

# Spotlight On Healthcare

## Expanding Roles Of Healthcare Professionals

(NAPSA)—While the majority of registered nurses (81 percent) and hospital administration staff (78 percent) identify that the future of healthcare is shifting an increased focus on patient care into their hands, these professionals (69 percent of RNs, 65 percent of staff) also identify that patients should be very concerned with the quality of care provided, according to a recent University of Phoenix® College of Health Professions survey conducted online by Harris Poll.

The survey of 250 registered nurses and 253 healthcare administrative staff found that over the past two years, the roles of registered nurses and administrative staff have expanded, with about a third of each group seeing an increased involvement in patients' emotional well-being (37 percent of RNs, 31 percent of staff) and many increasing their role in overall patient care planning (49 percent, 35 percent). While both registered nurses and administrative staff see problem-solving and customer service skills as essential for staying relevant in healthcare, 68 percent of administrative staff also view technology skills as the key to staying relevant.

### An Educator's Advice

"How we care for patients is as dynamic of a process as the individuals themselves," explained Doris Savron, executive dean, University of Phoenix College of Health Professions. "Healthcare staff, including registered nurses and administrative staff, are the lifeblood of the healthcare system. As they are increasingly tasked with more responsibility, it is essential that they are prepared to meet the demands of patient care and management to ensure quality care."

According to the survey, most registered nurses (90 percent) and administrative staff (88 percent) have identified that their facilities should focus on preparing them with leadership skills, with 62 percent of registered nurses and 74 percent of



**With greater responsibility on their shoulders, healthcare professionals such as registered nurses and hospital administrative staff must have access to greater training and higher education opportunities.**

administrative staff agreeing their facility currently does a good job.

"Innovative solutions like nurses' and healthcare administrators' use of technology and informatics are essential to preparing tomorrow's healthcare leaders, and can help ensure better patient outcomes," Savron added. "University of Phoenix has designed programs to prepare nurses and healthcare administrators to stay on the pulse of the rapidly evolving healthcare industry, including offering curriculum in timely areas of need like informatics, gerontology and sustainability management."

### Learn More

For more information about the College of Health Professions, which offers leading-edge graduate, undergraduate, certificate and nondegree programs aimed at preparing students to improve the quality of healthcare in their communities and the industry, visit [www.phoenix.edu/chp](http://www.phoenix.edu/chp).

For more information about University of Phoenix programs, including on-time completion rates, the median debt incurred by students who completed the program and other important information, please visit [www.phoenix.edu/programs/gainful-employment](http://www.phoenix.edu/programs/gainful-employment).