

Health

**FLORENCE  
NIGHTINGALE  
FOUNDATION**

# WHAT DO YOU STAND FOR?

Empowering nurses and midwives to  
influence the future of health and care

# INTRODUCTION



Across the world, nurses and midwives are at the forefront of health and care delivery, serving as care providers, advocates, educators, and leaders within their communities. As the demand for health and care services continues to rise and as systems grapple with increasing complexity, the need for nurses and midwives to have a voice and to influence decision-making processes has never been more crucial.

Healthcare is at a critical juncture where the convergence of technological innovation, patient empowerment, and evolving care models due to increasing demand in healthcare necessitates bold, collaborative action to shape a future that supports the current workforce and prioritises accessibility, equity, safety, and excellence in patient care.

According to a [recent study](#) conducted by Elsevier Health which surveyed nearly 3,000 health and care professionals including nurses and midwives, the shortage of nurses and midwives was the number one priority that needs to be addressed. As many as **42% of nurses and midwives globally say they are considering leaving their current role in the next two to three years**, as only 63% believe they can provide sufficient care to their patients with the time they have available.<sup>1</sup>

Recognising the need to address the many challenges nurses and midwives face within their professions, the Florence Nightingale Foundation and Elsevier Health partnered together to deliver the flagship “What Do You Stand For” summit. Bringing together

over 75 nurses and midwives for a series of facilitated workshops, this event aimed to:

- Help nurses and midwives elevate their voices to meet the challenges they are faced with today and in the future.
- Inspire nurses and midwives to take advantage of the opportunities ahead of them.
- Encourage nurses and midwives to be involved in decision-making processes and develop political awareness to influence positive change.
- Inspire nurses and midwives to explore AI tools to support their day-to-day roles.

This report encapsulates the pivotal discussions held during the day, with insights grounded in the experiences of nurse and midwife leaders who are at the forefront of making change happen across complex areas. This educational resource offers actionable recommendations for nurses and midwives across the globe, who are seeking to engage in driving change and assuming leadership roles within their professions.

<sup>1</sup> The Clinician of the Future, Elsevier Health, 2023

What do you stand for?

# SPEAKERS AND SESSIONS

SESSION TITLE	SPEAKERS
Ongoing Skills Development and Professional Fulfilment	<p><b>Professor Gemma Stacey</b>, RN, PhD, Former Deputy Chief Executive Officer of the Florence Nightingale Foundation</p> <p><b>Robert Nieves</b>, JD, MBA, MPA, BSN, RN, Vice President of Health Informatics for Elsevier Clinical Solutions</p>
Developing Your Professional Brand/ The Power of Networks and Professional Voice	<p><b>Jessica Sainsbury</b>, RN, Head of Nursing and Midwifery Engagement at the Florence Nightingale Foundation</p> <p><b>Becky Thomas</b>, RN, Florence Nightingale Foundation Leadership Development Facilitator, Host and Founder of the Leadership Log Podcast, and the Creator of #High5Friday</p>
Development of Political Acumen and the Skills to Influence Change	<p><b>Catherine Eden</b>, Managing Director of Eden and Partners</p>
Shaping the Future of Care Through Nursing Insights on AI	<p><b>Tim Morris</b>, RN, Vice President of Go-to-Market at Elsevier and Former General Nurse in Emergency Medicine</p> <p><b>Dawn Dowding</b>, RN, PhD, Professor in Clinical Decision Making in the School of Health Sciences, University of Manchester</p>

What do you stand for?

# WHY ONGOING TRAINING AND PROFESSIONAL DEVELOPMENT ARE VITAL



Building leadership skills among nurses and midwives, empowering them to become advocates and shape policy change for their professions.

## SPEAKERS

**Professor Gemma Stacey**, RN, PhD, Former Deputy Chief Executive Officer of the Florence Nightingale Foundation

**Robert Nieves**, JD, MBA, MPA, BSN, RN, Vice President of Health Informatics for Elsevier Clinical Solutions

Nurses and midwives are experiencing unprecedented challenges in a dynamic health and care landscape. With widespread concerns around shortages, burnout, and morale, they find themselves operating in a volatile, uncertain, complex, and ambiguous (VUCA) world.

For nurses and midwives to respond to the needs of their patients and colleagues effectively, a different type of leadership is required. This type of direction is characterised by authenticity and requires steadiness, adaptability, and a clear vision to sustain the workforce while driving optimal care.

“This VUCA world has been published in literature but the more I read about it, it feels like the world I have inhabited as a nurse since being a student, I’ve encountered constant volatility, uncertainty, ambiguity, and complexity. We continually seek ways to anticipate future trends and position ourselves to respond effectively, enhancing our evidence base.”

**Professor Gemma Stacey, RN, PhD, Former Deputy Chief Executive Officer of the Florence Nightingale Foundation**

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The skillset required by nurses and midwives is constantly changing. Now more than ever, there is an emphasis on digital literacy, which enables effective navigation of innovative health and care environments, and health literacy, which promotes patient-centred care and better health outcomes.

This theme has been further validated through insights from clinicians across the globe in Elsevier Health's inaugural [Clinician of the Future Report](#). Doctors and nurses identified the top three skills needed for their roles in 2021 as clinical knowledge, critical thinking, and communication. However, when looking into the future, digital literacy was ranked as the number one competency that would be required in 10 years' time.

“Digital literacy enables nurses to effectively navigate and utilise electronic medical records, improving patient care and healthcare efficiency. Additionally, nurses with higher health literacy competencies tend to provide more patient-centred care and promote self-care behaviours, while limited health literacy can lead to medication errors and non-adherence to treatment plans”

**Robert Nieves, JD, MBA, MPA, BSN, RN, Vice President of Health Informatics for Elsevier Clinical Solutions**

To further compound these difficulties, the workforce faces a lack of time for regular self-reflection and proactive self-evaluation, acting as a significant barrier to growth and development to adapt to the rapidly evolving field. To address these needs, targeted education and training programmes are essential, incorporating elements such as multi-component training, role-play, and learner reflection. While nurses and midwives recognise this shift in the skills that are required today, they are faced with several barriers to

ongoing training and professional development, and each of these is accompanied by their own unique set of solutions.

## WHAT TO CONSIDER

As the growing nursing and midwifery shortage crisis impacts health and care institutions across the world, nurse and midwife leaders must embody the essence of empowerment and recognise its pivotal role in fostering motivation, mobilisation, and positive outcomes in practice. To foster a culture of empowerment, you should consider:

- **Continuous Learning:** Promoting lifelong learning to stay updated with the latest healthcare advancements, evidence-based practices, and digital technologies.
- **Clinical and Cultural Competency:** Focusing on developing and maintaining clinical competence, while providing culturally appropriate care and promoting inclusivity, to build trust with all patients.
- **Digital Literacy:** Championing the adoption of digital solutions, providing training on digital platforms, and advocating for resources to support technological proficiency.
- **Patient-Centred Care:** Prioritising patient-centred care by understanding patients' needs and values, involving them in decision-making, and advocating for initiatives that improve patient outcomes and experiences.
- **Research and Evidence-Based Practice:** Fostering a culture of evidence-based practice to stay updated with current research findings, additionally participate in research projects and integrate evidence-based interventions into clinical practice.



## Cultivating Nurse and Midwife Advocates

### The Challenge

There are segments of the workforce that show particular fear or scepticism toward AI and technology, highlighting a need for enhanced training. Participants also highlighted the need for a shift in leadership culture, with appointments often prioritising seniority over competence. Additionally, it was acknowledged that the lack of senior leadership digital systems proficiency can hinder the adoption of technology across teams.

### Proposed Solutions

**Clear pathways for nurses and midwives to be actively involved in the decision-making process for IT investments would be beneficial while fostering a psychologically safe environment would allow more members to speak up. Furthermore, bridging the generation gap is crucial for effective collaboration, with communication sometimes hindered between tech-savvy younger nurses and midwives and their veteran counterparts.**

## Guiding the Future of Nursing and Midwifery

### The Challenge

There was agreement on the impact of competency-based approaches in nursing and midwifery education, which has led to the adoption of a more mechanistic learning style focused on mastering discrete skills rather than embracing a holistic understanding of the professions. The disconnect between learning models and real-world practice exacerbates the theory-practice gap, hindering the integration of theoretical knowledge into clinical settings.

### Proposed Solutions

**To address this, attendees suggested reshaping the hierarchy of leadership to incorporate diverse skills and experiences, permitting students to challenge the status quo, and fostering a culture where nurses and midwives feel empowered to contribute at all levels.**

## Proactive Training for a Changing Landscape

### The Challenge

The importance of preserving the art and science of nursing without overly depending on technology was also discussed, recognising that digital tools should complement rather than hinder practice. Nurses and midwives emphasised the importance of educational institutions aligning their curricula with the evolving demands of nursing practice, highlighting the challenges in implementing new technologies like Electronic Patient Record (EPR) systems and the importance of standardised training pathways across specialties.

### Proposed Solutions

**To address these challenges, there was a consensus on the need for personalised, clinically relevant training, along with empowering nurses and midwives to voice their concerns and contribute to decision-making processes.**

## Minding an Evolution Gap

### The Challenge

Nurses and midwives discussed workforce policies that promote skills advancement and considered the common misconception amongst some policymakers that the NHS is one consistent entity. In reality, there are huge differences between individual NHS organisations, and organisations across the whole system, so a one size fits all approach is not suitable. Additionally, the 'eating our young' mentality within the workforce was also explored, with many highlighting that senior or more established leaders often devalue or ignore the perspectives and ideas of the younger generation.

### Proposed Solutions

**There was agreement that more needs to be done to consider the perspectives and ideas of the younger generation and engage with all colleagues across all levels. Additionally, there was consensus on the need for responsive workforce policies to support upskilling, including standardised training pathways across specialties and the implementation of exit interview systems to inform improvement efforts and curb turnover.**



### ACTIONABLE NEXT STEPS:

Implementing actionable strategies to empower nurses and midwives in fostering cultural change, reshaping leadership paradigms, and cultivating a culture of empowerment and ongoing learning within health and care institutions could involve the following practical steps:

- **Initiate conversations with colleagues** about the importance of cultural change within the workplace by highlighting specific areas where cultural change is needed, such as promoting innovation.
- **Encourage open communication channels** between frontline staff and leadership to provide feedback and suggestions for improving leadership practices.
- **Organise peer-led learning sessions** where nurses and midwives can share best practices and learn from each other.
- **Establish mentorship programmes** where experienced nurses and midwives can support newer colleagues in their professional growth and development.

“The key challenge facing nurses and midwives lies in navigating a rapidly evolving health and care landscape while overcoming systemic barriers rooted in outdated cultural norms, hierarchical structures, and a reluctance to embrace technological advancements. To truly thrive and deliver optimal care, we must champion cultural change, reshape leadership paradigms, and foster a culture of empowerment and continuous learning.”

**Professor Gemma Stacey, RN, PhD,**  
Former Deputy Chief Executive  
Officer of the Florence Nightingale  
Foundation

What do you stand for?

# YOUR VOICE MATTERS

Developing your professional brand and the power of networks



Exploring the key components of a successful personal brand to understand the significance of networking in career development, amplifying the professional voices of nurses and midwives.

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## SPEAKERS

**Jessica Sainsbury**, RN, Head of Nursing and Midwifery Engagement at the Florence Nightingale Foundation

**Becky Thomas**, RN, Florence Nightingale Foundation Leadership Development Facilitator, Host and Founder of the Leadership Log Podcast, and the Creator of #High5Friday

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A personal brand encompasses the unique combination of skills, values, and experiences that define an individual's identity. For nurses and midwives, it reflects their expertise, values, and identity. Consistently embodying this brand will enable

them to build trust and credibility amongst their patients and peers.

To start developing a personal brand, nurses and midwives need to be considerate of their motivations, strengths, and areas for improvement. This includes defining long-term goals that align with their values, a focus on continuous learning, and developing an effective communication style.

“By building a solid personal brand, your voice is heard, you serve as an example for the profession, you become a leader in the field, you open up networking opportunities, and you can use it for your nursing business.”

**Jessica Sainsbury**, RN, Head of Nursing and Midwifery Engagement at the Florence Nightingale Foundation

## PERSONAL BRAND CHECKLIST

### 01

#### Define your long-term goals

- Reflect on your aspirations and ambitions within your profession.
- Set clear, achievable goals that align with your values and mission.

### 02

#### Ensure continuous learning and development

- Commit to regularly updating your clinical skills and knowledge.
- Stay informed about evidence-based practices and emerging trends in health and care.
- Seek out professional development opportunities, such as workshops, courses, and conferences to enhance your competence.

### 03

#### Practice effective communication

- Develop strong verbal and written communication skills to effectively convey complex medical information clearly and accurately.
- Practice active listening and empathy to understand and address patients' concerns and needs.

Once individuals have taken the time to develop and establish their personal brands, it is then necessary to begin expanding their network. Building a strong professional network, both within and outside the workplace, can open doors to new opportunities and provide valuable support throughout the professional nursing and midwifery journey.

Crafting a professional brand and finding one's voice is a continuous process that often demands dedication and perseverance. One route is to begin by committing to making a positive impact and sharing their purpose with others, both in person and online.

"All in all, think about what your niche is, what your brand is, and what you are about, and just start posting. Be curious, stay connected with people and you never know who might end up referring to you."

**Becky Thomas, RN, Florence Nightingale Foundation Leadership Development Facilitator, Host and Founder of the Leadership Log Podcast, and the Creator of #High5Friday**

"Personal brands can be developed on social media however you also need to show up to events and establish connections. People can be aware of you through your content. There are other ways to get your voice heard, like writing blogs and podcasting. Social media then becomes the marketing tool for it all."

**Jessica Sainsbury, RN, Head of Nursing and Midwifery Engagement at the Florence Nightingale Foundation**

## **ACTIONABLE NEXT STEPS:**

### **BUILDING YOUR BRAND AND GROWING YOUR NETWORK**

By leveraging your unique strengths to stand out in your respective fields, being curious, and making use of your connections, you can build your personal brand within an engaged community.

To effectively build your brand, grow your network, and ultimately make a meaningful impact within the health and care community you could include following these practical steps:

#### **01**

Understand your vision, your mission, and your purpose as a nurse or midwife

- Use the personal brand checklist to map your persona and solidify your point of view.

#### **02**

Attend networking events, meet with mentors and your peers, and grow your connections

- Confidently introduce yourself, what it is you do, and why you are passionate about your field.
- Think about why you are going to speak to the world about this topic and what your priorities are.

#### **03**

Highlight your expertise and your achievements

- By highlighting your expertise and achievements, you can start to demonstrate your value, credibility, and authority.

#### **04**

Put something out there: develop your voice and style

- Practice writing and presenting on topics that interest you and your target audience.
- Perfection is the enemy of progress, find a way to step out of your head.

## **WHEN POSTING ONLINE, CONSIDER THE ABCDEs OF SOCIAL MEDIA:**

### **AUTHENTICITY**

Share your story genuinely and establish yourself as a thought leader in the nursing and midwifery field.

### **BIOGRAPHY**

Start with a username, clearly identify yourself as a nurse and/or midwife, and maintain your online profile diligently.

### **CONTENT**

Determine your niche within your community, use scheduling tools to maintain a consistent content flow, and include a call-to-action to engage your audience.

### **DIGITAL FOOTPRINT**

Remember that online posts are permanent, even if deleted, and utilise social media to raise the profile of your profession and advance your career.

### **ENGAGE**

Utilise the global network of health and care professionals, use social media as a dissemination tool to connect with others, and celebrate successes within your professional community.

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# BUILDING BLOCKS FOR CHANGE

Developing political acumen and the skills to influence change

Often, the thought of not knowing where to begin when wanting to make change puts people off from even beginning. Understanding the building blocks and processes for progress and demonstrating that change is achievable, and that political acumen is a skill that can be developed by sharing practical strategies.

## SPEAKER

**Catherine Eden**, Managing Director of Eden and Partners

Thinking about and enacting big-picture changes can often seem too daunting or time-consuming. This is especially true when considering the complexity of the current health and care system across the UK. It is therefore vital that when reflecting on aspects of the system they aim to alter, nurses and midwives should determine where their presence can have the biggest impact. It is therefore important that they identify where they can exert influence and expand connections, including exploring how organisations like the Florence Nightingale Foundation can support them.

“If nurses and midwives utilise their antennae, they can identify the areas where they might wish to extend their connections to expand their network. Nurses and midwives should try to influence change with intent and be strategic in the areas they wish to change, rather than rush in. Political acumen is something that everyone can build and essentially, it’s about using your network and your antennae differently.”

**Catherine Eden**, *Managing Director of Eden and Partners*

## QUESTIONS TO CONSIDER ASKING YOURSELF BEFORE STARTING ON YOUR JOURNEY TO AFFECT CHANGE:

- Who cares about what you care about and why?
- Who has the power to change things, and who has the power to obstruct change?
- How does what you want to change align with the priorities of those who have the power to make change happen?
- What is the climate in which you are wanting change?
- Consider the power of consensus and a consortium approach. Who are you taking with you to strengthen your case?



To meet future challenges and lead high-performing teams, the Florence Nightingale Foundation, together with its alumni, identified the key skills and attributes nurse and midwife leaders would most need by 2030. They are:

- 01**  
Enabling a safety culture
- 02**  
Digital leadership
- 03**  
Delivery of humanistic and holistic care
- 04**  
The ability to function effectively within complex systems
- 05**  
Creating positive healthcare cultures, for example, emotional intelligence, working collaboratively, and creating positive working environments

Each of these skills and attributes is accompanied by its own unique set of challenges and solutions.

### Enabling a Safety Culture

#### Why It Matters

Safety culture refers to creating psychological safety within professional health and care environments to promote open communication and reporting of concerns. There is a strong need for a unified principle of safety throughout the health and care system.

#### The Challenge

Achieving psychological safety amidst current pressures and ensuring a unified vision of safety across the health and care system for staff, non-clinical management, carers, and patients.

#### Proposed Solutions

- Advocate for autonomous Freedom to Speak Up (FTSU) guardians within organisations.
- Promote a learning culture that views mistakes as opportunities for improvement.
- Equip leaders with skills to cultivate psychological safety within teams, e.g. through initiatives such as the Florence Nightingale Foundation's leadership programmes.

## Digital Leadership

### Why It Matters

Enhancing digital education among nurses and midwives is needed to effectively utilise technology in service delivery. Digital transformation is essential for personalised, efficient, and accessible patient care.

### The Challenge

Overcoming barriers to digital adoption and ensuring alignment of technology with clinical workflows.

### Proposed Solutions

- Provide foundational digital literacy training, starting from the early stages of nursing and midwifery education and continuing throughout careers.
- Establish a community of digital influencers and innovators within the professions.
- Advocate for digital leadership programmes and career pathways.

## Functioning Effectively Within Complex Systems

### Why It Matters

Nurses and midwives need to have a central role in commissioning and planning decisions to ensure the delivery of safe, effective, and high-quality care across their communities.

### The Challenge

There is not a clear, consistent pathway for nurses and midwives to influence change at organisational, system or national levels.

### Proposed Solutions

- Establish an explicit executive nurse leadership role within the Board Governance at the system level, e.g. Integrated Care Boards in England and Health Boards in Wales, to ensure nurses play a central role in commissioning and planning decisions.
- Organisations like the Florence Nightingale Foundation should use its network and convening power to facilitate discussions among health and care stakeholders to improve system effectiveness and collaboration.

## Delivery of Humanistic and Holistic Care

### Why It Matters

It is essential that the delivery of compassionate holistic care that addresses the physical, emotional, and social needs of the patient, is not overshadowed by technological advancements.

### The Challenge

The ability to deliver compassionate and holistic care is not necessarily something that can be taught. More progress is needed to ensure senior leaders are prioritising soft skills when recruiting and nurturing talent.

### Proposed Solutions

- Integrate humanistic and holistic care values into training programmes.
- Empower senior leaders to advocate for these essential attributes.
- Engage students and early-career professionals in cultivating humanistic care approaches.

## Creating Positive Healthcare Cultures

### Why It Matters

Fostering compassionate leadership and positive working environments facilitates effective communication, collaboration, and staff well-being and promotes safety.

### The Challenge

There is a need to establish a common language for effective communication among all clinicians, while in an environment marked by time pressures and high stakes, leaders face challenges in exemplifying positive behaviours and dedicating the necessary time to staff development.

### Proposed Solutions

- Implement better preceptorship programmes to support newly qualified staff and implement restorative clinical supervision across the whole career span.
- Continue to advocate for positive healthcare cultures and build evidence-based best practices to showcase the tangible impacts of psychologically safe environments.



## **ACTIONABLE NEXT STEPS:**

### **BUILDING POLITICAL ACUMEN TO INITIATE CHANGE**

Remember that in the pursuit of change, the initial step can often be the most daunting. However, when equipped with the right tools and strategies, initiating change can become, not only feasible but also empowering. To help cultivate your political acumen and drive change within your profession you could involve following these practical steps:

#### **01**

#### **Identify your Sphere of Influence**

- Reflect on areas within your department, organisation, profession, and broader system where you can make a difference, whether it's at the local, national, or international level.
- Recognise the unique opportunities and challenges within each sphere and prioritise where your efforts can have the most impact.

#### **02**

#### **Set Clear Goals**

- Define the desired outcomes of the changes you seek to achieve and articulate them clearly.
- Break down your goals into manageable steps, considering the practical actions you can take to move closer to your objectives.
- Stay focused on the incremental progress you can make, recognising that small steps can lead to significant change over time.

“Being clear about what the change is going to achieve and thinking about the little bite-size chunks that you can make on the way to take you towards your goal, might make it feel a bit less overwhelming.”

Catherine Eden, **Managing Director of Eden and Partners**

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# SHAPING THE FUTURE OF CARE THROUGH NURSING INSIGHTS ON AI



There are promising opportunities and potential risks with the adoption of AI in health and care that have profound implications for nursing and midwifery. Understanding how to responsibly adopt AI into clinical workflows and the roles nurses and midwives play in this integration will be vital to its success.

## SPEAKERS

**Tim Morris**, RN, Vice President of Go-to-Market at Elsevier and Former General Nurse in Emergency Medicine

**Dawn Dowding**, RN, PhD, Professor in Clinical Decision Making in the School of Health Sciences, University of Manchester

## Why It Matters

Artificial intelligence (AI) has become an integral part of modern society. Tools that utilise this technology can access and interpret vast amounts of data, autonomously solve complex problems, make informed decisions, understand natural language, and accurately recognise visual information. The potential for AI to revolutionise health and care is highlighted in a recent report<sup>1</sup> which found that:

- **16%** of nurses and midwives globally already use AI tools to assist their clinical decision-making.
- **73%** of all clinicians surveyed believe nurses and midwives should become experts in using digital health technologies within the next 2-3 years.
- **50%** of nurses and midwives globally agreed it would be desirable for students to utilise AI-powered tools as part of their clinical learning in the next 2-3 years.

## The Challenges

### Advancements in AI Technology and Responsible Integration

Significant strides have been made in AI technology, particularly with large language models (LLMs). Using LLMs represents an exciting and transformative development in health and care, however, it's crucial to exercise caution when using these tools as they are only as reliable as the sources of information used to train them.

Pilot studies have explored the use of generative AI chatbots such as ChatGPT to create care plans for patients receiving care, finding that AI-generated care plans from unvetted sources can deliver substandard and biased information that can inadvertently cause harm. There is also an additional risk regarding patient confidentiality, as any patient data inputted will help to train the language model, and that in turn could be generated and revealed to somebody else.

<sup>1</sup> Clinician of the Future Report 2023, Elsevier Health, 2023

## What do you stand for?

Responsible AI practices emphasise the importance of unbiased data input to ensure accurate AI-generated outputs. However, challenges persist, including the need to keep LLMs updated with the latest research advancements and address the under-representation of certain demographics in medical research, which can exacerbate biases in AI outputs.

It is necessary to ensure that AI tools used in health and care are built on evidence-based practices and vetted research to maximise their potential benefits while minimising risks to patient safety, bias, and confidentiality.

Continuous awareness and improvement in AI practices are necessary to mitigate these challenges and ensure the responsible adoption of AI in health and care. Organisations must establish responsible AI principles and implement programmes to oversee the development of these into practice.

“One of the challenges is ensuring there is responsibility on what information is included in the LLM, the information it outputs comes only from what we feed it. If you consider that in earlier drug development research, there was a natural bias introduced with the under-representation of key demographic groups. It is essential that LLMs don't perpetuate these types of bias by stereotyping certain races, ethnicities, and genders”

**Tim Morris, RN, Vice President of Go-to-Market at Elsevier and Former General Nurse in Emergency Medicine**

“For example, CT scans of your lungs are conducted in exactly the same way for every single patient meaning the images are accurate and reliable. This means in large language models, they are using reliable, accurate data to come up with a diagnosis. They don't think, just use the data given. We don't have any examples of AI-based predictive modelling in nursing, midwifery, or AHP practice because we don't collect data accurately, reliably, or in the same way across organisations. So, when we hear people talking about AI in midwifery and nursing, we've got to get the basics right.”

**Dawn Dowding, RN, PhD, Professor in Clinical Decision Making in the School of Health Sciences, University of Manchester**

## CURRENT APPLICATIONS FOR AI IN HEALTHCARE

The National Institute for Health and Care Research (NIHR) and the NHS Artificial Intelligence Laboratory, otherwise known as the NHS AI lab, are focused on using AI in a few areas of practice. What differentiates these areas of application from nursing and midwifery is that these practices have been collecting data in the same way for a long time. Current applications include:

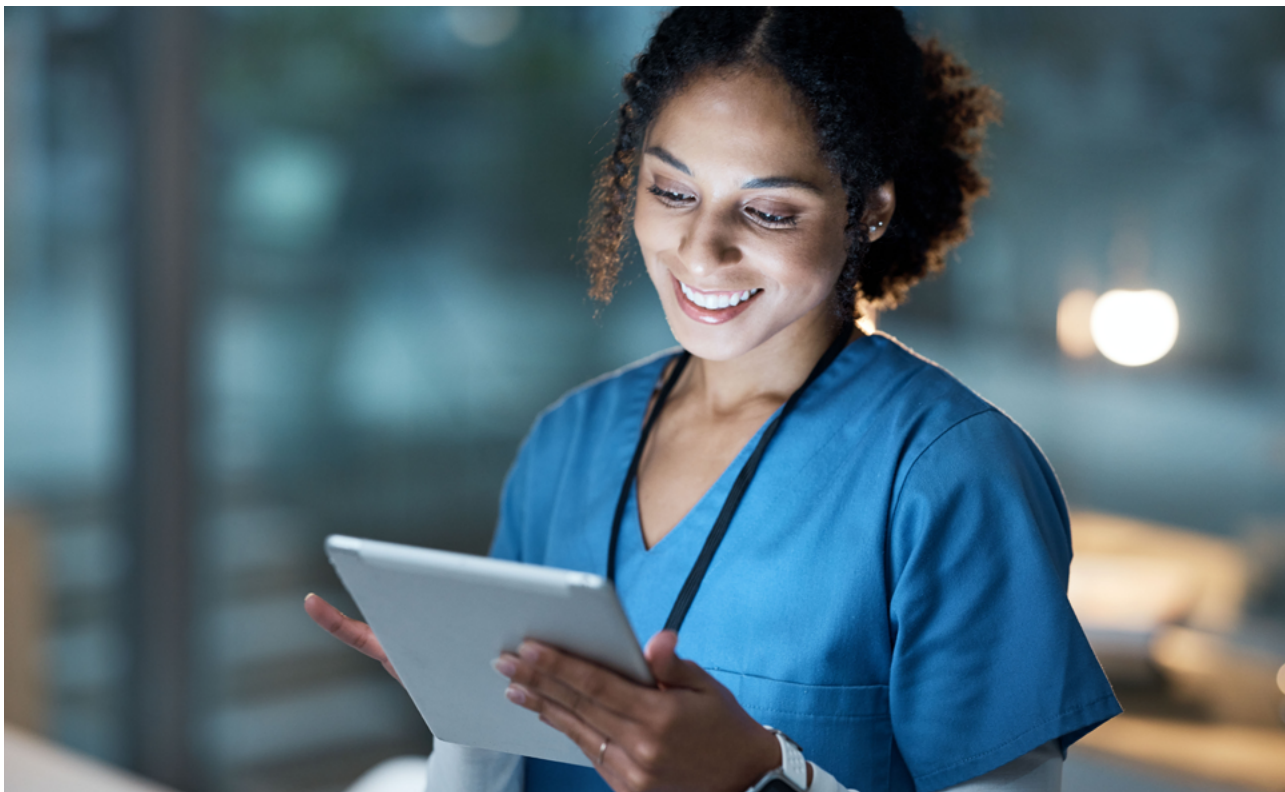
- **Assisting with diagnosis (e.g. smart stethoscope, AI-enhanced identification of cancers on CT scans).**
- **Prediction – demand for emergency beds, progression of disease.**
- **Precision medicine – personalisation of drug treatments, targeting of surgical interventions.**



## AI TOOLS FOR NURSES AND MIDWIVES

Not every profession within the health and care industry will benefit from all AI tools. With the advent of so many new applications and programs, it is important to understand what tools are relevant. There are many AI tools already available that can support and empower nurses, midwives, and those in education. These include:

Scopus AI	<p><b>WHEN TO USE:</b> Allows users to find and summarise evidence-based content for use in research and understanding new concepts.</p> <p><b>TRAINING SOURCE:</b> Content is sourced from peer-reviewed evidence-based sources.</p> <p><b>EXAMPLE APPLICATION:</b> Nursing and midwifery students can utilise Scopus AI to find and summarise research articles relevant to their coursework or capstone projects, enhancing their understanding of evidence-based practice. Content is sourced from peer-reviewed evidence-based publications.</p>
ChatGPT Aomni Claude	<p><b>WHEN TO USE:</b> These AI tools can assist in formatting arguments, summarising complex concepts, and answering questions, facilitating learning and knowledge dissemination.</p> <p><b>TRAINING SOURCE:</b> Content is pulled from unvetted open-source information obtained from the internet.</p> <p><b>EXAMPLE APPLICATION:</b> Nurses and midwives can use these applications to help improve communication by using AI in composing emails, memos, or reports and to support their continuing education by using AI to create study materials, quiz questions, or flashcards. Students can use these applications to help summarise lecture notes, answer basic questions and help develop their CVs for job applications. Content is pulled from unvetted open-source information pulled from the internet.</p>
ChatPDF	<p><b>WHEN TO USE:</b> Enables users to analyse PDF documents and ask questions to clarify aspects, enhancing comprehension and extracting relevant information efficiently.</p> <p><b>TRAINING SOURCE:</b> Tool has been trained on unvetted open-source information pulled from the internet.</p> <p><b>EXAMPLE APPLICATION:</b> Nurses and midwives can utilise ChatPDF to analyse research articles, policy documents, and treatment guidelines extracting pertinent data and identifying areas for further exploration or discussion in their clinical practice. Outputs of the tool are pulled from the sources inputted by users.</p>
QuillBot Grammarly	<p><b>WHEN TO USE:</b> QuillBot can aid in paraphrasing sentences, enhancing clarity and readability in written communication. Grammarly offers support in grammar, spelling, and punctuation.</p> <p><b>TRAINING SOURCE:</b> Tools have been trained on unvetted open-source information pulled from the internet.</p> <p><b>EXAMPLE APPLICATION:</b> Students can integrate QuillBot and Grammarly into their writing process to ensure accuracy and professionalism in their academic assignments, enhancing their communication skills in health and care settings. Educators and mentors can utilise QuillBot to adapt complex nursing concepts into simpler language for student comprehension in educational materials or presentations. Content is pulled from unvetted open-source information pulled from the internet.</p>
ClinicalKey AI	<p><b>WHEN TO USE:</b> ClinicalKey AI is a conversational search tool that can provide quick access to a vast amount of medical literature and evidence-based content, using a Retrieval Augmented Generation (RAG) architecture to ensure that answers are cited and the risk of bias and hallucinations is significantly reduced. ClinicalKey AI provides the trusted source missing in standard LLMs and can aid health and care professionals in making informed decisions at the point of care.</p> <p><b>TRAINING SOURCE:</b> Content is sourced from peer-reviewed evidence-based sources.</p> <p><b>EXAMPLE APPLICATION:</b> Nurses and midwives can use ClinicalKey AI to quickly retrieve relevant research articles and clinical guidelines to inform their practice and provide evidence-based care to patients. Content is derived from peer-reviewed evidence-based sources.</p>



## UNDERSTANDING AND EVALUATING AI TOOLS

It is crucial to remember that the efficacy of AI tools relies heavily on the quality of the data they use. There will always be a risk of perpetuating existing inequalities and yielding incorrect or misleading results. Therefore, it's vital to critically evaluate the underlying data when using AI tools, rather than relying solely on their outputs. Proofreading and verifying content for bias is crucial to ensure accuracy and more equitable outcomes.

Nurses and midwives should feel empowered to use AI tools to support them in their day-to-day roles and throughout education, however, they must understand the data the AI is based on and continue to use critical evaluation skills.

“One of the things we do in education is understand that students are going to use these tools because they are out there but question how we get them to use the tools in a way that enables them to critically evaluate things and support practice, not just blindly use them. This is a good technique for you all to use as well, check and proofread the content generated by AI tools.”

**Dawn Dowding, Professor in Clinical Decision Making in the School of Health Sciences, University of Manchester**

“In healthcare, we're not very good at documenting some of the things that impact equity and access to care, like social deprivation, issues to do with the environment where people live, or sometimes even ethnicity is not recorded accurately if at all. So, if you are using an AI model that is built on a data set which is not accurate about that, those populations are not going to be representative and the response you come up with is going to exacerbate those inequalities more.”

**Dawn Dowding, Professor in Clinical Decision Making in the School of Health Sciences, University of Manchester**

## AI TOOLS FOR NURSES AND MIDWIVES

**This checklist serves as a practical guide**, outlining key questions and considerations that nurses and midwives should explore before incorporating AI tools into their clinical practice or educational endeavours. By systematically assessing the purpose, accuracy, compatibility, cost, ethical implications, user feedback, and long-term viability of AI tools, nurses and midwives can make informed decisions that align with their professional responsibilities and ethical obligations.

**By considering these questions and factors, nurses and midwives can make informed decisions about whether an AI tool is appropriate and beneficial for their professional practice.**

### PURPOSE AND USE CASE

- What specific tasks or challenges am I hoping to address with this AI tool?
- Does the tool align with my professional responsibilities and scope of practice?
- Will the tool enhance efficiency, improve patient outcomes, or streamline workflows?

### ACCURACY AND RELIABILITY

- What is the source of the data used to train the AI model?
- When was the content last updated does it reflect current practice?
- Does the tool present its source information and can you validate it?
- Has the tool been validated through clinical trials or peer-reviewed studies?
- Are there any known limitations or biases in the tool's algorithms or outputs?

### ETHICAL AND LEGAL CONSIDERATIONS

- Does the use of the AI tool comply with professional ethics, standards of practice, and legal regulations?
- Are there any ethical concerns related to patient privacy, informed consent, or data ownership?
- How transparent is the tool's decision-making process, and can users understand and explain its outputs to patients?

### COMPATIBILITY AND INTEGRATION

- Can the AI tool seamlessly integrate with existing health and care systems or Electronic Health Records (EHR)?
- Is the tool user-friendly and intuitive for health and care professionals to incorporate into their workflow?
- Does the tool comply with data privacy regulations and security standards?

### COST AND RESOURCES

- What are the financial implications of adopting and maintaining the AI tool?
- Does the tool require additional hardware, software, or infrastructure investments?

### USER FEEDBACK AND REVIEWS

- Have other health and care professionals, especially those in similar roles or specialties, used and reviewed the tool?
- What feedback or testimonials exist regarding the tool's effectiveness, usability, and impact on clinical practice?
- Are there any red flags or cautionary tales from users' experiences with the tool?

### LONG-TERM VIABILITY AND SCALABILITY

- Is the AI tool backed by a reputable company or organisation with a track record of innovation and sustainability?
- What is the roadmap for future updates, enhancements, or expansions of the tool's capabilities?
- Can the tool adapt to evolving health and care needs, technological advancements, and regulatory changes over time?



## **ACTIONABLE NEXT STEPS:** **AI EFFECTIVELY AND ETHICALLY**

As the healthcare landscape continues to evolve with the integration of AI, nurses and midwives can take proactive steps to leverage this technology effectively, this could include following these practical steps:

### **01**

#### **Empowerment through AI Utilisation**

- Embrace the use of AI tools to support your work and education. Explore available AI resources which can enhance learning experiences and streamline clinical workflows. However, ensure that these tools are built on evidence-based practice and sourced from trusted sources to maintain the integrity of patient care and professional development.

### **02**

#### **Maintain Critical Evaluation Skills**

- While AI offers valuable assistance, it's essential to retain your critical evaluation skills as nurses and midwives. Remember that AI should complement your expertise, not replace it. Continuously assess and verify AI-generated information to ensure accuracy and reliability. By upholding the principles of evidence-based practice and critically evaluating AI-generated content, nurses and midwives can effectively integrate AI tools into their practice while upholding the highest standards of ethical and quality care.

# STANDING UP TODAY, TO CHANGE TOMORROW



In today's rapidly evolving healthcare landscape, nurses and midwives play multifaceted roles beyond traditional clinical care. As leaders, advocates, and lifelong learners, they are instrumental in shaping the future of health and care delivery by:

- **Empowering leadership development** through mentorship, leadership programmes, and advocating for inclusive decision-making processes within health and care teams.
- **Actively participating in change initiatives** to shape the future of health and care delivery by sharing their experiences and ideas.
- **Continuing professional development** to elevate their practice and contribute to positive outcomes for patients and communities.

- **Advocating and networking** through professional associations and online communities to effect meaningful change within their workspace and beyond.
- **Embracing lifelong learning** to keep up to date with health and care advancements through formal education, peer learning and self-directed study.

As we look ahead, it's evident that the landscape of nursing and midwifery is undergoing significant transformation. Empowering leadership development, active participation in change initiatives, continuous professional development, advocacy, and networking are all crucial components in shaping the future of these professions. As we continue to navigate these shifts, the integration of AI into nursing and midwifery practice stands as a promising avenue for further advancement, holding the potential to elevate patient care and outcomes. With dedication and a forward-looking mindset, nurses and midwives are poised to lead the way towards a brighter future in healthcare.

## ABOUT ELSEVIER HEALTH

For more than 140 years, Elsevier has supported the work of researchers and healthcare professionals by providing current, evidence-based information, which can help empower students and clinicians to provide the best healthcare possible.

Growing from our roots, **Elsevier Health applies innovation, facilitates insights, and helps drive more informed decision-making for our customers across global health.** We support health providers by providing accessible, trusted evidence-based information to take on the infodemic; prepare more future health professionals with effective tools and resources; provide insights that help clinicians improve patient outcomes; deliver healthcare that is truly inclusive; and supports a more personalised and localised healthcare experience.

Diversity and inclusion are the foundation of our innovation, and our teams are committed to creating education and practice solutions that reflect the diversity of our world. Elsevier is helping lay the groundwork for more equitable healthcare worldwide; We bring the same rigor to our digital information solutions as we do to our publishing, allowing us to offer knowledge and valuable analytics that help our users make breakthroughs and drive progress for the benefit of every patient.



### SOLUTIONS TO SUPPORT NURSES AND MIDWIVES

Elsevier's clinical solutions can help nurses and midwives build confidence and skills to support them at each stage of their careers.

- **Elsevier's ClinicalKey AI and ClinicalKey Nursing** help nurses and midwives expand their knowledge and support optimal treatment decisions by answering complex questions based on current evidence.
- **Elsevier's Care Planning** solution harmonises the patient's story, evidence-based care plan guides, and standardised assessments into one longitudinal plan of care - delivered directly through your EPR.
- **Elsevier's Clinical Skills** combines competency management features with over 2,000 evidence-based skills and procedures with competency management functionality for nurses, therapists and other clinicians.
- **Elsevier's Clinical eLearning** provides authoritative, online courses designed to support the professional development and evidence-based practice needs of nurses and midwives throughout their careers. Elsevier offers clinical eLearning courses for nursing residency, orientation, professional development, clinical expertise, and leadership development.
- **Transition to Practice and Shadow Health** help strengthen new nurses' practice readiness through cutting-edge simulation that enables them to interact with a collection of diverse, realistic virtual patients. New graduate nurses can enhance their clinical reasoning and communication skills in a safe space that presents unfolding patient scenarios and offers detailed analytics to help nurse leaders evaluate and guide performance.

To learn more on these solutions and resources, visit: <https://www.elsevier.com/en-gb/health/nurse>

What do you stand for?

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# ABOUT FLORENCE NIGHTINGALE FOUNDATION

Established in 1934, Florence Nightingale Foundation is an educational charity for nurses and midwives in the UK. We have a growing national and international profile, with a unique identity and a highly trusted brand. Florence Nightingale Foundation has been empowering nurses and midwives for almost a century, and we know that when nurses and midwives are enabled to connect, lead, and influence health and care, transformation happens.

Over 75 Florence Nightingale Foundation alumni and members, working across the entire UK and at every level of the system, attended the 'What Do You Stand For' event, reflecting our wide reach from the bedside to the board room.

## LEADERSHIP PROGRAMMES

Our leadership programmes are described as 'transformational' – and with good reason. We work with nurses and midwives at every level of their career, with courses specifically tailored for you, your organisation, or your region.

**You can view our current open programmes here:**  
[florencesnightingalefoundation.org.uk/academy](https://florencesnightingalefoundation.org.uk/academy)

## MEMBERSHIP

Membership of the FNF Academy provides the innovative space for like-minded nurses and midwives to build their confidence to lead. Senior nurse leaders are eligible to become members of the FNF Academy and then all nurses and midwives in their team receive the benefits of membership too.

**Find out more about membership and how you can join here:** [florencesnightingalefoundation.org.uk/academy/networks/membership](https://florencesnightingalefoundation.org.uk/academy/networks/membership)

