

nurse & deck

THE INSIDER'S PERSPECTIVE OF NURSING

Caring. Integrity. Diversity. Excellence

LYNDA BENTON

**ELEVATING NURSE-LED
INNOVATION TO
IMPROVE HEALTHCARE**

HEALTHCARE INDUSTRY
LEADER, NURSING
ADVOCATE

NURSE JANELLE TELLS
US ABOUT HER
UNCONVENTIONAL
PATH TO NURSING

A GUIDE TO SWITCHING
YOUR LICENSE TO A
DIFFERENT STATE

READ ABOUT

The need for nurse innovation
How we can move healthcare forward
Why we should all listen to nurses

WHAT'S INSIDE...

If you're here for the Insider's Perspective, you've come to the right place. Each week we highlight stories from nurses #InTheField, bring you tips on leadership, mental health, and more. We also feature a Nurse of the Week - a nurse influencer doing incredible work we can all look up to.



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LYNDA BENTON

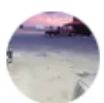
Elevating nurse-led innovation to improve healthcare

Johnson & Johnson is a household name for good reason - and Lynda leads Johnson & Johnson Nursing, working to support and advocate for nurses. She's listening, and believes in empowering nurses to be the innovative leaders that will move healthcare forward.

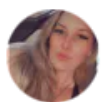
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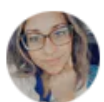
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Our weekly leaderboard shows which ND Social users have been the most active - asking and answering questions, sharing their experiences, and joining groups they want to get involved in. We appreciate each and every one of these nurses for contributing to this growing community. Let's hear it for last week's top 10!

*Join the
community...*

NurseDeck is for everyone. Whether you're a student, new to the field, seasoned scrub or retired - our community involves you.

On ND Social, you can engage, connect and network with like-minded nursing professionals. Discuss current affairs, get advice from seasoned veterans, and earn and redeem social points to support nurse innovators and business owners.

Join in at social.nursedeck.com

nurse+deck Social

Apply to join Scrub Verified



Our community advocates are passionate nurses who share their stories with our community and their followers. There are many opportunities you will have as an advocate:

- Be a part of a community that celebrates diversity
- Be a part of a community that values your opinions
- Access to support & guidance from your network of ScrubVerified nurses
- Get free NurseDeck gear monthly
- Your public support of nurses will become eligible for NurseDeck cross-promotion in order to help our aligned missions
- The opportunity to work with us on a long-term basis

How it works:

Entry qualifications:

- Nursing license must be active
- #InTheField submission
- Currently employed in any clinical setting or be a nurse entrepreneur
- Completed volunteer work, mentored or are publicly involved in promoting the well being or advancement of nursing professionals
- Adhere and promote guidelines set by the CDC, WHO, ANA, and your licensing board
- Submit at least one high resolution photo

Meet all requirements? Apply at nursedeck.com/scrub-verified.

Interested in travel nursing?

There's a new group on NurseDeck Social.



Richard Darnell (A.K.A. Travel Nurse Rich) is a full-time Travel Nurse and influencer. He graduated from Mercy College with an ASN in 2016 and continued online while working as a full-time RN to finish his Baccalaureate in 2020. Rich loves spending time with his wife Jocelyn and their two young children Levi and Jase when he's not at the bedside.

The majority of the travel nurse contracts Rich takes are in the Intensive Care Unit and are through his travel company TNAA. In July of 2021, Rich started a travel nursing TikTok account because he wanted to help share what travel nursing is all about and how anyone can be a travel nurse just like him.

Travel Nurse Rich - Exclusive Content + Tips

Join for travel nurse tips and stay up to date with trending Tik Tok influencer: Travel Nurse Rich.

*All members will
first receive a FREE
one week trial*

Membership Rate:
*One-time fee of
\$35*

#InTheField

Nurse Janelle tells us about her unconventional path to nursing



Atlanta-based reproductive and sexual health nurse Janelle offers mental wellness tips and shares her unscripted career path.

Taking time to care for yourself only helps you to provide optimal care to others.

Q: TRUE or FALSE “Nurses eat their young.”

A: I believe that this statement is false. In recent years, I believe that there have been more nurses standing up to nurse bullying. The expectation is that we are vocal against nurse bullying to let everyone know that this behavior is not tolerated. I also believe that nurses are now encouraged to communicate openly and honestly with one another and confront the behavior as soon as it happens. I also think that nurses are approaching the profession with a more collaborative spirit.

Q: Any self care or mental health tips for new nurses?

A: I think it's important to engage in self-care. Burnout is real! We as nurses always focus on helping and providing for others but taking the time to care for yourself is crucial to maintaining your wellbeing.

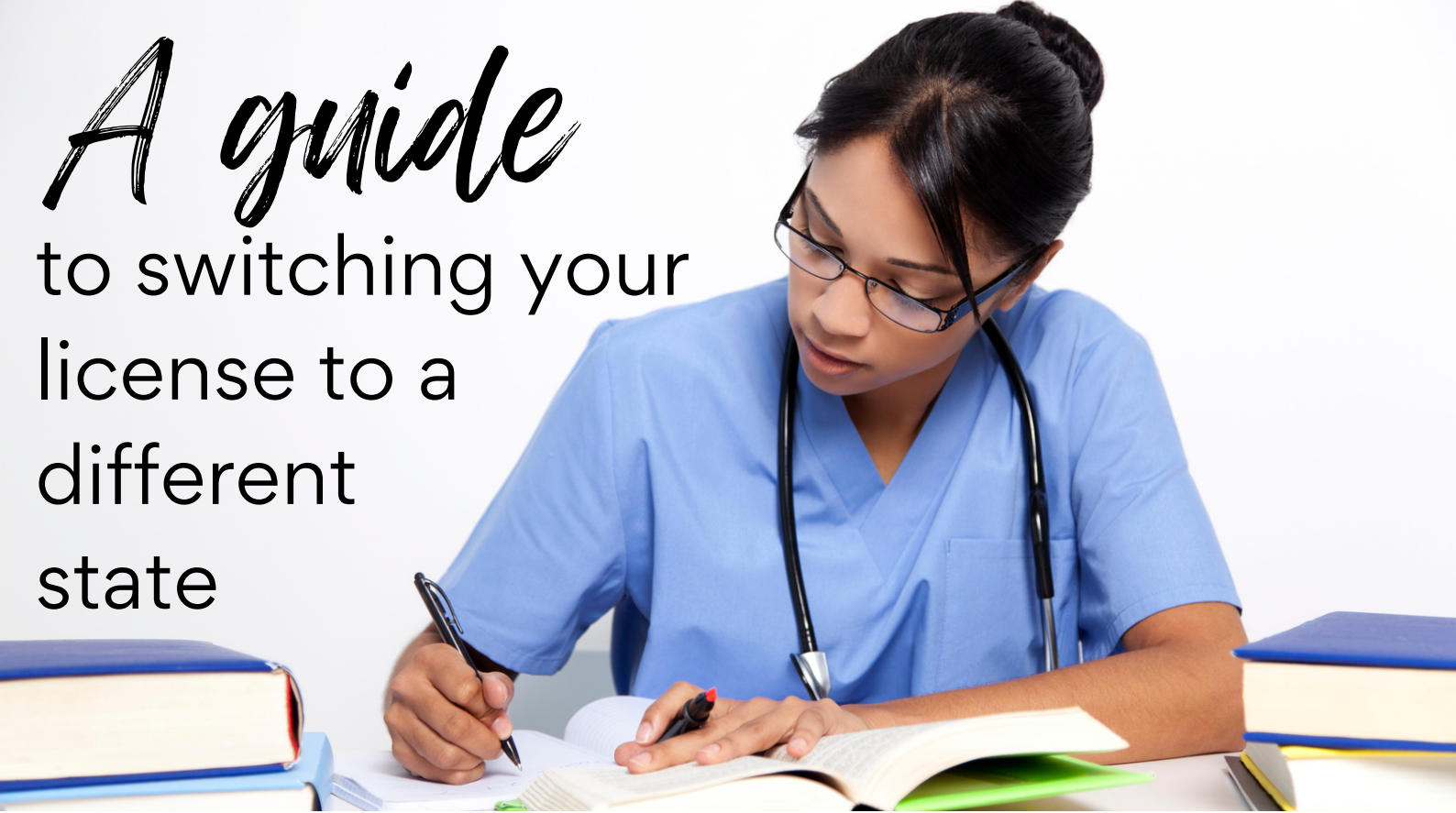
Q: What does cultural competence mean for healthcare providers?

A: Cultural competence means healthcare providers are taking the time to learn and have an understanding of another culture. It means integrating certain cultural practices or traditions into the patient's current plan of care so the patient can have optimal health outcomes.

Q: How did you choose your specialty? What drew you to it?

A: My nursing career was definitely not scripted. After working in public health for 8 years, I decided to go back to school to become a nurse. Because of my public health background, I knew that any nursing specialty I selected would have a public health focus. After working as an outreach nurse for a few months, I secured a position working in adolescent medicine. I really enjoyed working with this population. They value the opinion and recommendations of their healthcare team. I also enjoy the relationships formed with young adults. ■

A guide to switching your license to a different state



Nursing school... NCLEX exam... obtaining your nurse's license. These steps seem clear cut and straightforward, and are milestones in the journey of becoming a nurse. You've crossed your Ts and dotted your Is, and you're officially licensed so that's all there is to it, right? Well... if you're going to be a nurse in the state where you got your license then, yes! If you're going to be a nurse in a different state well, that's another story... read on for more information and what you need to know to switch your license to a different state!

Maybe you're going to be moving to a new state for a change of scenery, maybe you're moving for family or with a partner or maybe you initially moved to your current state for nursing school. Either way you look at it, moving = new license! Each state has their own Board of Nursing and each board has their own criteria to determine whether an individual has the necessary requirements to practice safe and effective nursing and become licensed. The State Boards of Nursing (BON) site has a list of state fees and education requirements, plus the list of nursing compact states, which brings us to the first point...

Understanding compact vs. non-compact states

The good news is, switching your license to a new state is not as complicated as you might think, maybe a bit tedious but not the hardest thing to do. First you must understand what a compact vs non-compact state is. The Nurse Licensure Compact (aka NLC) was created to allow nurses to have a license that is valid in multiple states - as of right now, that number is 25!

Meaning, you are able to practice nursing in your home state as well as any state that is part of the NLC. You can practice in these states through a simple process that is not subject to additional fees or paperwork. To obtain this "multi state" license, you just need to be:

- A legal resident of the states within the NLC
- Have an active RN license that is in good standing
- Are licensed in your home state and show your competency to practice as an RN if you are in a state that is not part of the NLC



Transferring your license & dealing with non-compact states

When dealing with non-compact states, the first step no matter what is to apply for your license via endorsement in your new state of residency. From there, there are slight differences in what happens next:

- Non-compact to compact state: Your license issued by the non-compact state will not be canceled and will remain active as long as you maintain it. Maintenance includes: racking up your continuing education hours, practicing within the laws of the state, and renewing your non-compact license before the deadline.
- Compact to non-compact state: Your compact license will be changed to a single state license (i.e. New York State, which is non-compact) and that license will only be valid in the state you have chosen. Before you move from your compact state, you must notify your local board, which will then deactivate your license from their state board.

Transferring your license from compact state to compact state

Switching from compact to compact requires a bit more of a process, some steps can take months so be sure to start as soon as you know you're moving - or plan ahead as much as possible!

Let's say you're moving from Texas to Colorado (both compact states) - you can still practice in Colorado using your former Texas license for at least 30 days - 90 days at most. However, this depends and varies by state so be sure to do your research!

You will then be required to apply for your licensure endorsement 1-2 months in advance of your move, pay any required fees and solidify your new primary state of residency (i.e. Colorado).

You will be issued a new multi state license and any former license will be null and void. You must also notify your board of nursing in your previous home state that you have moved. Proof of residency may be required as well.

Understanding Endorsement

We've mentioned endorsement a few times - but what does that actually mean? Endorsement is the process of transferring your RN license and is a crucial part of moving to a new state. To receive endorsement, you need to pass or have passed the NCLEX-RN and hold a license in your state's board of nursing - in good standing of course!

From there, this is what happens next:

- Apply for Endorsement: once you have your new state figured out, you need to apply for endorsement with that state's board of nursing. Be sure to read up on their rules, remember: each state is different!
- Obtain Online Verification: you can go to the Nursys website to obtain your verification for endorsement to practice in another state.

- Approval From Your New State's Board of Nursing (BON): the BON in the state where you are applying for endorsement needs to approve of your application, perform brand new background checks and ensure all of your information is correct.
- Payment of Fees: yep... there is definitely a cost with moving! Each state has predetermined fees, so make sure you know what those are and budget accordingly!

After you've completed all steps in the process, it takes about 1-2 months to find out whether or not you have been approved for your license and to practice in your new state of choice.

This feels like a good time to pause for a deeeeeep breath - or several! We are not kidding when we say this is a process! The great thing is that technology allows us to do most of this process electronically - can you imagine having to do this the old fashioned way??

While this all may seem tedious and cause some headaches, it's all within good reason. We know being a nurse is a serious biz - a literal life saving one at that! When you move to a new state, there's a whole new set of rules and regulations and boards and all the things - the powers that be are just doing their due diligence in making sure you are qualified to do your job!

If you're moving to a new state, we wish you the best of luck! We hope you'll let NurseDeck join in on the fun and share your exciting new adventures with us. We promise it's not as bad as it seems - you've got this! The states (non-compact and compact - haha) are your oyster - so get out there and do your thing! ■



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INTERVIEW HOST



JAMIE SMITH

RN, NP, MSN

NURSEDECK AMBASSADOR &
INTERVIEW HOST

Nurse Jamie hosts interviews for NurseDeck to share stories, resources & guides to help inspire and motivate the NurseDeck Community.

Jamie has been a registered nurse for over 13 years. She is an experienced nurse practitioner with a history in long-term care, medical-surgical geriatric nursing, and clinical pharmacology. She is also an educator and author.

I love hearing about startups. With NurseDeck we have our little patch of dirt at work time, to spruce up and help the nurses' community base.

I love that there are people like NurseDeck trying to shake things up because we desperately need it.

WANT TO HOST AN INTERVIEW?

NurseDeck is a community built by real nurses and for real nurses. Our interview hosts know what to ask our featured nurses because they've been in their shoes, and so have you!

NurseDeck is where nurses share stories, resources, and guides to help inspire and motivate other nurses, and inform the rest of the world about the nursing profession.

If that's something you want to be a part of, email julia@nursedeck.com.

A portrait of Lynda Benton, a woman with shoulder-length, wavy, light brown hair, smiling warmly. She is wearing a dark, possibly black, V-neck top. The background is a soft-focus outdoor setting with greenery and a wooden fence.

LYNDA BENTON

An exclusive
interview:
**Elevating nurse-led
innovation to
improve healthcare**

By NurseDeck

Lynda Benton is a veteran of the healthcare industry. She has spent her entire professional career with Johnson & Johnson in sales, marketing, and management roles, leading brands and large-scale corporate sponsorships and stakeholder platforms. Today, she leads Johnson & Johnson Nursing, a platform representing the company's 125-year commitment to supporting and advocating for the nursing profession. Lynda has seen first-hand the critical impact nurses have in healthcare and the lives of their patients every day. As the U.S. health system is ever more strained by greater patient, resource and systemic demands—and the challenges of the pandemic—she is passionate about elevating, advocating for, and empowering nurses as innovative leaders with the knowledge, mindset, and skills to move healthcare forward.

NurseDeck (ND): Hi Lynda, thank you for being with us today. Can you introduce yourself to us, please?

Lynda Benton (LB): Sure thing, thanks so much for having me. I'm a Senior Director, with the Global Community Impact team at Johnson & Johnson, with responsibility for leading Johnson & Johnson Nursing, representing our company's 125- year commitment to supporting and advocating for the nursing profession.

ND: That's awesome. So tell us, how did you get started in health care?

LB: I was fortunate to join Johnson & Johnson right out of college. I knew that health care was a hugely important segment of business, and I had a couple of friends that were already working in the healthcare industry. I was hired for an entry level sales role in our pharmaceutical sector, and that's where it all started. At the time, I had no idea how big and how broad Johnson & Johnson



was in terms of the work we did collectively for health care in the U.S. and around the world. But I knew it was a great company that was Credo-based. It's been an incredible place to work, grow, and learn, with so many talented people to work with and varied roles to offer.

ND: Wow. So, you've been there since day one - since you graduated?

LB: Yep, a long time. And as healthcare as we know it has changed so much, J&J has also grown exponentially as a healthcare leader.

ND: So why has J&J supported nurses for so long?

LB: I love this story. Because 125 years ago, our leaders recognized the critical role of nurses in healthcare, and that mindset has been part of our



Healthcare, and our healthcare system as we know it, is strained and is in need of change.

executive leadership ever since. We were employing nurses in our workforce in 1897, and went on to support clinical training, education, mentorship, scholarships, leadership training and even advertising in support of the nursing profession. Nurses are in the first sentence of our Credo, which outlines Johnson & Johnson's guiding values. We like to say that nurses are part of our DNA, and emphasize that for healthcare to work, it takes nurses. We are strong advocates for the profession and proud to support nurse innovation, clinical and leadership education for nurses, nurse mental health and well-being, and foster health equity through supporting greater diversity in the nursing workforce.

ND: So tell me more about why J&J is supporting nurse-led innovation, through events like nurse hackathons. What is behind that?

LB: We know that throughout history, nurses have been innate dot-connectors and problem-solvers, constantly finding better ways to do things to improve patient care. We also know that nurses have unique, invaluable insights, as many spend so much time in direct patient care. But even though they have the insights and the ideas, we learned that nurses don't necessarily see themselves as innovators. And they also have not had a way to bring those innovative ideas forward. Events like NurseHack4Health, our hackathon platform in partnership with SONSIEL and Microsoft help nurses flex their innovation skills, brainstorm with others and bring their amazing ideas to life. We think ideas coming from nurses are critical to transforming healthcare we as know it.

ND: Okay, so why should all nurses and nursing students participate in nurse hackathons?

LB: I think it's safe to say that healthcare, and our healthcare system as we know it, is strained and in need of change. Nurses are the largest healthcare workforce - who work in virtually every corner of every community, who've got tremendous educational backgrounds and invaluable patient insights. To really improve healthcare and transform the way our health system works, nurses should be part of the discussion, with a seat at the table. Hackathons like NurseHack4Health, are really about bringing nurses, nursing students and other innovators together in a safe/no judgment zone, to share ideas, brainstorm and build out viable concepts to improve healthcare. Everyone can contribute. The coaches and mentors that we provide help teams apply a framework to bring their ideas to life. At the end of the weekend, the goal is to come out





with a very well-formed concept that people continue to work on and grow and develop. Hackathons can be life changing – I have seen it with my own eyes!

ND: Okay. So how can we strengthen the nursing workforce?

LB: That's a very broad question. Nurses are the backbone, lifeblood and very heart of our health systems here in the U.S. and around the world. I think to strengthen the workforce starts with understanding the challenges. Today, the nursing workforce is understandably stressed, burned-out and honestly fed-up. Turnover is at an all-time high - 20% yearly and accelerating at a rapid rate - while over 30% of nurses indicate they are considering leaving the profession. It seems that all healthcare organizations are short-staffed these days. We also have around 16% of the nursing workforce who will be retiring soon, and taking all of their invaluable experience with them. We don't have enough nurse educators, so up to 80,000 qualified nursing students are being turned away from nursing schools each year.

And we need more diversity at all levels in the nursing workforce, as a key pathway to cultural competence and health equity. While this pandemic has laid-bare these challenges, in truth these are issues that the nursing profession has faced for decades.

So how can we strengthen the workforce? I think it starts with listening to nurses. Then listening again, and then listening some more. Nurses know where the pain points are, and they can actively help create the solutions, too!

I would love to see us work together to address the root causes of turnover, stress, and nurses leaving the profession all together, broaden key aspects of nurse education and improve diversity in the nursing workforce. For example, let's get nursing students into clinical rotations in non-traditional settings, like homeless shelters, schools, public health clinics, etc. to build their knowledge base, skill-sets, cultural competence, and career options. Let's work to improve onboarding/residencies/mentoring

for new nurses in their first year, so they have the confidence and knowledge to do their jobs. Let's take steps to make the healthcare workplace somewhere that attracts and develops nurses and all employees with a positive, supportive environment where they can thrive. Let's offer career paths/development, workforce and staffing flexibility, and new models of care that enable nurses to apply their knowledge in unique ways, work in a way that works for them, and take work-day breaks. Let's remind nurses (and all employees) of their invaluable contributions. Let's reduce administrative requirements so that nurses can focus on patients. Let's prioritize mental health and well-being as an embedded, routine part of the culture. Let's build cultures that value and support and provide a pathway for innovation! And when it comes to bringing in technology to healthcare, let's involve nurses early in the development process, as they are frequently the end-user who can improve the product by sharing their insights. Just a few ideas!

To strengthen the workforce I think it comes down to a fresh look at nurse



Nurses are the backbone, lifeblood and very heart of our health systems.

education (which the AACN Essentials and Future of Nursing Report refer to), building workplace cultures and approaches where nurses can thrive, and building and sustaining a diverse nursing pipeline.

ND: You made a lot of good points. You mentioned that without nurses, healthcare would fail, and that's a powerful comment to make. It's the truth, and I couldn't agree with you more.

LB: I realize healthcare is complex. But I think we could start by taking simple steps to really listen to the insights of nurses and understand the challenges and opportunities they see. Valuing their role on the healthcare team and giving them a path to test/learn and implement new ideas could be a great starting point. And find a way for nurses to learn more about the business of healthcare as well.

ND: There has been so much in the news about mental health and frontline health workers. I have found in nursing homes that some nurses and CNAs I work with are embarrassed to talk about it. They don't want to seek a counselor or anyone to talk to. That's one thing we need to emphasize: some people are just so embarrassed. We don't need to be embarrassed. I think everyone's burned out right now and we need that help. We need that support.

LB: Yes, good points. There should not be stigma associated with mental health, but there is, and unfortunately people on the frontline also suffer in silence. Mental health and well-being should be embedded in everyday workplace cultures, with systems first working to identify the root cause of stressors, and then taking action to address the root causes. In the case of the nursing

profession, a good starting place may be to look at flexible staffing models, reducing administrative burden, improving breaks and recovery time. But again, it should start with listening to nurses to understand their perspective on the challenges, and gather input on how to take action.

ND: So why is it so important for nurses to have spaces where they can connect with other nurses and nursing students? And what are some ways that NurseDeck can assist with this?

LB: It's a really important thing to be able to come together in a safe place where you can share ideas, where you can share challenges, where you can vent a little. People with shared ideas working in a supportive culture are no doubt going to come up with some great ways to improve whatever's going on. It's important for people's mental health to be part of a group like that. NurseDeck can help by continuing to build and connect with the nursing community, and also reaching beyond nursing to make the broader population aware of nurses' impact in health care.

ND: Thanks. So what nursing technology are you interested in? And how do you see our healthcare systems evolving?

LB: Nursing tech, from my perspective, is anything that can ease the administrative burden nurses are dealing with today, tech that can simplify/improve patient care, tech that can improve access to care through the hands of a nurse working with a patient, and/or supporting remote care. I think health systems will be placing a greater emphasis on technology, data sharing, and AI. I

also see a greater emphasis on preventive, outpatient, remote care and leveraging tech to enable that. Nurses will be a part of all of it.

ND: Well, thank you, Lynda. I really appreciate your time today on NurseDeck and answering our questions. Any last thing you want to mention?

LB: I want to thank you for your time and congrats to all of you at NurseDeck for the work you're doing and raising the voice and perspectives of nurses. It's going to take all of us working together to do this, so I appreciate the opportunity to come and talk with you guys today! Thank you. ■



*Connect with Lynda on LinkedIn:
www.linkedin.com/in/lyndabenton/*

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A COMMUNITY OF RESOURCES BUILT FOR REAL NURSES.

Where nurses share stories, resources & guides to help inspire and motivate.

*“When you’re a nurse, you know that every day you will touch a life or a life will touch yours.”
—Unknown*

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LAKESHIA BATES

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Brand Marketing Specialist