



ANA ENTERPRISE

**Vice President of Nursing Innovation
Silver Spring, MD**



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Nurses Advancing Our Profession to Improve Health for All

The ANA Enterprise is the family of organizations that is composed of the American Nurses Association (ANA), the American Nurses Credentialing Center (ANCC), and the American Nurses Foundation, and is the preeminent association to advance the nursing profession and healthcare delivery on behalf of the nation's four million registered nurses. The ANA Enterprise's three organizations work together as a cohesive system to achieve the Enterprise vision, advance its mission, and embody its values. By working as one, the ANA Enterprise leverages its combined strengths to drive excellence in nursing practice and to ensure nurses' voice and vision are recognized by policy leaders, industry influencers, and employers. From professional development and advocacy, to credentialing and grants, to products and services, the ANA Enterprise is the leading resource for individual nurses to arm themselves with the tools, information, and networks they need to excel. In helping individual nurses succeed—across all practices and specialties and at each stage of their careers—the ANA Enterprise is lighting the way for the entire profession to succeed.

American Nurses Association

The American Nurses Association (ANA) is the country's premier nursing organization. Founded in 1896 and with members in all 50 states and U.S. territories, ANA is the strongest voice for the profession and is at the forefront of improving the quality of health care for all.

American Nurses Credentialing Center

The American Nurses Credentialing Center (ANCC) promotes excellence globally through renowned credentialing programs, which certify nurses in specialty practice areas; recognizes health care organizations that promote nursing excellence and quality patient outcomes while providing a safe, positive work environment; and accredits health care organizations that provide and approve continuing nursing education.

ANCC is the only credentialing organization to successfully achieve ISO 9001:2008 certification in the design, development, and delivery of global credentialing services.

American Nurses Foundation

The American Nurses Foundation is the charitable and philanthropic subsidiary of ANA. The Foundation supports programs that transform the nation's health through the power of nursing.



Innovation in Action

Traditional advocacy and organization is not enough to capture the myriad challenges, obstacles, and opportunities that nurses face in a continuously changing healthcare system. Every day, nurses adapt and evolve to confront new challenges in modern health care, and the ANA Enterprise is doing the same. The ANA vision established in its 2017 – 2020 Strategic Plan called for *stimulating and disseminating innovation that increases recognition of the value of nursing and drives improvement in health and health care*. The ANA Enterprise's preliminary innovation programs have achieved success and growth, and the organization is ready to build on these efforts to create a healthy world through the power of nursing.

Chief Executive Officer Loressa Cole



An accomplished health care leader who has more than 30 years of nursing and management experience, Loressa Cole, DNP, MBA, RN, FACHE, NEA-BC, became the ANCC Executive Director and Executive Vice President in 2016. Dr. Cole was appointed the ANA Enterprise CEO in 2018. A longtime nursing advocate, Dr. Cole began her career as a staff nurse in medical/surgical and critical care settings. The next Vice President of Nursing Innovation will work closely with Dr. Cole to develop cutting-edge innovations that recognize the value of nursing.

Healthy Nurse, Healthy Nation Initiative

Nurses are surprisingly less healthy than the average American. Research shows that nurses are more likely to be overweight, have higher levels of stress, and get less sleep. If all 4 million registered nurses increased their personal wellness, and if their families, co-workers and patients followed suit, what a healthier nation we would live in! That is the goal of the Healthy Nurse, Healthy Nation™ Grand Challenge, an initiative to connect and engage nurses, employers, and organizations around improving a holistic vision of health through five areas: physical activity, nutrition, rest, quality of life, and safety.

Nurse Hackathon

The largest-ever nurse hackathon took place at the ANA Quality and Innovation Conference in Orlando, Florida in 2018. Nearly 850 nurses participated in the hackathon to develop innovative ideas on a variety of challenges, including ethics, injuries, and workplace violence prevention. Out of this effort emerged a small group of nurses who are working to commercialize their mobile app concept with the help of funders and app developers.

Innovation Advisory Board

In May 2019, the Innovation Advisory Board was convened to inform ANA's next steps to shape and enhance its innovation platform. The Board is composed of a select group of leaders with expertise or deep experience in innovation.

With a new strategic plan in development, the ANA Enterprise's next Vice President of Nursing Innovation will be a key player in crafting and implementing a framework to significantly accelerate innovation that makes a difference in healthcare.



The Opportunity

To further advance its vision of a “healthy world through the power of nursing,” the ANA Enterprise seeks an experienced health care executive and clinician to serve as Vice President for Nursing Innovation. This management role will work collaboratively across the ANA Enterprise to stimulate and disseminate innovation to increase the recognition of the value of nursing, drive improvement in healthcare delivery, and position nurses as integral partners in consumers’ health and healthcare journeys. The Vice President will expand ANA Enterprise brand awareness, seize opportunities for thought leadership, and develop collaborative partnerships with industry, academia, and health care organizations across the innovation spectrum. The Vice President is accountable to the Chief Operating Officer/Executive Vice President and works closely with the Enterprise Chief Executive Officer, Chief Nursing Officer, and other members of the Executive Officers Team.

Build and Grow Innovation Capabilities

- ❖ Establish an inspiring vision of nursing innovation that turns subject matter expertise into transformative action across the ANA Enterprise and the nursing profession.
- ❖ Oversee programmatic efforts to encourage, support, and amplify a full spectrum of innovation work among nurses.
- ❖ Develop and champion an innovation infrastructure—including tools, methodologies, and approaches—that effectively cultivates diversity, originality, and quality of ideas and that encourages speed to market for the most effective product and service innovations.
- ❖ Lead all ANA Enterprise efforts to develop a culture of innovation among staff, management, and membership.
- ❖ Build ANA Enterprise capacity by applying principles of Design Thinking and Human Centered Design.



Lead New Growth Opportunities

- ❖ Convene and lead “innovation sprint teams” that define minimal viable products and use lean processes to rapidly iterate new products, services, and processes.
- ❖ Lead market research working groups to conduct gap analyses and identify potential for new products, services, or business models.
- ❖ Direct the development of promising nursing innovations from concept through design, development, testing, and expansion.
- ❖ Act as a sounding board and resource for innovation concepts and ideas generated throughout the Enterprise.
- ❖ Facilitate the work of the Innovation Advisory Council and ensure that insight and perspective from industry and academic leaders are leveraged to shape current and future innovation work.

Champion the Visibility of Innovation Work

- ❖ Serve as a visible spokesperson for nursing innovation in public and media appearances.
- ❖ Identify and pursue opportunities to partner with academics, technologists, clinicians, and other external allies in order to promote nursing innovation.
- ❖ Work with communications staff members to leverage innovation work to amplify ANA’s leadership role in nursing.



The Candidate

The ANA Enterprise seeks an innovative and creative leader with an acute understanding of current and ongoing issues and trends related to nursing innovation, nursing care health systems, and the general health care environment. The Vice President of Nursing Innovation will be a collaborative and inspiring executive who marshals input from and works with both executives and members alike to improve patient and nursing outcomes. Specific qualifications include:

Nursing and Health Care Background

- ❖ Minimum of 10 years of experience in health care delivery and management and 5 years of experience in a management role.
- ❖ Graduate degree with a baccalaureate degree in nursing.
- ❖ Unencumbered registered nurse license.
- ❖ Certification as a nurse or healthcare executive is strongly preferred.

Innovation Experience and Accomplishments

- ❖ Record of leading the development of new products, services, and/or business model innovations that enlarged the scope and/or quality of nursing and health care practice.
- ❖ Pragmatic orientation to clinical quality improvement; experience in applying or utilizing formal quality frameworks to improve outcomes.
- ❖ Ability to conceive of problems as growth opportunities and to recognize and seize potential.
- ❖ Forward-thinking bias and skill at envisioning and implementing plans to transition from current to future states.
- ❖ Expertise in design thinking, with equal

abilities to lead the innovation process and to analyze and prioritize the perspective of end users.

- ❖ Comfort working in a lean and agile startup environment to incubate new ideas.
- ❖ Proven ability to lead innovation and implementation within national programs.

Leadership Skills

- ❖ Demonstrated success in leading organizational change.
- ❖ Record of successfully engaging senior leaders and building support for successful initiatives.
- ❖ Ability to lead across departments with both formal and matrixed reporting structures.
- ❖ Ability to communicate effectively with stakeholders, including nurses, finance experts, and technologists, and to understand the power of influence in shaping change.
- ❖ Capacity to work easily and effectively with a wide range of people; adept at building relationships across various disciplines.
- ❖ Excellent writing, communication, and presentation skills.
- ❖ Exceptional organizational skills and judgement necessary to manage competing priorities and long- term projects.
- ❖ Highest level of personal and professional integrity and quality standards.
- ❖ Solid marketing, financial, and operations acumen.
- ❖ Commitment to the vision and mission of the ANA Enterprise.



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Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

American Nurses Association is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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