



AMERICAN ACADEMY OF NURSING

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AAN *Raise the Voice* Campaign

The American Academy of Nursing launched the *Raise the Voice* campaign to showcase how nurses are leading the way in transforming the health care system. This campaign provides a platform to inform policymakers, the media, health providers, business leaders and consumers about nurse-driven solutions for an ailing health care system and successes that are taking place every day.

TAGLINE

Transforming health care through nursing solutions.

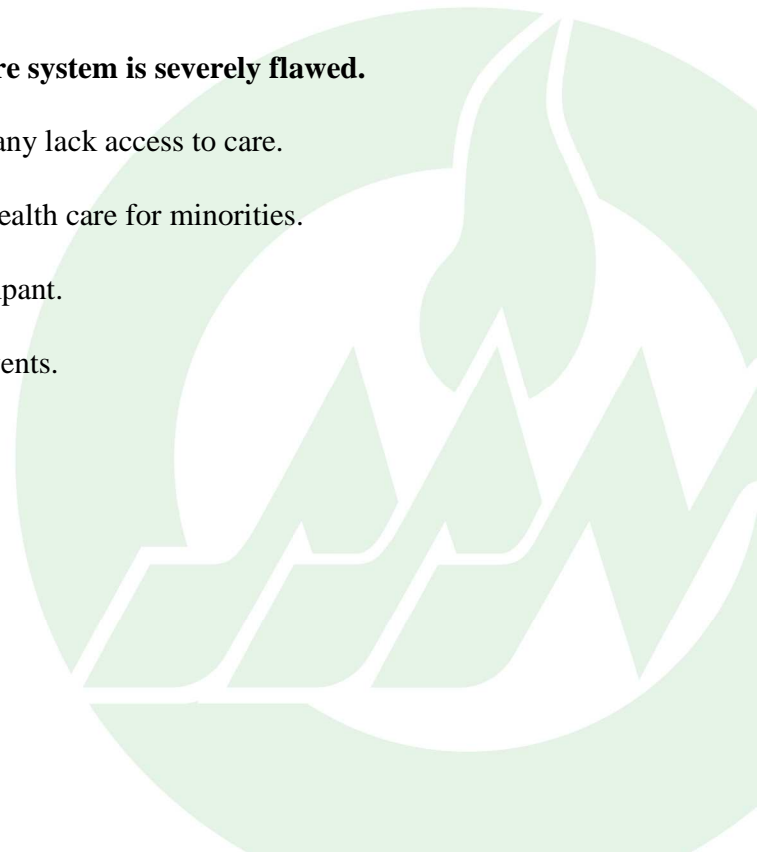
POSITIONING STATEMENT

We all have a stake in transforming America's fragmented, expensive and often inaccessible health care system. Solutions generated by nurses can save the health care system money, reduce adverse events, improve patient outcomes and promote health. It is time for a new system; current and future generations of patients are depending upon a successful transformation.

KEY MESSAGES

1. Our current hospital-based health care system is severely flawed.

- Millions are uninsured, and many lack access to care.
- There are large disparities in health care for minorities.
- Inefficiency and waste are rampant.
- There are too many adverse events.



2. While others debate, nurse leaders are creating the transformation toward a more effective, patient-centered system.

- Shifting care away from hospitals and allowing nurses to provide care within the full scope of their practice will improve access while reducing costs.
- A system where nursing approaches are valued improves patient outcomes and reduces adverse events.
- A nursing-oriented approach addresses the needs of patients and caregivers alike.
- Nursing care fits patients' lives, because it emphasizes the concerns and priorities of the patients and the care-giving role of the family and the community.
- Nurse-led, team-based care can ensure better health care coordination and outcomes while helping alleviate the demands of the current economic shortage of workers.
- Any discussion about health reform, without significant input from nurses is not real reform.

3. Nurse researchers are continually developing more research-based solutions to help improve patient safety and quality of life.

- Working with patients and families, nurse innovators are turning research into practice to make care better, safer, more comfortable and affordable.
- Nurses integrate mental and physical health for a more holistic approach to care.
- Nurses are focusing on reducing hospital-acquired infections and patient falls, among other events.
- In hospitals, universities and health clinics, nursing innovators are devising new strategies to get patients the care they need, regardless of insurance status.

4. The importance of recruiting and retaining enough nurses cannot be overstated.

- One way to moderate shortages is to reduce inappropriate demands for nursing services.
- There needs to be a sea-change in how smart technology is developed and deployed in order to reduce workflow inefficiencies and increase the amount of time nurses and other providers spend with patients.
- Smart technologies will lead to increases in safety, improved clinical outcomes and decreases in cost.
- Nurses' participation in defining how best to improve the work environment is vital.