



### Clinical Nurse Specialists Offer a Compass to the Lay Public: Tips, Tools and Techniques to Bring Your Ideas to Publication

Mary Beth Modic, DNP, APRN, CNS, CDE  
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### Objective

- This symposium will introduce the Clinical Nurse Specialist to the steps necessary to achieve success in publication for the lay public healthcare consumer.

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### The Clinical Nurse Specialist: Author for the Healthcare Consumer

Mary Beth Modic, DNP, APRN-CNS, CDE

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### Genesis of the Project

- Gallup Poll identifying nurses as most trusted professionals
- Nursing Image
- Books that are written for the lay public
  - ✓ Physicians
  - ✓ Lawyers
  - ✓ Consultants
  - ✓ Patient Advocates
  - ✓ Family Members and Patients with unpleasant experiences

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### Nurses Live Where the Patient Lives

- Nurses are the only 24 hour surveillance system in the hospital
- Nurses are the integrators of care
- Nurses are the link between all care providers and systems that support the patient

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### CNSs as authors

- There are 70,000 CNSs in the US
- CNSs possess expertise in a variety of areas:
  - ✓ clinical practice
  - ✓ population and community health management
  - ✓ systems thinking
  - ✓ health care policy
  - ✓ interpersonal and interprofessional communication
  - ✓ application of the most relevant and reliable evidence

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## Book Proposal

- Rationale
- Purpose
- Impact
- Target Audience
- Competing Books
- Authors
- Budget

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## Use of Patient Feedback to Guide Authorship

Christina Canfield, MSN, APRN, ACNS-BC, CCRN-E

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## Health Literacy

The ability to obtain, process, and understand basic health information and services to make appropriate health decisions

| Level        | Task Example  | % that use the Internet "some" or "a lot" for health information |
|--------------|---|--|
| Proficient   | Using a table, calculate an employee's share of health insurance costs for a year                   | 62%  |
| Intermediate | Read instructions on a prescription label, and determine what time a person can take the medication | 49%  |
| Basic        | Read a pamphlet, and give two reasons a person with no symptoms should be tested for a disease      | 31%  |
| Below Basic  | Read a set of short instructions and identify what is permissible to drink before a medical test    | 15%  |



<https://health.gov/communication/literacy/issuebrief/>

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## Readability Indices

- Flesch-Kincaid
- Gunning Fog
- SMOG (Simple Measure of Gobbledygook)
  - Recommended by CMS

<http://www.readabilityformulas.com/freetests/six-readability-formulas.php>

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## Big Dreams, Small Budget

- Search the literature
- Focus groups
  - May require IRB approval
- Review available data

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## Survey Says.....

| Potential Benefits   | Potential Disadvantages      |
|----------------------|------------------------------|
| Cost                 | Respondent accessibility     |
| Speed                | Clarity                      |
| Convenience          | Lack of direct communication |
| Rapid turnaround     |                              |
| Streamlined analysis |                              |

|  |  |
|--|--|
| <b>Ideal Length</b>                    | 10 questions   |
| <b>Question Structure</b>              | Humanize the questions, write conversationally and focus on one subject per question                           |
| <b>Privacy</b>                         | Collect the minimum amount of personal information and be clear on its use.                                    |
| <b>Use a Progress Bar</b>              | Give a clear indication of the total length  |
| <b>Less is More</b>                    | Limit the introduction to <400 words   |
| <b>Psychology of Survey Completion</b> | Within a male-dominated business, men are 5.7-14% more likely to respond to a survey when the sender is female |

<https://surveyanyplace.com/improve-survey-response-rate/>

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The Trials and Tribulations of Self-Publishing  
Mandy Barney, MBA

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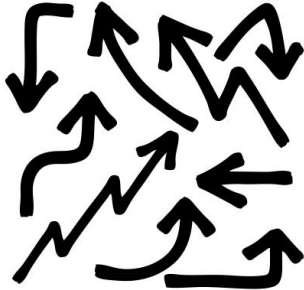
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Which Direction Now?

- Team
- Legal
- Budget
- Marketing
- Publisher
- Author Mode



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Team

- Editor
- Decision Makers
- Owner
- Project Manager

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Legal

- Allowed
- Ownership
- Logos

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Budget

- Production
- Advertising
- Purchased Services

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Advertising

- Help
- Social Media
- Endorsements & Reviews
- Distribution

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Publisher

- Ownership
- Ease
- Support
- Package
  - Cost
  - Promotions

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Author Mode

- Expectations
- Plan
- Revenue
- Promotions

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**Cleveland Clinic**  
Every life deserves world class care.

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