

# UW-O College of Nursing gets top-nine ranking

The University of Wisconsin-Oshkosh College of Nursing (CON) was recently recognized as among the top nine best U.S. nursing schools in 2018 by the American Association of Men in Nursing (AAMN), a group dedicated to shaping the practice, education, research and leadership for men in nursing.

Several UW-Oshkosh representatives from the Great Lakes chapter of AAMN were formally recognized at the association's annual conference on Oct. 4 in Milwaukee.

According to census data, in 1970, men comprised less than three percent of the registered nursing workforce. Fastforward, and that number has gradually climbed to nine percent.

Traditional undergraduate nursing cohorts at UW-Oshkosh average five to 10 male students per class. The accelerated nursing cohorts are nearly one-third male. The CON also has five male faculty and staff members.

Jason Mott, an assistant professor, said his own nursing education was a stark contrast to the environment at UW-Oshkosh.

"I value being a mentor for the male nursing students at Oshkosh," Mott said.

"They're comfortable asking me questions and bouncing ideas off of me. That's something I never had as a student."

## Advocate Aurora Health unveils incubator project

Advocate Aurora Health — the health system formed through the recent merger of Downers Grove, Ill.-based Advocate Health Care and Milwaukee-based Aurora Health — has entered into a collaboration with Matter, a healthcare incubator and innovation hub in Chicago.



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The first initiative is a nationwide competition, dubbed the Health Tech Venture Challenge, which invites health IT startups to address challenges in primary care delivery, such as expanding access to care, improving consumer experience and reducing the cost of care.

The winning startup receives a \$10,000 cash prize and opportunities to connect with experts in the field. Advocate Aurora Health may also explore projects with the finalist.

## Unity Hospice dedicates hospice refurbishment

Unity Hospice was joined Oct. 25 by the Greater Green Bay Chamber to dedicate refurbishment of the Jack and Engrid Meng Hospice Residence, 2366 Oak Ridge Circle, De Pere.

The project, which began in spring, was accomplished with the support of Bellin Health Engineering and Somerville Inc. It included interior finish and furniture upgrades as well as a remodel of the 12 private patient rooms, family rooms and staff office.

The project was funded by Jack and Engrid Meng.

Unity is a nonprofit partnership of Bellin Health, St. Mary's Hospital Medical Center

and St. Vincent Hospital in Green Bay.

## Bellin Class donates water filtration systems

A call for water filter system donations for an upcoming mission trip to Guatemala went out in the spring issue of the Bellin Forward, and the Bellin College Class of 1968 generously answered.

With donations from the 1968 graduates and an anonymous donor, 52 water filtration systems have been donated for the Guatemala medical mission trip in January 2019. They will be given to families in the village of Baltimore.

This is the fourth annual mission the Green Bay college will make to Guatemala.

Each filter serves a family of five to six people, and lasts about three years.

When the Bellin College group leaves every household in Baltimore will have a water filter, and any leftovers will be given to families in the next village in need, Rio Salado.

## St. Gianna Clinic gala is Nov. 6 at Meyer Theatre

The St. Gianna Clinic at St. Mary's Hospital Medical Center in Green Bay, in collaboration with the Green Bay Diocesan Office of Marriage, Family Life and Pro-Life, will host its 4th Annual Gala at the Meyer Theatre, 117 S. Washington St., in Green Bay, on Nov. 6.

Mass will be offered by Bishop David Ricken at 5:30 p.m. followed by a hors d'oeuvres and cash bar social.

The program will feature speakers Gianna Emanuela Molla, daughter of the clinic's

namesake, and Teresa Stanton Collett, professor at the University of St. Thomas School of Law in Minnesota.

The clinic, which opened in 2015, is also celebrating a patient room expansion project. Medical care provided aligns with the teachings of the Catholic Church and serves people of all faiths.

Tickets are \$10 for students, \$25 for adults. Registration is requested by Oct. 29 at [www.stmgb.org/gala](http://www.stmgb.org/gala).

## Other news

• **Bellin Health and ThedaCare** are collaborating with Minnesota-based HealthPartners to offer new Medicare Advantage plans. The plans serve residents in Northeast and Central Wisconsin.

• **Ripon Medical Center** has scheduled a free hernia presentation and screening on Nov. 5. Presentation begins at 5 p.m. with free individual consultations from 5:30 to 7 p.m. To register, call (920) 926-4960 or see [agnesian.com/hernia](http://agnesian.com/hernia).

• **A new series of Women in Leadership**, hosted by Prevea Health and led by Kavita Carlson, LCSW, will begin Nov. 13, at the Prevea Health executive office building, 2710 Executive Drive, Ashwaubenon. The program allows leaders from different organizations to explore strategies that will advance their career goals and positively impact their teams and work environment. Attendees commit to six monthly group meetings. Cost is \$700 or \$400 for those representing nonprofit organizations. Registration required by Oct. 31. See [www.prevea.com/womeninleadership](http://www.prevea.com/womeninleadership).

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# PR can be an important tool for businesses

In today's world of non-stop marketing and advertising, it can be difficult for businesses to find a way to stand out. A well-conceived, strategic public relations (PR) plan is one option that can make a difference, particularly as more and more businesses engage in social media.

Some view public relations as free advertising, but if you compare the two approaches, you'll see there are significant differences. Advertising builds exposure with a set cost and guaranteed placement.

PR, on the other hand helps to build trust and has no guarantee of placement (you have to convince the media). There's credibility in a third-party endorsement and the message really is "this is important."

Yes, PR builds credibility. In this new era of "fake news," credibility is more important than ever. Distrust of government and media institutions has reached levels never seen before. Still, people continue to look to media outlets for news about what's happening in their community, their state and beyond.



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“PR builds credibility. In this new era of ‘fake news,’ credibility is more important than ever.”

Public relations also is about reputation and today's focus on social media can have a dramatic impact on your company's reputation. Look to PR as a way of protecting, enhancing or building your company's reputation.

Look no further than that local business that just opened and was featured in the local newspaper or regional business publication. That story, or a great review on social media, can have that business scrambling to be sure it can keep all those new customers satisfied. On the other hand, a bad review on Yelp or TripAdvisor can have just the opposite impact. Then, it's time to really crank up the public relations effort.

So, how do you go about creating a successful PR plan that has the impact you are looking for? The first step is to set realistic goals. It's always best to start slow and build from there. Trying to do too much too soon can only create frustration which can ultimately doom your plan.

The next step is to identify your target audience or audiences. Determine the best way to reach them.

If social media is part of the plan — and it should be — determine which platforms your target audience utilizes most. There are many social media platforms, so the same advice applies — start slow and build from

there. Social media is a great way to interact with your customers/clients. You may find that feedback to be vital in fine tuning your PR efforts.

It's vitally important to be consistent and persistent with your PR efforts. Create a PR calendar that spells out what you plan to do — it may include a news release about a new product, an expert column about the latest development in your industry or a pitch presenting your company president as an expert to the local media.

A separate content calendar for your social media is also the way to go.

So as you head into planning for 2019, don't forget the importance of public relations. It'll take some of your time and resources, but the results will be worth the investment.

Scott Stein is vice president of client services at Leonard & Finco Public Relations.