

# Zale Lipshy University Hospital

*At Southwestern Medical Center*

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## News Release

CONTACT: Susan Rutherford  
Office: 214/590-3106

\*\*\*\*Project Top Ten boosts hospital's  
nursing recruitment efforts

DALLAS -- Already a trendsetter in innovative nursing recruitment, one-year-old Zale Lipshy University Hospital is launching "Project Top Ten." The recruiting project will identify the nation's ten leading nursing schools, then fly three outstanding student nurses and one faculty member from each school to Dallas March 15-17, where they will attend seminars in futuristic nursing care at the new high-tech, high-touch hospital.

University Hospital is the private referral, teaching and research hospital associated with The University of Texas Southwestern Medical Center at Dallas.

"We want to forge a strong link between our hospital and the nation's best nursing schools -- providing a unique educational experience while establishing a national identity," said Connie Edelman, M.S., R.N., C.N.A.A., University Hospital's assistant administrator of patient care services. "The project will allow young nurses to see the latest technological advances in hospital practice, and help us continue to attract the highest caliber of nurses to our staff."

Seminar topics for Project Top Ten include "Healthcare Informatics," presented by the critical care nurses who helped design University Hospital's state-of-the-art bedside clinical monitoring system and by representatives from Perot Systems of Dallas, who

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5151 Harry Hines Boulevard Dallas, Texas 75235-7786  
(214) 590-3000 FAX (214) 590-3116

actually designed the system; "Nursing in Zero Gravity," presented by nurses from UT Southwestern's NASA space lab; "Ethics and Legal Issues in Nursing"; and "The Role of Nursing in Clinical Investigation."

Last February University Hospital became the first hospital in the nation to offer nurses a nine-month work year, according to the American Nurses Association and the American Hospital Association. The concept offers nurses the flexibility of being full-time employees while having three months off during the year.

"Nurses can either be paid their full salary over the nine months or spread that salary over 12 months," said Karen Clark, R.N., director of Professional Development. "The three months can be taken in one quarter or distributed throughout the year."

"We've received many calls from nurses who like the idea of having extended blocks of time off for their families, vacation or education or who feel their present work schedules do not meet their personal needs," said Arianne McCord, R.N., the hospital's professional recruiter.

Early in the year the hospital also implemented a \$10,000 signing bonus for nurses who live more than 75 miles from Dallas and agree to work evening or night shifts at the hospital for two years.

"Surveys show that unless salaries are 10 percent higher than those of your competitors, it will be difficult to entice nurses to your hospital," said Ronald F. Garvey, M.D., M.B.A., University Hospital's president and chief executive officer. "Since the market does not allow that much difference in salaries, we have chosen to take a more innovative approach in our efforts to attract the very best nurses available."