

Rochester General certified as nursing magnet

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Rochester General Hospital has been certified as a Nursing Magnet Hospital.

Awarded by the American Nursing Credentialing Center after extensive peer review and site visits, Nursing Magnet status has been cited as a key indication of overall care quality. It also is an important draw in luring prospective employees in a climate of perennial health care staff shortages.

The ANCC has certified approximately 120, or some 2 percent, U.S. hospitals as Nursing Magnets. To keep the designation those hospitals have to pass periodic reviews as stringent as the initial application process, which some compare to the review undergone by businesses seeking a Malcolm Baldrige Award.

To qualify for the nursing magnet designation, Rochester General submitted 3,500 pages of documentation detailing its practice and procedures. Medical staff, including physicians and other non-nurse workers, also submitted to interviews and observation by ANCC peer reviewers, ViaHealth officials said.

The RGH designation comes several weeks after Strong Memorial Hospital announced it had attained Nursing Magnet status. The Rochester hospitals are two of 10 in New York to have earned the designation.

Highland Hospital, which like Strong Memorial is part of the Strong Health system, is applying for Nursing Magnet status, Highland spokesman John Turner said.

Park Ridge Hospital is considering going after the designation but it has made no official application to ANCC, Unity Health System officials said.