For Immediate Release

Magnet Status Renewed at Morristown Memorial Hospital

MORRISTOWN, NJ JUNE 17 2005 - Morristown Memorial Hospital, part of the Atlantic Health System, has been re-designated a Magnet hospital for nursing excellence by The American Nurses Credentialing Center (ANCC), the nation’s leading nursing credentialing organization. The four-year designation, which the hospital has held since 2001, places Morristown Memorial among only three percent of U.S. hospitals with this recognition.

Established in 1993, ANCC’S Magnet Recognition Program for Excellence in Nursing Service was developed to provide national recognition of acute care facilities that provide exceptional nursing care. The Magnet Recognition Program for Excellence in Nursing Services is the highest level of recognition by the ANCC available to facilities that provide acute care services. The program recognizes excellence in management philosophy and practices in nursing services; adherence to standards for improving quality of nursing care; leadership of the chief nurse executive in supporting professional practice; competence of nursing personnel; and attention to the cultural and ethnic needs of patients and their care providers.

The designation, which is considered the gold standard in nursing care and the nursing profession’s top honor, must be renewed every four years. The process involves a rigorous three-day site visit.

According to the ANCC magnet hospitals are considered the most attractive choice in healthcare with research showing that magnet designated hospitals consistently outperform non-magnet hospitals, have shorter lengths of patient stay, have lower patient mortality and increased nursing time spent at the patient’s bedside.

“We were assessed on how well we meet more than 250 standards, many of which emphasize time spent at the patient’s bedside and providing an environment that supports nursing education and leadership skills,” said Trish O’Keefe, RN, chief nursing officer for Morristown Memorial Hospital. “The surveyors were very impressed with our patient satisfaction scores and the competency level of our nursing staff, and that is attributed to the hard work, dedication and compassion of the nurses at Morristown Memorial,” O’Keefe said.

Morristown Memorial nurses practice in a professional model for decision making, which supports the delivery of nursing care. The hospital’s commitment to nursing is also demonstrated through a number of education and research programs, as well as incentives and rewards to nurses who demonstrate their commitment to quality patient care.

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“The Magnet Recognition Award demonstrates our commitment to our patients and reinforces our support of the nursing profession and the important role nursing plays in patient care,” said Joanne Conroy, MD, executive vice president for Atlantic Health System and chief operating officer for Morristown Memorial Hospital.

Part of the Atlantic Health System, [www.atlantichealth.org](http://www.atlantichealth.org), Morristown Memorial is a non-profit 628-licensed-bed hospital in Morristown, New Jersey. A university affiliate of the University of Medicine and Dentistry of New Jersey-New Jersey Medical School, Morristown Memorial’s specialties include cardiology and cardiac surgery, adult and pediatric oncology, critical and emergency care and inpatient rehabilitation and neonatal intensive care services. Morristown Memorial is also a Level II Regional Trauma Center, a Level III Regional Perinatal Center and a Regional Pediatric Center. Other services include the new Goryeb Children’s Center, Carol G. Simon Cancer Center, North Jersey Regional Arthritis Center, Sleep Disorder Center, Bariatric Surgery and obesity Program. The hospital is accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and has been ranked among the top 100 cardiovascular hospitals in the nation by Solucient, Inc., and is designated as a Magnet Hospital for Excellence in Nursing Service – the highest level of recognition by American Nurses Credentialing Center available to facilities that provide excellent acute care services. Morristown Memorial is designated a UnitedHealth Premium Specialty Cardiac Hospital by UnitedHealthcare, the nation’s largest health insurer.