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Physician perceptions of Magnet nurses and Magnet designation

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An exploratory study using focus group methodology and qualitative content analysis was conducted to examine physician perceptions of Magnet nurses and Magnet designation. This study is significant because it is the first of its kind to give physicians a voice regarding Magnet. Findings from the research suggest that Magnet nurses are highly regarded by physicians. They possess the knowledge, skills and values needed to deliver superior care to patients and they promote a culture of excellence, not just in nursing but across all disciplines. Physicians benefit from working with Magnet nurses, especially nursing leadership, because the nurses are vigilant about communication, cooperation and consideration. Physicians also benefit from the Magnet designation as it cloaks the organization in an aura of distinction and connotes added value for patients and staff. Key themes emerged related to Magnet nurse characteristics, relationships with physicians, nursing leadership, shared governance and Magnet as a marketing tool. "Magnet Marginalization" emerged as a new theory. Knowledge of how physicians regard Magnet nurses and Magnet recognition can be used to inform organizations considering Magnet designation, to attract a high caliber of medical staff to Magnet institutions, and to induce affiliations with other organizations.

Biography

Linda L Vila is a Graduate of Brooklyn Law School and Hunter College of the City University of New York. She is a full-time Faculty Member at Long Island University, Post, where she has also served as Associate Dean of the College of Management and Chair of the Department of Health Care & Public Administration. She has extensive professional experience as a member of executive leadership at several New York City health care systems. Her research interests include health care administration, risk management, Magnet organizations and health care law.

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