Soapbox: Lessons from DAISY

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I had the great pleasure of talking recently with Bonnie Barnes, co-founder, CEO and Board President of the DAISY Foundation. She and her husband Mark experienced healthcare up close and personal surrounding the illness and eventual death of their beloved son Patrick. Because Bonnie and Mark felt so deeply grateful for the heartwarming, skillful and loving care of nurses during their family’s experience, they decided to devote themselves to celebrating nurses by starting the DAISY Foundation and helping healthcare organizations honor nurses for their compassionate care.

Nurses are nominated by anyone in the organization—patients, family members, other nurses, physicians, other clinicians, C-suite members, and staff—anyone who experiences or observes extraordinary compassionate care being provided by a nurse. DAISY now also offers award programs for nurse leaders, nursing teams and nursing school faculty and students as well. DAISY programs are turn-key; The Foundation provides all the procedures and tools you need to implement them.

• The DAISY Award® for Extraordinary Nurses program now celebrates nurses in 3,900 healthcare facilities and nursing schools in all 50 states and 22 countries.
• Over 1.4 million times, a patient, family member, or coworker has taken the time to tell their story of the impact a nurse has had by nominating them for The DAISY Award.

The Power of Nurse Recognition

Bonnie Barnes is passionate about the power of recognition. She talks about nurses carrying a heavy rucksack full of stones, some of them boulders. Every stress in
a nurse’s very demanding life adds a stone or boulder to their rucksack, making it heavier and more burdensome. Then, when the rucksack gets heavy to the point of overflowing, nurses become worn down, exhausted, disillusioned or burnt out. Bonnie cites many ways nurses (and all of us) can remove stones from our rucksacks. If we meet a challenge or resolve a stressor, we can chuck away that stone. If we get a good night’s sleep or laugh with friends, our load lightens. And we can sometimes ask other people to take some of the stones from us. On top of these approaches, Bonnie talks about the enormous power recognition has to reduce nurses’ burdens. Recognition energizes and elevates our spirits.

The Benefits of the DAISY Program
People whose organizations offer the brilliantly designed DAISY Awards program talk about it as “inspirational,” “a great morale booster,” “an excellent tool for nurse retention,” “a way to develop role models,” and “a way to help offset compassion fatigue with compassion satisfaction.” The program also:

• **Celebrates what’s right:** Celebrating compassionate care ensures that compassion is front and center in an organization’s culture. It enables organizations to celebrate the “right” that goes on every day.
• **Helps patients say THANKS!** The DAISY Award provides a means for patients and families to say thank you and helps patients focus more on the positives in their experience.
• **Bolsters recruitment and retention:** Nurses who feel valued and recognized show greater loyalty and enthusiasm for their work and their workplace. The offshoot? A positive impact on recruitment and retention.
• **Spotlights patients’ perspectives:** DAISY nomination stories highlight what’s important to patients and families and call people’s attention to ways nurses can maximize their own impact. Influencing peers’ behavior and aspirations, the nominees serve as role models of compassionate behavior.
• **Improves patients’ reporting of their experience:** When organizations encourage and celebrate compassion, staff are more likely to be compassionate with patients which in turn increases patient satisfaction. One study found that “…when a hospital explicitly rewards compassionate acts by its staff and supports its staff during tough times, it is associated with patients more highly rating the care experience and being more likely to recommend the hospital”.
• **Increases compassion satisfaction:** “Compassion Satisfaction” (in contrast to “Compassion Fatigue”) describes the positive feelings that caregivers feel as a result of seeing the impact of care and interventions on their patients’ lives (Harr, 2013). These pleasurable feelings bring caregivers a sense of fulfillment and wellbeing (Craig et al., 2010). Focusing on “the right”, as the DAISY Awards do, elevates nurses’ compassion satisfaction and rekindles the joys inherent in their work. Many honorees have said, “Thank you for reminding me why I became a nurse.”

“Recognition energizes and elevates our spirits.”
Making Compassion Heroes Visible: Beyond Nursing

We can learn many lessons from DAISY. We can build on its brilliant design and proven effectiveness by creating similar recognition programs that extend beyond nursing to other members of the healthcare team. Also, we can build on DAISY organizations’ many creative ways to celebrate compassion heroes. We can:

- Award and recognize all nominees, not only honorees
- Place award displays in lobbies
- Plan elaborate award ceremonies
- Make banners visible to the public and care teams
- Create scrapbooks of recipients
- Post on social media
- Add honorees to recruitment ads
- Place award plaques on walls
- …and more

Planetree and DAISY: A Mutually Supportive Relationship

Because Planetree International shares the DAISY team’s passion for recognizing the extraordinary and compassionate work of nurses, it recently signed on as a “Supportive Association” of the DAISY Foundation. According to Susan Frampton, PhD, President of Planetree International, “Working together enables us to amplify Planetree and the DAISY Foundation’s shared value that a person-centered culture cannot exist outside of a culture that supports and celebrates staff.”

For more info about DAISY and how your organization can join, click here.

AND, want to find out YOUR score on Compassion Satisfaction-Fatigue Continuum? Take this free, self-scorable Professional Quality of Life Scale (PROQOL).

“Know that while not every patient or family member will tell you this, when you care for them not only with your brain but with your heart, they will never forget you.”

Bonnie Barnes & Mark Barnes, Co-Founders
The DAISY Foundation

“We can build on DAISY organization's creative ways to celebrate compassion heroes.”
A Goldmine of Tools for Releasing the Genius in Teams and Organizations

How many presentations have you yawned, dozed or texted your way through? How often have you attended meetings convened to produce improvements and come away thinking, “Well THAT was pointless!” If you see yourself as a leader, change agent, meeting planner, trainer or group facilitator, *Liberating Structures* is for you! By changing how we structure meetings, retreats, and events, we can transform teams and organizations. That’s the premise behind *Liberating Structures*. The great book by this name and also the LS website presents and illustrates (free) THIRTY-THREE ways you can structure discussions, status reports, brainstorming, planning, decision-making, problem-solving, and innovating so that you energize people and engage them in working together to achieve their shared purpose. According to the website, “Liberating Structures introduce tiny shifts in the way we meet, plan, decide and relate to one another. They put the innovative power once reserved for experts only in the hands of everyone.”

To whet your appetite, here’s a portion of a larger graphic on the website, through which you can access 33 concrete methods for engagement, innovation and decision-making.

The website also contains eye-opening case studies, including many from healthcare. For instance, see how, in 35 minutes, the structure called TRIZ helped a physician group identify and stop counterproductive activities and behaviors to make space for innovation.

*Access this rich resource here.*

“Good or New”

The best meetings address CONNECTION before CONTENT. If you begin by engaging everyone in ways that will help them tune into and connect with one another, they will be more engaged once you address “content” as well.

“Good or New” is a simple way to open a meeting that helps people connect immediately. Ask everyone to share either something “new” (from work, the media, or their private lives), or something “good” (work-related or not).

Try this as a ritual way to start your staff meetings with connection and positive energy.
The patient and family engagement movement has empowered individuals as captains of their own healthcare teams. Patients, in turn, are looking to their healthcare providers to accommodate their preferences and address their demands for greater cost transparency, convenience and access.

This program challenges attendees to consider whether their healthcare organization is poised to meet these needs of increasingly informed and engaged consumers. The session explores the challenges inherent in transitioning from a business to business model to a consumer model of delivering healthcare.

**Presented by:**
Susan B. Frampton, PhD
President, Planetree International

Dr. Susan Frampton, a medical anthropologist, has authored numerous publications, including the three editions of Putting Patients First, contributed to opinion pieces in The Wall Street Journal, Forbes, and the Chicago Tribune, and served as lead author on the 2017 National Academy of Medicine’s Harnessing Evidence and Experience to Change Culture.

Dr. Frampton currently participates on the National Quality Forum’s Task Force on Value Imperatives for the Next Generation of Quality, and has served on the Governing Board for the WHO-CC International Network of Health Promoting Hospitals.

She speaks internationally on culture change and the patient experience, and was honored in 2009, when she was named one of “20 People who Make Healthcare Better” by Health Leaders Magazine.
Compassionate, Effective Communication. In Every Interaction.

Driven by a passionate commitment to improve the human experience in healthcare, Language of Caring partners with organizations to create a standard for caring communication, helping everyone make their interactions with patients, families and coworkers more empathic, collaborative and positive.

Learn more about the Language of Caring programs in our upcoming webinar! September 24th @2pm EST