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American Association of Critical-Care Nurses receives 2009 Brandon Hall Gold Award for “Promoting Excellence in Palliative & End-of-Life Care” e-learning course

Second industry award confirms high-tech excellence of AACN Web-based learning tool

ALISO VIEJO, Calif. – Dec. 29, 2009 – The American Association of Critical-Care Nurses (AACN) recently won a Gold Award in the 2009 Brandon Hall Excellence in Learning Awards in the Best Custom Content category for its Web-based learning course, “Promoting Excellence in Palliative & End-of-Life Care.”

Given annually by Brandon Hall Research, a leading training and development research firm, the awards showcase exceptional work in the use of technology related to learning.

“The quality of these winning entries is outstanding. These winners are breaking new ground and setting new standards for innovative learning,” says Brandon Hall, Ph.D., awards program chairman.

The Brandon Hall Gold Award represents the second top industry honor AACN’s “Promoting Excellence in Palliative & End-of-Life Care” received since its launch in September 2008. In July, the e-learning course received the “Best of Training Category Horizon Interactive Award,” from a consortium of marketing, multimedia and Web organizations.

Dubbed an industry Oscar, the “Horizon Interactive Award” recognizes outstanding achievement in interactive media production of small firms and individual developers from around the world. “Best of Training Category,” a gold-level mention, signifies the highest single honor for the international award.

About “Promoting Excellence in Palliative & End-of-Life Care”:

“Promoting Excellence in Palliative & End-of-Life Care,” a highly interactive and easy-to-navigate e-learning course, provides the skills nurses need to care effectively for patients and families at the most difficult times of their lives. Three modules – which address symptom management and comfort care, communication and conflict resolution, and withdrawing and withholding life support – provide feedback on nursing application of skills, communication and evidence-based care.

This groundbreaking e-learning course allows nurses to apply theory-based practice without risk of harm to patients and/or families. It creates a virtual environment to simulate in-room patient experiences and convey the complexity of symptom management and trajectories of death. Nurses succeed when they transition patients, families and themselves through the end-of-life experience.

AACN Clinical Practice Specialist Laura McNamara, RN, MSN, CCNS, CCRN, says safe, quality healthcare practices drove the creation of “Promoting Excellence in Palliative & End-of-Life Care.” McNamara says the e-learning course helps nurses to recognize the dynamic nature of life and death and transition patients from cure to comfort.

“Patients who require palliative and end-of-life care can be a tremendous source of stress for nurses, especially those without experience in this type of care. This course creates a safe environment for nurses to build the skills they need to care for patients and their families,” she explains.

AACN worked with Enspire Learning, an educational multimedia company in Austin, Texas, to produce the course. Bjorn Billhardt, Enspire’s chief executive officer, says he is “truly proud of the outcome of this course and the partnership with AACN.”

“We are honored to win a Brandon Hall Gold Award for our work with AACN. Together, we created an engaging, interactive learning experience that will positively impact nurses and their patients,” he says.

Jan Farquhar, Enspire’s instructional designer and lead writer who worked on “Promoting Excellence in Palliative & End-of-Life Care,” calls the e-learning course, “a truly unique and special project with stunning results.”

“One unique aspect of designing and developing the palliative and end-of-life care course was the challenge to create an uplifting and encouraging experience about such a sensitive and difficult subject. The team worked hard to strike the right balance in tone of scriptwriting, interactive elements, and graphic design,” she explains.

To make education on this important topic affordable to all nurses, AACN priced individual learner licenses for “Promoting Excellence in Palliative & End-of-Life Care”

at \$50 plus the cost of a one-, two- or three-year institutional site license. For more product information or to purchase a site license, visit www.aacn.org.

A total of 248 entries were submitted in 12 categories in the 2009 Brandon Hall Excellence in Learning Awards program. The entries were evaluated by independent judges around the world. The winners are listed at www.brandon-hall.com.

About the American Association of Critical-Care Nurses: Founded in 1969 and based in Aliso Viejo, Calif., the American Association of Critical-Care Nurses (AACN) is the largest specialty nursing organization in the world. AACN represents more than 500,000 acute and critical care nurses and more than 230 chapters worldwide. The organization's vision is to create a healthcare system driven by the needs of patients and their families in which acute and critical care nurses can make their optimal contributions.

To learn more about AACN, visit www.aacn.org.

About Brandon Hall Research: Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the ground-breaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on using technology in learning. Brandon Hall Research conducts the Awards program each year to recognize the best in innovative learning.

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