
- Member Application and Information
- KNA & ANA Member Benefits
- KNA & ANA Personal Benefits
- Kentucky Nurses Resource Book
- KNA Discount Prescription Card
- Am I a KNA Member?
- Update ANA/KNA Member Information
- Join KNA as a Student Subscriber
- Educational Conferences
- 2020 Year of the Nurse
- National Nurses Week
- Calendar of Other Events in Our State
- Resources and Partnerships

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Adding excitement to pages of the KY Nurses Resource Book!



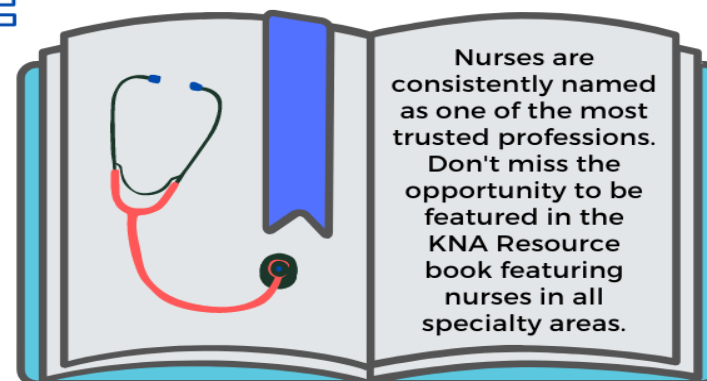
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Social Media Marketing



SHOWCASE YOUR EXPERTISE

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NOW!



CLICK HERE TO LEARN MORE.

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Team KNA

Assisting with graphics
for the on-line
registration form
for the
KY Nurses Resource Book:



The Kentucky Nurses Resource Book Registration Form

We advise you use Google Chrome to fill out this form.

[Kentucky Nurses Resource Book Sample Listing](#)

Registration Form Deadline: October 1, 2020
Anticipated Publication Date: February 28, 2021

Fees:

With KNA Membership Application & Dues (\$174) for One Year
\$50.00 (includes registration form and access to the book)

Current KNA Members
\$50.00 (includes form updates and access to the book)

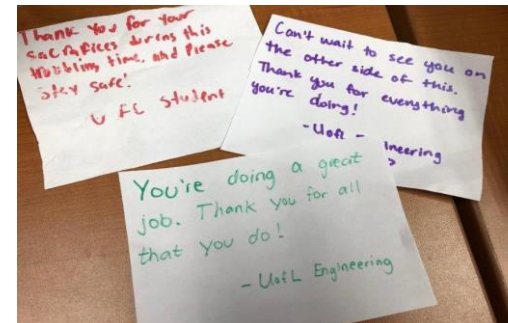
Non-members
\$375.00 (includes registration and access to the book)

Complete the form today!

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Promoting the KY Nurses Resource Book.

Team Action: Introduction of KNA mentors to a videographer to create several videos for use on the KNA website and through social media.



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Promoting the KY Nurses Resource Book.

FUN FACTS of NURSING!

Did you know?...



- * Nurses walk 4 miles every shift!
- * The first record of nurses dates back to 300A.D. in the Roman Empire!
- * International Nurses Day is Florence Nightingale's birthday: May 12th
- * There are over 100 nursing professions available to nurses!
- * There are 300 MILLION nurses in the United States!

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Promoting the KY Nurses Resource Book. **FUN FACTS of NURSING!**

Nurses are Innovators!

* In 1963, Anita Dorr created the **crash cart** and developed it in her basement. Now everyone uses them.



* Teri Barton-Salinas and Gail Barton-Hay (sisters) patented their **color-coded I.V. lines** in 2003.

* In 1954, Elise Sorensen's little sister, Thora, had surgery for colon cancer. She faced life with an ostomy appliance that often smelled bad and leaked. Elise created a **plastic ostomy bag that adheres to the body**. It's still used today.



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Helpful Hints to KNA for Maintaining the KY Nurses Resource Book.

Team Action: Gather and compile information from Nurse Educators.

Results:

- Data Integrity.
 - > If self-reported, may need to check information.
 - > Update Nurse entries at least annually.

- Content.
 - > Focus on unique items/characteristics that cannot be found on google.
 - > Add new characteristics each year to keep it fresh.

