



8515 Georgia Avenue, Suite 400
Silver Spring, MD 20910-3492

1.800.284.2378
301.628.5000 *tel*
301.628.5004 *fax*

www.nursecredentialing.org

FOR IMMEDIATE RELEASE: October 4, 2011



Contact: Wendy Ellman
Assistant Director, Marketing
ANCC
+1 (301) 628-5216
wendy.ellman@ana.org

Connie Hughes
Director, Marketing Communications
Wolters Kluwer Health Medical Research
+1 (646) 674-6348
Connie.Hughes@wolterskluwer.com

**THE JOURNAL OF NURSING ADMINISTRATION (JONA)
BECOMES OFFICIAL LEADERSHIP JOURNAL OF THE MAGNET RECOGNITION PROGRAM®**

SILVER SPRING, Md.—The American Nurses Credentialing Center (ANCC) and Lippincott Williams & Wilkins (LWW), part of Wolters Kluwer Health, today announced a joint marketing agreement between the Magnet Recognition Program® and *The Journal of Nursing Administration (JONA)*. Beginning with the October 2011 issue, *JONA* will become “The Official Leadership Journal of the Magnet Recognition Program.”

“As the preeminent peer-review nursing leadership journal, much of the journal content and research findings are relevant to transforming the practice environment. The decision for the Magnet program to partner with *JONA* was a great fit for the nurses we both serve, and we are pleased with the outcome of the partnership,” says ANCC Executive Director, Karen Drenkard, PhD, RN, NEA-BC, FAAN.

The Magnet Recognition Program was developed by the American Nurses Credentialing Center (ANCC) to recognize healthcare organizations that provide nursing excellence. The program also provides a vehicle for disseminating successful nursing practices and strategies.

“We’re honored to partner with the ANCC in recognizing *JONA* as the official leadership journal of the Magnet Recognition program,” commented Suzanne P. Smith, EdD, RN, FAAN, Editor-in-Chief of *JONA* for the past 28 years and now Consulting Editor. “The goals of the Magnet program are synergistic with the *JONA*’s long-standing commitment to promoting excellence in patient services administration through the dissemination of useful, evidence based articles to improve the role effectiveness of those who administer nursing service.”

Under the agreement, attendees to ANCC’s National Magnet Conference® will receive an annual subscription (print and online) to *JONA* as part of their registration, beginning with the onsite distribution of the October 2011 issue. Additionally, *JONA* content will be available to members of ANCC’s new Magnet Learning Communities. A representative from the Magnet Recognition Program will join the *JONA* Editorial

Advisory Board of **JONA** and the Magnet program will also contribute a monthly column to the journal titled “Magnet Perspectives” starting in October.

Recognizing quality patient care, nursing excellence, and innovations in professional nursing practice, the Magnet Recognition Program provides consumers with the ultimate benchmark to measure the quality of care that they can expect to receive. *US News & World Report* utilizes Magnet designation as a primary competence indicator in its assessment of almost 5,000 hospitals to rank and report the best medical centers in 16 specialties. 8 of the top 10 medical centers on the *US News Best Hospitals in America* Honor Roll are ANCC Magnet-recognized organizations (2011-2012). In the Leapfrog Hospital Survey, the nation's oldest survey comparing hospital performance in safety, quality and efficiency, Magnet designation automatically earns full credit for Safe Practice #9 Nursing Workforce. This section of the survey scores hospitals on their commitment to staffing with highly trained nurses and putting nurses in leadership positions that allow them substantial input on patient safety issues.

The Journal of Nursing Administration (JONA), founded in 1971, is a peer-reviewed journal that provides information to inform the practice of nurse executives and their associates, educators who teach future nurse leaders, and nurses who aspire to lead at the bedside. The print journal is published 11 times a year; most articles are published online ahead-of-print at JONAJournal.com. **JONA** is ranked 10 of 85 nursing journals on the JCR[®] social science citation index.

About Lippincott Williams & Wilkins

[Lippincott Williams & Wilkins](http://LippincottWilliamsandWilkins.com) (LWW) is a leading international publisher for healthcare professionals and students with nearly 300 periodicals and 1,500 books in more than 100 disciplines publishing under the LWW brand, as well as content-based sites and online corporate and customer services. LWW is part of Wolters Kluwer Health, a leading global provider of information, business intelligence and point-of-care solutions for the healthcare industry. Wolters Kluwer Health is part of [Wolters Kluwer](http://WoltersKluwer.com), a market-leading global information services company with 2010 annual revenues of €3.6 billion (\$4.7 billion).

About ANCC

The American Nurses Credentialing Center (ANCC), a subsidiary of the American Nurses Association (ANA), provides individuals and organizations throughout the nursing profession with the resources they need to achieve practice excellence. ANCC's internationally renowned credentialing programs certify nurses in specialty practice areas; recognize healthcare organizations for promoting safe, positive work environments through the Magnet Recognition Program[®] and the Pathway to Excellence[®] Program; and accredits providers and approvers of continuing nursing education. In addition, ANCC's Institute for Credentialing Innovation[®] provides leading-edge information and education services and products to support its core credentialing programs. The American Nurses Credentialing Center (ANCC) is the first and only healthcare certification organization in the United States to have successfully achieved ISO 9001:2008 certification. www.nursecredentialing.org