

For Immediate Release

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Second Annual “Nurse Educator with the Nurse’s Touch” Award Recipients Announced *Outstanding educators honored for advancing professionalism, leadership, and communication skills in nursing education programs*

Stilwell, Kan., Aug. 21, 2013 –Florence Nightengale battled a bumbling bureaucracy, Clara Barton famously dodged bullets, but today’s nurses face challenges all their own as the linchpin of a high-tech healthcare system that asks them to be a skilled care provider, information sharer, wellness educator, and quality control expert, all wrapped into one. Nurse educators excel at teaching the technical knowledge and skills, but how do they teach students the qualities that make certain nurses so memorable? How do they teach students to have “The Nurse’s Touch?”

You can start by asking one of these four nurse educators, who were recently recognized by ATI Nursing Education as being “Nurse Educators with the Nurse’s Touch”:

- Cathy Snelson, Kent State University
- Mary Murphy, Fairfield University
- Debra Allen, Chester Career College
- Ann Marie Kopeikin, Santa Barbara City College

Competing among nearly 700 nominations, these four nurse educators impressed judges with her integration of professional and interpersonal skills into their nursing practice and the education of students. These skills include teaching nursing students how to stay healthy, manage work-related stress, be a patient advocate, convey professional behaviors and attitudes, use nursing informatics and technology, and function as a leader of the healthcare team.

To honor their commitment to incorporating professionalism and interpersonal skills into their curriculum, each educator will receive Nurse’s Touch™ for one year. Nurse’s Touch is a unique product that uses video simulation to teach professional and interpersonal skills.

They also receive a complimentary reservation at the 2014 ATI National Nurse Educator Summit in Orlando, Florida. The Summit is a four-day professional development conference featuring hundreds of nurse educators from across the country. Each educator will receive free registration, room and board, and a \$500 travel voucher.

“Nurses require a special set of skills to provide safe, quality nursing care, and this includes interpersonal skills like communication, professionalism, and leadership,” said Sheryl Sommer, director of nursing education and curriculum at ATI Nursing Education. “Nursing programs have limited time and resources which mean these curriculum areas are not always a top priority in the classroom. We want to raise awareness of this need and celebrate educators who incorporate professional and interpersonal skills into their teaching to help develop future nurses so they are prepared for the on-the-job demands and are positioned to lead within healthcare teams.”

To read more about the winners, please visit www.atinursestouch.com/ne-winners.html

For more information on Nurse's Touch, visit www.atinursestouch.com or view videos at www.youtube.com/user/ATINursingEducation. You also can read the recently published white paper: "Soft Skills Research: Aligning Nurse's Touch with Best Practices."

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About ATI Nursing Education

ATI Nursing Education is the leading provider of online learning programs that are instrumental in improving faculty effectiveness and student and program outcomes in nursing schools across the country. Currently the company works with more than 20,000 nurse educators, approximately 2,100 colleges and universities nationwide, and over 225,000 students. ATI Nursing Education has played a role in helping more than 1 million students pass the NCLEX, the U.S. nursing licensing exam. ATI Nursing Education is part of Ascend Learning. Founded in 2010, Ascend Learning provides technology-based educational, curriculum and assessment solutions for healthcare and other professional industries. For more information, visit <http://www.ascendlearning.com/companies/ati-nursing/>.