

JOINT EVENT

5<sup>th</sup> Annual Congress on **EMERGENCY NURSING & CRITICAL CARE**  
&  
**26<sup>TH</sup> CANCER NURSING & NURSE PRACTITIONERS CONFERENCE**  
July 16-17, 2018 | London, UK

**Using transformational leadership and innovative marketing strategies to achieve empirical outcomes in an emergency department****Janine Liza Duran**

Mount Sinai Hospital, USA

Transformational leadership is a style of leadership where a leader works with subordinates to identify needed change, creating a vision to guide the change through inspiration, and executing the change with committed members of a group. Emergency departments (ED) are increasingly confronting challenges such as overcrowding, understaffing, increased waiting times, poor patient satisfaction and staff burnout. Transformational leadership can play a key role in revitalizing and assisting stressed emergency departments where resource limitations present real and consistent roadblocks to significant performance improvement, staff morale and motivation. As a transformational leader, one must find ways to influence and change behavior. Integral to creating changes in the different issues in the Emergency Department is staff engagement. Due to patient-care demands and increasing institutional requirements, staff members are becoming increasingly overwhelmed by the amount of information they receive and initiatives with which they must comply. Traditionally, hospital leaders use a linear approach to communicate with staff. An example is a manager reads a policy to staff, with the expectation that they will follow the requirements. As hospitals become increasingly tactical in their approach to innovation, it is recognized that the top-down approach to performance improvement is ineffective. The most valuable asset in the workplace is the staff. Their engagement and productivity can dictate the success of a project. So, how do hospital leaders influence staff to engage in the hospital's initiatives and facilitate change? Innovative marketing strategy as an innovative approach ED staff engagement utilizing marketing strategy as an innovative approach. Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value to customers and the target audience. The basic premise of marketing is to influence consumer behavior and drive change.

janinelizaduran@gmail.com