



21st Century Nursing Workforce Landscape: Trends, Challenges, and Innovation

Speaker: Caroline Ashman

Saturday, November 23, 2024 • 9:00 - 10:00 am

Session Description

The COVID-19 pandemic has dramatically transformed the nursing workforce, revealing vulnerabilities and creating unprecedented challenges in staffing and workforce management. In this session, we will delve into how the pandemic reshaped workforce solutions in healthcare, specifically focusing on the nursing profession. We will examine the current state of contingent labor demand and explore how organizations have pivoted to attract, retain, and support nursing talent in a post-pandemic world. By addressing the ongoing trends, emerging challenges, and innovative solutions, this session will provide actionable strategies for ensuring your facility is equipped with a competent and adequately staffed workforce to deliver safe, high-quality care in today's evolving landscape.

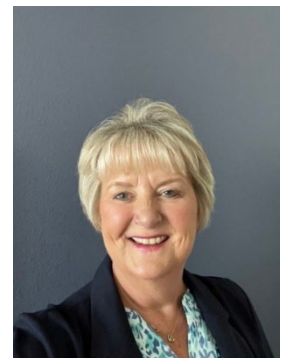
Key Takeaways:

- Understand how the COVID-19 pandemic has reshaped nursing workforce trends and challenges.
- Learn how healthcare organizations have adjusted their workforce strategies in response to post-pandemic realities.
- Discover innovative solutions to overcome staffing shortages and maintain high standards of patient care.
- Explore how to create optimal workforce programs to create a flexible and competent nursing workforce.

Meet the Presenter

Caroline Ashman, MSN, RN, CMSRN, NPD-BC was Appointed in May of 2023 as the Director of Clinical Professional Practice & Education with Prolink, a Workforce Solutions company. Prior to that she worked for HCA for 15 years, with her last role as the West Florida Division Director of Medical Surgical Education. Caroline is also board certified in Professional Development through ANCC and has been certified as a Medical Surgical Nurse through MSNCB for 16 years.

She received her Bachelor's degree in nursing from Thomas Edison State University in Trenton, NJ, and her initial nursing education from the University of Wolverhampton in the United Kingdom. She completed her Master of Science in Nursing Education from Brenau University, Gainesville, GA and has been an RN for almost 40 years.



Caroline is a well tenured speaker, having presented multiple times for the Academy of Medical Surgical Nurses (AMS), the DAISY Foundation and with Prolink at both national and international conferences. She was also one

of the inaugural hosts of Med Surg Moments – the AMSN Podcast. Audiences recall her presentations as educational and informative with an enthusiastic sense of British humor.

A servant leader at heart, Caroline believes in giving back and sharing experiences with healthcare professionals. One of her favorite expressions reads “you cannot put an old head on young shoulders” so she prides herself on coaching and mentoring the next generation of nurses.