

Invest in Your Nurses; Strengthen Your Organization

Support Tuition for Change Maker Essentials

Why Change Maker Essentials?

Empower your nurses to become transformational leaders with Change Maker Essentials (CME), a 12-week professional development program that equips RNs with **advanced, highly practical systems thinking and change leadership tools** to drive sustainable improvement in healthcare.

Supporting CME tuition is an investment in the success of your hospital, advancing staff retention, building leadership capabilities, and improving patient outcomes – key priorities for any healthcare organization.

The Disciplines Behind CME

Change Maker Essentials integrates five core disciplines to provide a **comprehensive toolkit** for healthcare change makers:

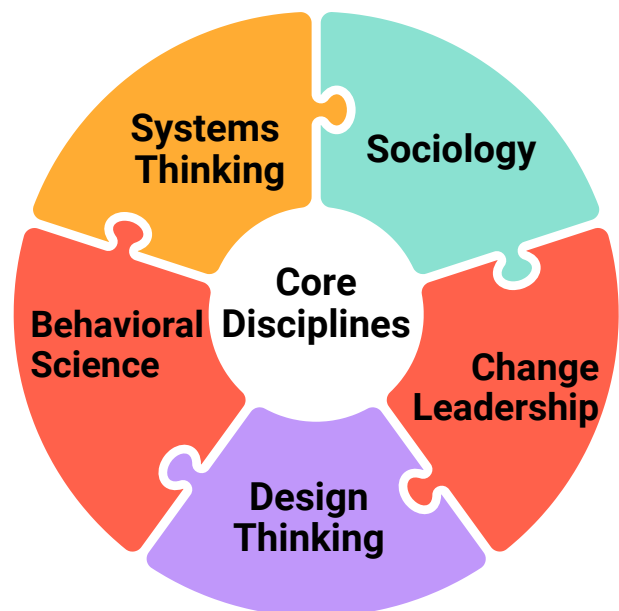
Systems Thinking: Understand and leverage interconnected challenges to drive meaningful change.

Sociology: Analyze societal structures, organizational culture, and power dynamics to influence behavior.

Leadership and Change Management: Develop the skills to guide teams, influence culture, and lead sustainable change.

Design Thinking: Apply creative, iterative approaches to solving complex healthcare problems.

Behavioral Science: Build personal resilience, effective communication, and a deeper understanding of human behavior.



The ROI of Supporting CME

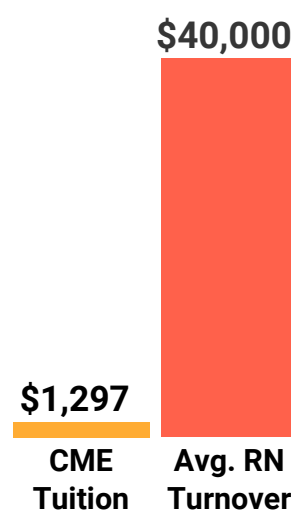
Supporting CME tuition is an investment in retention, leadership development, and improved patient outcomes. **CME delivers measurable results** that benefit both participants and their organizations:

- **72% Improvement in Systems Thinking:** Nurses gain the skills to analyze complex challenges and design effective solutions.
- **123% Boost in Confidence for Driving Change:** Participants leave ready to drive change, improve workflows, and lead meaningful transformations.

Reduce Nurse Turnover

High nurse turnover costs organizations an average of \$40,000 per nurse (1), while replacing a nurse leader can cost between \$132,000 and \$228,000 per occurrence (2).

Enhancing career identity and hope through professional development increases job satisfaction, which reduces turnover intentions among nurses (3). CME equips nurses with the skills to navigate complex organizational challenges, align their work with personal and professional goals, and cultivate a sense of purpose, leading to greater engagement and retention.



Build Leadership Pipeline

Training nurses in systems thinking, change management, and leadership prepares them for advanced roles and ensures a strong leadership pipeline. These skills are critical for navigating complex healthcare systems effectively (4). CME helps RNs develop the strategic thinking and leadership skills to step into roles as charge nurses, unit managers, and beyond.

Improve Patient Outcomes

Professional development in systems thinking and design thinking equips nurses to approach care holistically, redesign workflows, and address systemic barriers to effective care. This leads to better patient outcomes and improved organizational performance (5). CME achieves this by training nurses to align organizational goals with actionable strategies, fostering team and system resiliency, and building operational efficiency to create environments where both staff and patients thrive.

1- (NSI Nursing Solutions, Inc., 2023)
2- (IntelyCare, n.d.)

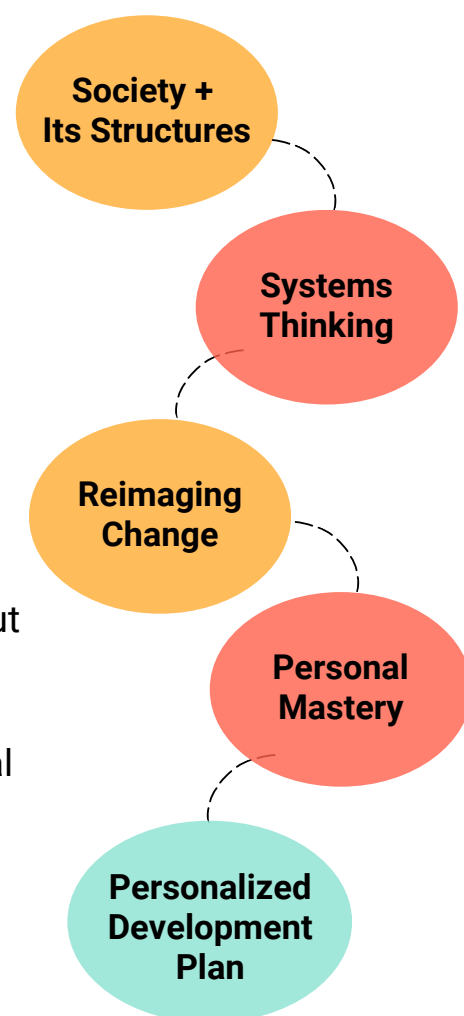
3- (Lim et al., 2022)
4- (University of San Diego, n.d.)

5- (BMJ Open Quality, 2020)

Curriculum at a Glance

CME applies its multidisciplinary framework over four units to equip nurses with actionable strategies for solving complex organizational challenges:

- **Society & Its Structures:** Explore how organizational environments shape behavior and decision-making.
- **Systems Thinking:** Participants will learn to identify root causes, understand interconnected challenges, and pinpoint leverage points for change.
- **Reimagining Change:** Uncover nine pervasive myths about change, avoiding common pitfalls and costly mistakes.
- **Personal Mastery:** Develop self-awareness, align personal and professional goals, and build resilience using the CARVE Your Path framework.
- **Your Development Plan:** Walk away with a personalized roadmap to guide their lifelong change-making journey.



Flexible Learning Format

Self-Paced Modules: 40 recorded video lessons (most under 20 minutes) for on-demand learning.

Live Group Sessions: Weekly live discussions to integrate concepts into practice and get feedback.

Case Studies & Activities: Apply their new skills and tools to real-world challenges tailored to their goals.

1:1 Instructor Guidance: Two 1:1 sessions with Dr. Phillips, plus opportunities to submit assignments for feedback.

Community Support: Participants join an online network of healthcare professionals, fostering idea exchange and continuous motivation to implement systemic improvements.

Accreditation: Nurses earn 30 CE contact hours approved by the California Board of Registered Nursing.

Nursing the System is approved by the California Board of Registered Nursing, Provider #17784.

About the Instructor

Dr. Claire Phillips is a former ER nurse and hospital operations leader. She currently manages the clinical team at a global health tech company. With a DNP in Health Innovation and Leadership, Dr. Phillips has led teams through critical healthcare crises, such as the COVID-19 pandemic, and spearheaded strategic initiatives to align frontline care with organizational objectives.



Dr. Phillips specializes in systems thinking and change management, equipping healthcare professionals with tools to solve real-world challenges and drive measurable improvements in patient outcomes and staff well-being. Her mission is to prepare 10,000 nurses to lead health systems change by 2030, transforming healthcare environments through strategic innovation.

What Graduates are saying

“

This course **breaks down an overwhelming topic into manageable pieces**. Claire makes systems thinking **relevant to your experience**, gives you a framework to understand big systems, and allows you to walk away with a plan to continue your Change Maker Journey.

DANELLA, MSN RN

”

“

What you learn inside CME, you're not going to find in the nursing academic sphere. CME consolidates the entire change-making process into a **really engaging experience**. It's invaluable for anyone looking to lead change.

KATHLEEN, BSN RN

”

“

I have done health system management courses, program evaluation courses, and change theory courses in the past. But this course has actually given me **more practical tools to identify system challenges and work to change them** within a complex system.

CME has more value than many certification programs out there.

BIANCA, MSN RN

”



A Scalable Solution for Leadership Development

CME is more than a professional development course—it's a scalable solution for empowering your nursing team and future leaders. By integrating CME into your leadership training initiatives, your organization can:

- Build **collaborative teams** equipped with systems thinking tools.
- Foster a pipeline of **innovative nurse leaders**.
- Tackle organizational challenges with a **unified approach** to sustainable change.

Group enrollment options and customized facilitation are available to address your organization's unique needs. Contact us to explore discounted rates and tailored solutions.

Support Options for Organizations

We offer flexible options to fit your organization's budget and leadership development goals:

- **Full or Partial Tuition Coverage:** Support your nurses through tuition reimbursement or direct funding.
- **Leadership Development Integration:** Incorporate CME into your existing professional development pathways.
- **Group Enrollment Discounts:** Build an engaged ecosystem of nurse leaders with tailored group rates and facilitation options.

We are happy to discuss how CME can help your organization achieve its goals and improve outcomes for staff and patients. Email contact@nursingthesystem.com to set up a meeting.

Explore how CME can transform your organization today.

Email us at contact@nursingthesystem.com.



Frequently Asked Questions

How much time will staff need to commit?

CME is designed for busy professionals, requiring just **2-3 hours per week**. The flexible format ensures learning fits seamlessly into clinical schedules.

Can CME address specific challenges at my hospital?

Yes. Participants can (and are encouraged to!) customize case studies and activities to focus on challenges directly relevant to your organization's goals.

What's the cost?

CME offers competitive pricing compared to traditional leadership programs. Our 12-week course is \$1297 (USD). Group rates are available to make the program even more accessible for your organization.

Does CME offer continuing education credits?

Yes. Participating RNs earn **30 CE contact hours** approved by the California Board of Registered Nursing.

References

BMJ Open Quality. (2020). Systems thinking: A valuable framework for improving patient and organizational outcomes. *BMJ Open Quality*, 9(1), e000714. <https://bmjopenquality.bmj.com/content/9/1/e000714>

IntelyCare. (n.d.). The cost of nurse turnover: A breakdown. Retrieved from <https://www.intelycare.com/facilities/resources/the-cost-of-nurse-turnover-a-breakdown>

Lim, J., Taylor, R., Tan, A., Yip, P., & Ren, S. (2022). Exploring the relationships between career identity, hope, and turnover intentions in nurses: A cross-sectional study. *BMC Nursing*, 21(1), Article 217. <https://doi.org/10.1186/s12912-022-00821-5>

NSI Nursing Solutions, Inc. (2023). 2023 NSI national health care retention & RN staffing report. Retrieved from https://www.nsinursingsolutions.com/Documents/Library/NSI_National_Health_Care_Retention_Report.pdf

University of San Diego. (n.d.). Systems leadership in healthcare for improved outcomes. Retrieved from <https://nursing.sandiego.edu/blog/systems-leadership-in-healthcare-for-improved-outcomes>