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EMBARGOED:
October 13, 2010, 12:45 p.m.

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AMERICAN NURSES CREDENTIALING CENTER AND CERNER CORPORATION ANNOUNCE 2010 MAGNET HONORS WINNERS

SILVER SPRING, MD—The American Nurses Credentialing Center (ANCC) and Cerner Corporation (Nasdaq: CERN), a global supplier of healthcare solutions, announced Bassett Medical Center of Cooperstown, NY, and Cleveland Clinic Health System of Cleveland, OH, as winners of the 2010 Magnet Honors at the National Magnet Conference in Phoenix, AZ. This award recognizes two innovative nursing programs and practices in ANCC Magnet[®]-recognized organizations.

The Magnet Recognition Program[®] was developed to recognize healthcare organizations that provide the very best in nursing care and uphold the tradition of professional nursing practice. In 2010, the ANCC board of directors established the Magnet Honors to encourage the ongoing pursuit of excellence. The Magnet Honors recognize two organizations with unique programs in which innovative action transforms nursing practice. This is the second-highest honor ANCC bestows within the Magnet community.

Bassett Medical Center

The winning entry from Bassett Medical Center highlighted its School Based Health Program (SBHP), a large, rural, school-based health program for delivering medical, mental, and dental health care; health education; and social services to children and adolescents on the school campus, as well as addressing critical health problems that make it difficult for students to learn. The program was awarded the Outstanding Rural Health Program Award in 2006 by the National Rural Health Association.

The SBHP is the largest rural program of its kind in New York State, with 18 highly successful school-based health centers in 13 school districts that ensure easy access to quality healthcare services for students from pre-kindergarten through twelfth grade. The program aims to mitigate the real barriers to quality health care in rural areas due to climate, terrain, lack of insurance, and a host of other socioeconomic factors.

A multidisciplinary team provides students with easy access to high-quality primary care. The SBHP on-site staff includes a nurse practitioner, physician assistant, licensed practical nurse, medical office assistant, and clinical social worker. On at least a monthly basis, a physician and clinical manager are on-site. Dental hygienists travel among most of the SBHP sites, providing preventive oral health care.

“We are honored to accept the Magnet Honors Prize for our School Based Health Program,” said Connie Jastremski, CNO and vice president of patient care services for Bassett Medical Center. “This innovative program has produced empirical outcomes worthy of peak performance among Magnet organizations—no surprise, given the congruence between the Magnet vision and the SBHP program.”

Cleveland Clinic

The winning entry from Cleveland Clinic Health System highlighted its Deans’ Roundtable Faculty Initiative (DRT), a unique partnership among the Cleveland Clinic Health System, 14 schools of nursing in Northeast Ohio, and three other large healthcare facilities in Northeast Ohio working together to address the nursing shortage that threatens to negatively impact the health of our communities. The DRT is a form of institutional collaboration that



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prepares expert clinicians to assume adjunct faculty roles in regional schools while maintaining their primary roles as clinical nursing staff.

The core of the program includes the Faculty Allocation Tool, an online database/faculty allocation tool that matches nurses with open positions in the schools of nursing. This helps schools increase capacity and provides many bedside nurses with opportunities for professional and leadership development. Administrators from participating nursing schools post information regarding courses available for teaching. The Faculty Allocation Tool compares data entered by nurses and nursing schools and assigns matches. To date, more than 350 nurses have entered profiles into the DRT database, and over 100 open faculty positions have been filled.

“We are honored to accept the Magnet Honors prize for our Deans’ Roundtable Faculty Initiative,” said Joan Kavanaugh, ACNO of the Cleveland Clinic Health System. “The nursing shortage has set the stage now for these entities to work together for the health of the public, and the DRT is an award-winning collaboration for Northeast Ohio.”

“Bassett Medical Center and Cleveland Clinic are shining examples of Magnet organizations that have made a difference. We are so pleased to recognize them as the inaugural winners of the Magnet Honors,” said ANCC Executive Director Jeanne Floyd, PhD, RN, CAE.

“Cerner is proud to recognize the innovative work of these two extraordinary healthcare organizations. They are making tremendous strides to better the relationship between nursing practice and education in their communities,” said Roy L. Simpson, RN, FNAP, FAAN, Cerner vice president of nursing.

About the Magnet Honors

In 2010, the ANCC board of directors established the Magnet Honors to encourage the ongoing pursuit of excellence. The Magnet Honors recognize two organizations with unique programs in which innovative action transforms nursing practice. The interventions and outcomes benefit the nursing profession as a whole and have a direct impact on patients in various settings. This award serves as a means for acknowledging peak performance within credentialed Magnet organizations and is the second-highest honor ANCC bestows within the Magnet community.

About Bassett Medical Center

Bassett Medical Center, the foundation of the Bassett Healthcare Network, is an acute care inpatient teaching facility in Cooperstown, New York. The medical center maintains a strong academic program through its affiliation with Columbia University College of Physicians and Surgeons and is a medical school campus of Columbia P & S. The Bassett Healthcare Network is an integrated health system that includes six corporately affiliated hospitals, 26 rural health clinics and 18 school-based health centers, as well as skilled nursing facilities and health partners in related fields. Through the Bassett Regional Network, Bassett physicians and other health professionals provide preventive, primary, urgent, and specialty outpatient care to people living in an eight-county region in upstate New York. The Bassett Research Institute, located on the Cooperstown campus, and the New York Center for Agricultural Medicine and Health conduct research in basic and clinical science, population studies, and public health studies.

About Cleveland Clinic Health System

Cleveland Clinic, located in Cleveland, Ohio, is a nonprofit multispecialty academic medical center that integrates clinical and hospital care with research and education. Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion, and innovation. *U.S. News & World Report* consistently names Cleveland Clinic as one of the nation’s best hospitals in its annual “America’s Best Hospitals” survey.



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About Cerner Corporation

Cerner is transforming healthcare by eliminating error, variance, and waste for healthcare providers and consumers around the world. Cerner® solutions optimize processes for healthcare organizations ranging in size from single-doctor practices to health systems to entire countries, for the pharmaceutical and medical device industries, employer health and wellness services industry, and for the healthcare commerce system. These solutions are licensed by more than 8,500 facilities around the world, including approximately 2,300 hospitals; 3,400 physician practices covering more than 30,000 physicians; 600 ambulatory facilities, such as laboratories, ambulatory centers, cardiac facilities, radiology clinics, and surgery centers; 700 home-health facilities; and 1,500 retail pharmacies. Nasdaq: CERN. For more information about Cerner, please visit www.cerner.com, [Twitter](#), [Facebook](#), and [YouTube](#)

About ANCC

The American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association (ANA), provides individuals and organizations throughout the nursing profession with the resources they need to achieve practice excellence. ANCC's internationally renowned credentialing programs certify nurses in specialty practice areas; recognize healthcare organizations for promoting safe, positive work environments through the Magnet Recognition Program® and the Pathway to Excellence® Program; and accredits providers of continuing nursing education. In addition, ANCC's Institute for Credentialing Innovation® provides leading-edge information and education services and products to support its core credentialing programs. www.nursecredentialing.org