THE POWER OF NETWORKING TO ADVANCE THE APN PROFESSION: YOUR ROLE AS AN APN AMBASSADOR

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### DISCLOSURE OF SPEAKER INTERESTS

<table>
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<th>No conflict of interest</th>
<th>Representing my own views and opinions. I am not directly representing the NP/APN Network, International Council of Nurses (ICN), American Association of Nurse Practitioners (AANP), Massey University, Depomed Inc. or any other organization.</th>
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<td>Relations that could be relevant for the meeting</td>
<td>Former Medical Science Liaison (MSL) for Depomed, Inc., a small specialty pharmaceutical company in the US from May 2015 – May 2017</td>
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<td>No sponsorship or research funds</td>
<td>Formerly on several advisory committees (National Headache Society, Teva Inc., Janssen/J&amp;J, etc.) The information contained in this presentation was obtained through websites available to the general public.</td>
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OBJECTIVES:

• **WHY** networking as an NP/APN professional is important.

• **HOW** to identify and engage with key opinions leaders in your countries to achieve the SDGs and advance the NP/APN profession.

• **WHAT** a Ambassador Program can look like (ex. the Academy of Medical-Surgical Nursing/Medical-Surgical Nursing Certification Board’s Ambassador Program).

• **WHO**- You will be unofficially inducted as NP/APN Ambassadors.

• You are **WHO** needs to raise your voice **NOW... EVERYWHERE!**
INTERNATIONAL NURSES DAY (IND) 2017

• **AIM:** RAISE AWARENESS
  
  • 1st- Amongst the nursing profession of what the SDGs are and why they matter.
  
  • 2nd- Amongst the population, governments and other decision-makers, of the contributions nurses are already making to achieve the SDGs.

• **Resources:** www.icnvoicetolead.com
WORLD HEALTH ORGANIZATION’S (WHO) DEFINITION:
SOCIAL DETERMINANTS OF HEALTH (SDH)

http://www.who.int/social_determinants/sdh_definition/en/
NURSES IMPACT THE SDG THROUGH SDH

Multiple cases studies in resource provided by ICN at:
https://www.icnvoicetolead.com
Her Royal Highness The Duchess of Cambridge, Kate Middleton, was announced as Nursing Now’s patron at the London launch in February 2018.

http://www.nursingnow.org/
TRIPLE IMPACT: HOW DEVELOPING NURSING WILL IMPROVE HEALTH, PROMOTE GENDER EQUALITY AND SUPPORT ECONOMIC GROWTH.
A REPORT BY THE ALL-PARTY PARLIAMENTARY GROUP ON GLOBAL HEALTH 2016

ARE NURSES EXPECTED TO GO OUT AND SOLVE ALL THE WORLD’S PROBLEMS?
WE ALREADY ARE!!

Courtesy of Harbour Hospice, North Shore, New Zealand
WHY AM I PASSIONATE ABOUT THE SDGS?

I care about our future generation.
WHY AM I PASSIONATE ABOUT THE NURSE PRACTITIONER PROFESSION?

• Bachelor in Molecular Biology at UC Berkeley and Certificate in Biological Electron Microscopy Research
• Started Career in pharmaceutical drug design with Chiron Corporation
• Science Teacher Trainer/Peace Corps Volunteer in Togo, West Africa
• Bachelor of Nursing at Johns Hopkins University School of Nursing
• Masters of Science, Women’s Health and Adult Nurse Practitioner Program at University of Maryland at Baltimore
MY JOURNEY AS A NURSE PRACTITIONER TOWARDS ACHIEVING THE SDGs

Cared for Navajo & Hopi Native American through the Indian Health Services

Cared for indigent, inner-city population through Planned Parenthood
Care for US Peace Corps Volunteers as Peace Corps Medical Medical Officer in Tanzania

Clinical Nursing Instructor at University of Maryland, Marymount University, and Frederick Community College
MY JOURNEY AS A NURSE PRACTITIONER TOWARDS ACHIEVING THE SDGs

Pain Management Specialist at National Pain and Spine Centers

Clinical Director/Headache Specialist at The Headache Center, Parkway Neuroscience and Spine Institute
My contribution to the SDGs is not only through the work I’ve done, but also through actively participating in the #VoiceToLead campaign by raising awareness and sharing the skills obtained…

By Being a NP/APN Ambassador.
HOW TO NETWORK AS A NP/APN AMBASSADOR

• We’ve discussed why networking is important. Now let’s discuss **HOW** to network.

• MSLs are ambassadors for pharmaceutical companies.

• It’s the skills obtained as a MSL that I would like to impart today.
MEDICAL SCIENCE LIAISONS (MSL)

- Work between a pharmaceutical company and Key Opinion Leaders (KOLs) regarding new developments in the health care sector concerning:
  - Research
  - Clinical trials
  - Disease states and therapeutic approaches
- Attend conferences, talks, medical board meetings, policy hearings
- Present information/education about disease states or products

http://study.com/articles/Medical_Science_Liaison Job_Description_and_Info_About_a_Career_as_a_Medical_
MOST IMPORTANT SKILL LEARNED AS MSL WAS NETWORKING

- Cultivating and maintaining relationships with academic researchers and leaders

- Translating academic information into engaging, persuasive messages

“Our role as nurses is to take the language of the SDHs/SDGs and translate it to the language of [our] country’s national priorities...and make explicit links to...policies.” (ICN, 2017)

http://study.com/articles/Medical_Science_Liaison_Job_Description_and_Info_About_a_Career_as_a_Medical_Science_Liaison.html.
Complex, Expensive Key Opinion Leader Management Software
KEYS TO EFFECTIVE NETWORKING

#1 - Be **Authentic**.

#2 - Be **Respectful**.

#3 – Be **Passionate**.

#4 – **Write** posts on social media, blog and/or opinion articles.

#5 – **Engage** and ask questions at conferences and meetings.

#6 – **Present** at a conference or event.

HTTPS://HBR.ORG/2016/04/5-MISCONCEPTIONS-ABOUT-NETWORKING
KEYS TO EFFECTIVE NETWORKING (CONT.)

#7 – **Volunteer** for a committee or project.

#8 – **Introduce** people with similar interests.

#9 – **Stay up-to-date** to keep the conversation flowing.

#10 – **Don’t take things personally.**

#11 – Follow up with **Thank you** emails/texts to build trust.

#12 – **Stay in touch.**
STRATEGIC NETWORKING

• PREPARATION: Research which conferences or hearings will be most productive to attend.

• PRIORITIZE: Review the topics being presented and all the presenters work.

• IDENTIFY KEY OPINION LEADERS:
  - Who appears to be the most influential expert?
  - What professional organizations do they belong?
  - Who is an emerging Thought Leader?

HTTPS://HBR.ORG/2016/04/5-MISCONCEPTIONS-ABOUT-NETWORKING
HOW TO CONNECT

1. Create and develop your own on-line identity: LinkedIn, Facebook, Twitter, Research Gate, Google Scholar, SCOPUS

2. Get Alerts when someone you are following posts or publishes anything.

3. Set times for Meet & Greets after talks. NEVER MEET RIGHT BEFORE THEIR PRESENTATION.

4. Ask colleagues for introductions.

5. Develop the art of listening. Ask open-ended questions...then LISTEN.

HTTPS://HBR.ORG/2016/04/5-MISCONCEPTIONS-ABOUT-NETWORKING
AMSN & MSNCB AMBASSADOR PROGRAM

• Joint venture between the Academy of Medical-Surgical Nursing (AMSN) and the Medical-Surgical Nursing Certification Board (MSNC)

• Promotes the visibility of AMSN and MSNCB through networking and exhibiting at targeted meetings (conferences, conventions, symposia, etc.).

• The program is administered by the AMSN and volunteers are trained as ambassadors to exhibit at these meetings.

https://www.amsn.org/volunteer-toolkit
UNOFFICIAL INDUCTION AS NURSING AMBASSADORS
REFERENCES/RESOURCES

• www.icnvoicetolead.com

• https://www.un.org/sustainabledevelopment/

• http://www.un.org/sustainabledevelopment/news/communications-material/

• http://www.who.int/social_determinants/sdh_definition/en/

• http://www.nursingnow.org/

• http://www.who.int/hrh/news/2018/nursing_now_campaign/en/

• http://www.who.int/hrh/com-heeg/digital-APPG_triple-impact.pdf

• https://hbr.org/2016/04/5-misconceptions-about-networking

• https://www.amsn.org>volunteer-toolkit

• http://study.com/articles/ medical_science_liaison_job_description_and_info_about_ a_career_as_a_medical_ science_liaison.html.
THANK YOU FOR YOUR TIME!