

## AWHONN/SYNOVA EDUCATIONAL DAY

# RECRUIT, TRAIN, AND RETAIN: ADDRESSING THE NURSING SHORTAGE

SEPTEMBER 9, 2021 | 9:30 AM ET – 5:00 PM ET

**REGISTER AT:** [synovaassociates.com/nursing\\_shortage](https://synovaassociates.com/nursing_shortage) | Registration fee: \$99

Please join us for a one-day interactive virtual session focusing on the nursing shortage through recruitment, training, and retention strategies. Dynamic speakers will provide education on integrating professional nursing standards into orientation and retention procedures, applying unique approaches to diversify the nursing workforce, and implementing successful techniques to help your organization stand out in recruitment, orientation, and retention of nurses. Breakout focus groups will provide opportunities to discuss and share the successes and barriers surrounding these key topics and stimulate conversation to address the nursing shortage.

## LEARNING OBJECTIVES

**AT THE CONCLUSION OF THIS EVENT, LEARNERS WILL BE ABLE TO:**

1. Integrate professional nursing standards into orientation and retention protocols.
2. Discuss tactics to diversify the nursing workforce.
3. Compare successful strategies for recruitment, orientation, and retention of nurses.

## SESSIONS AND SPEAKERS



### **Integrating Standards of Practice and Professional Performance into Orientation and Retention**

Cheryl Larry-Osman, DNP, MS, RN, CNM, CNS-C, Perinatal Clinical Nurse Specialist



### **Crucial Strategies to Improve Nurse Retention**

Kristin Baird, RN, BSN, MHA, President/CEO at Baird Group



### **Onboarding Strategies: Time-Based Versus Competency-Based**

Tonnyann Swinton, DNP, RNC-OB, C-EFM, C-ONQS, NPD-BC, Division Director, Clinical Education



### **Strategies to Diversify the Workforce**

Dr. Diane Poulton, PHD, Vice President and Chief Diversity Officer



### **The Key to Recruitment: Creating an Environment for Nurses to Flourish**

Kim Brown Sims, MBA, RN, PHN, FACHE, NEA-BC, LBBH, CEO & Founder of KBS Leadership Consulting, Inc.

## BREAKOUT FACILITATORS:

Jennifer Ayala, MSN, RNC-OB, C-EFM, PHN-C, Director of Maternal Child Health

Orla Brandos, DNP, MBA, RN, CPHQ, NEA-BC, FACHE, Vice President of Patient Care Services & Chief Nursing Officer

Theresa Breslin, DNP, RNC-NIC, RNC-OB, C-EFM, Perinatal Professional Development Specialist



Participants will receive 6.0 nursing contact hours. The Association of Women's Health, Obstetric and Neonatal Nurses is accredited with distinction as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. Accredited status does not imply endorsement by AWHONN or ANCC of any commercial products discussed/displayed in conjunction with the educational activity. AWHONN is approved by the California Board of Registered Nursing, Provider #CEP580.

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