



TAKING A TRIP TO THE C-SUITE

Selling ELNEC to the Chiefs

Here are some points to consider when pitching ELNEC to your administrators:

- **TAKE MEMBERS OF THE INTERDISCIPLINARY TEAM WITH YOU:** When you approach administrators to sell ELNEC, take a group of people who support ELNEC 100%. If members of your team are unable to attend the meeting, take in a document signed by those agreeing that ELNEC education is vital to quality care.
- **BRING DATA:** Remember, administrators like numbers, evidence-based proof. They need to see the metrics in order to really understand the importance of ELNEC. Here are some examples:
 - 30 days of tracking pain scores for patients on PCAs in the oncology unit. Practice will not be changed without education on palliative care
 - 120 days of tracking admissions to the ICU. For example, 1,475 patients were admitted and 72% did not have an advance directive.
 - For schools of nursing, while the population is aging and people are living longer with serious, multiple comorbid diseases, there is currently no content in the standardized undergraduate curriculum that provides education in palliative care and how our students are meeting the American Association of Colleges of Nursing (AACN) CARES competencies. ELNEC is vital education for all palliative care programs and for all undergraduate nursing students who are the future of nursing care.
- **DO YOUR HOMEWORK:** Are there other institutions or schools of nursing in the community that have a palliative care team that recognizes the importance of education changing practice? If so, bring this to the attention of your administrators. Specifically, are there other institutions that have taken ELNEC courses?
- **PROVIDE A PLAN:** Have a thoughtful, concise plan on how to provide an ELNEC course. Two-day? One-day? One module per month? Be prepared to explain what you want to see implemented.
- **LEAVE WITH A PLAN FORWARD:** This might be for a follow-up meeting, for gathering further data, etc. or how best to implement ELNEC education in your institution. Once you have your administration's attention, don't drop the ball.