

The IHI Open School is an online learning community where you can take free courses, earn a certificate, network with peers and experts, and gain confidence and skills in quality and safety to change health care.

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## Make Your Message 'Stick' with New Recruitment Materials

In collaboration with Dan Heath, co-author of *Made to Stick*, the IHI Open School has created a suite of new resources to help spread the word and mission of your Chapter. The package includes a new PowerPoint presentation, an email template, a sample elevator pitch, and an instructional video from Heath on how to make your communications more effective.



Check out our website to [access these new recruitment materials](#) and learn the key components to successful messaging.

## Celebrating Nurses and 'Nursing the Nation'

The IHI Open School would like to send a special "thank you" to nurses and nursing students for all of the care you provide in honor of National Nurses Week, which runs from May 6-12.

In the spirit of celebrating all of nurses' contributions, check out this video of Molly Case, an RCN student from London, [delivering her moving poem "Nursing the Nation"](#) to the audience of the RCN Congress 2013



## Ask Berwick: Would employing more staff improve the patient experience?



Improving the patient experience is a priority on all caregivers' agendas. But with such a broad challenge, where do you start? On Twitter, @AnnWilliams6 asked Dr. Don Berwick if employing more staff would help improve the patient experience. In this week's edition of "Ask Berwick," [he answers her question and discusses how we can approach this challenge on a systemic level.](#)

Berwick, President Emeritus and Senior Fellow at IHI and Former Administrator of the Centers for Medicare and Medicaid Services, answers a question every week in our blog series, "Ask Berwick." Next week, he will dig into his past experiences to answer a question submitted via email from Gwendolyn Dean, MD, about his greatest legacy as a pediatrician.

Do you have a question? Join the conversation and "Ask Berwick." Tweet [@IHIOpenSchool](#) using [#AskBerwick](#), email [openschool@ihi.org](mailto:openschool@ihi.org), or comment on [Facebook](#).

## Community Updates

### Welcome, New Chapters



#### International

North East Thames Deanery, **England**

University Hospitals Birmingham, **England**

## Apply for Chapter Funding



sponsorship.

Whether you're planning introductory informational sessions to recruit new students or expert speaker panels, the IHI Open School team wants to hear about your upcoming events! Each quarter, the IHI Open School sets aside a small pool of money to reimburse Chapters for event-related expenses. Share your plans on [this form](#) by May 31 and your Chapter will be eligible to for the quarterly event

Please note that Chapters must submit their annual [Progress Report](#) to qualify for funding.

**Reminder: Submit Your 2013 Chapter Progress Report.** This is your chance to let us know what your Chapter has been doing and what support it needs from the IHI Open School team. Be sure to add the Progress Report to the agenda of your next meeting, or designate a Chapter Leader to complete it by May 31!

## Attend a Webinar on Training Nurse Practitioners

Primary Care Progress is hosting a webinar this Thursday that will explore a new training for nurse practitioners (NPs) at the Community Health Center, Inc. This post-graduate residency training program was the first to train NPs for careers as primary care providers in safety net settings. The webinar will feature the founders of the program, current residents, and clinical champions to share its successes. Learn more about the program and [register here](#).



Primary Care Progress (PCP) is a growing network of primary health care clinicians, trainees, and students engaging their local communities to promote primary care, and transform care delivery and training.

Keep the IHI Open School team in the loop! Tell us what your Chapter is planning at [openschool@ihi.org](mailto:openschool@ihi.org) and you may be featured in our next newsletter!